Fonda El Motetico

BUSINESS PROPOSAL

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Course: INTB3205 Understanding and Managing Cultural Differences

@Fonda El Motetico

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Introduction/Abstract

Client: Araceli Cortez

Community Partner: Global Brigades, Telebrigade Experience

Location: Darien, Panama
Primary business: Restaurant owner
Menu: authentic Panamanian food
Goal: Open an event space in 2024

Why Fonda El Motetico is unique?

Location

Locate near the **port, easy access** and relaxed atmosphere

Operates All year round

Customer mainly from nearby, operates **all year round** from 6am to 8pm

Customer Base

Long-term collaborations with **tour guide** and **companies**, including current market promotion using **local radio**

Summary of Deliverables

01.

MARKETING

New Marketing plan
- ❏ Logo
- ❏ Menu design
- ❏ Google Maps
- ❏ WhatsApp advertising

02.

ACCOUNTING

Bookkeeping strategy
- ❏ Maintaining Profit Margin
- ❏ Handwritten bookkeeping template

03.

EXPANSION

Support for new event space
- ❏ Savings
- ❏ Promotional posters and additional marketing

01. Marketing

Logo Design

Final design of the restaurant logo.

Menu

Developed an eye-catching digital menu that customers can access via QR codes

Social Media

WHAT'S APP TEMPLATES

After learning WhatsApp is the most popular form of social media we crested template to promote restaurant deals.
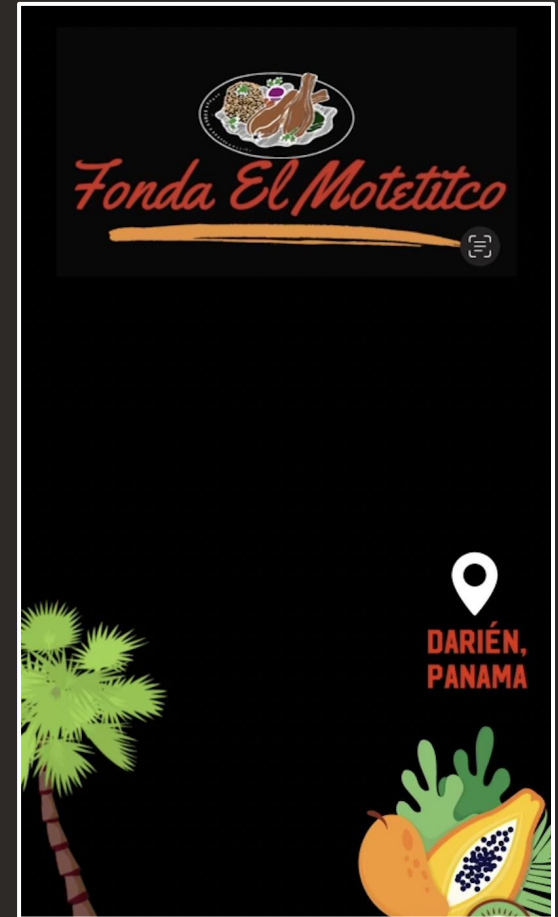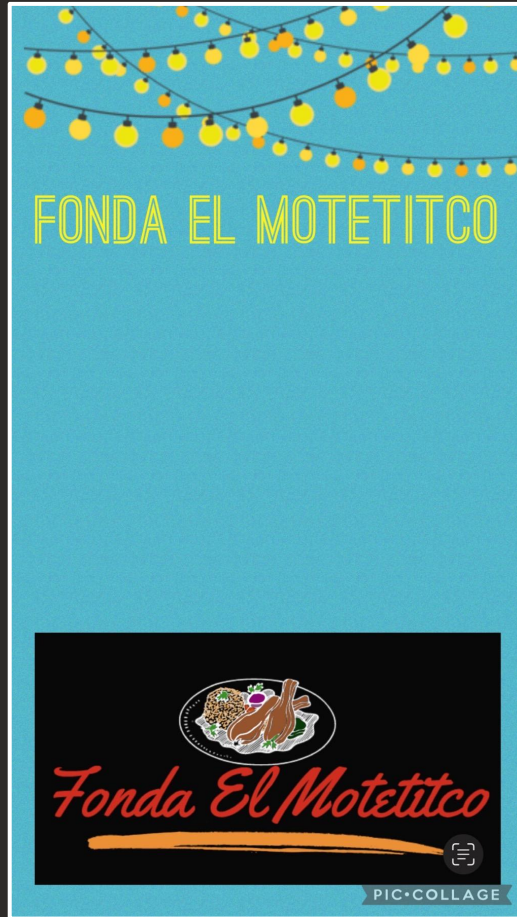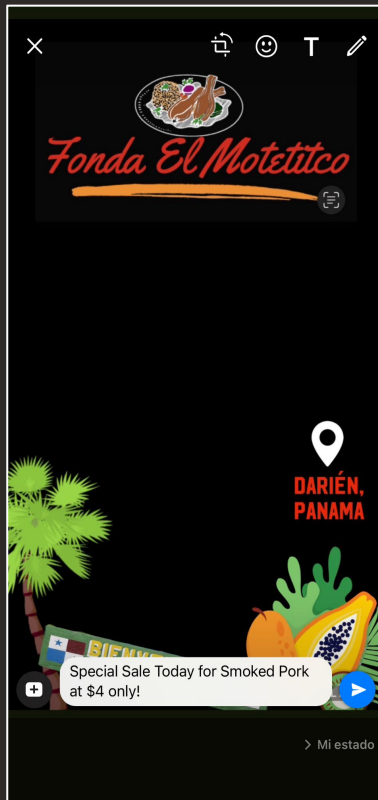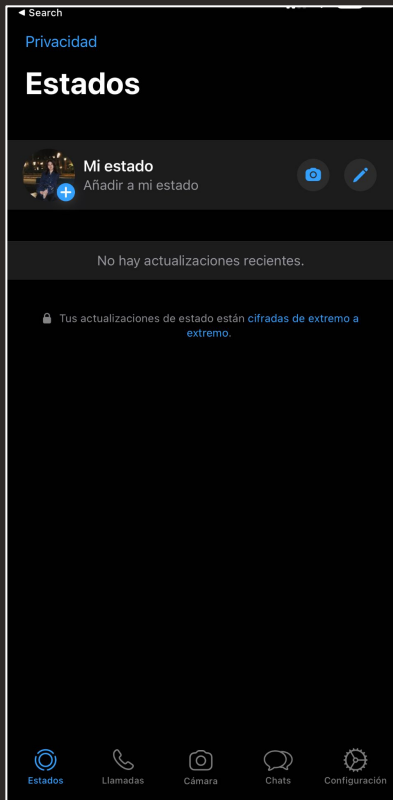
02. Accounting

Accounting Basics

A measure of how much cash is brought in or out of your restaurant business. Also the amount spent in total over a period of time.

Cash Inflow

Restaurant Sales (revenue)

Cash Outflow

All expenses

Total Sales – Total Costs = Profit

Knowledge on Profit Margin
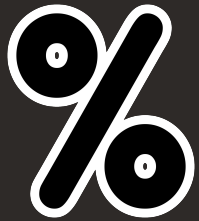
Product	Selling Price	Cost of goods	Profit Margin	
Smoked pork	4	2.5	38%	
Fried Chicken	4			
Stewed Pork	4			
Green Salads	4			
Elbow Spaghetti	4			
A profit Margin of 15%-30% will be needed to create sufficient Budget				

An understanding of how much you will get as pure saving from each item you sell

Accounting Method

BOOKKEEPING TEMPLATE

Fonda El Motetico

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Weekly Totals
Total Sales								
Food Costs								
Wage Costs								
Water								
Electric								
Gas								
General Expenses								
Total Costs								
Sales Profit								

*Total Costs= Food Cost + Wage Costs + Water + Electric + Gas + General Expenses
*Sales Profit= Total Sales - Total Costs

Fonda El Motetico

	Domingo	Lunes	Martes	Miércoles	Jueves	Viernes	Sábado	Totales Semanales
Ventas Totales								
Costos de Alimentos								
Costes Salariales								
Costos de Agua								
Costos de Electricidad								
Costos de Gasolina								
Gastos Generales								
Costos totales								
Ganancia de ventas								

Costos totales = Costos de Alimentos + Costes Salariales + Costos de Agua + Costos de Electricidad + Costos de Gasolina + Gastos Generales
Ganancia de ventas = Ventas Totales - Costos totales

BOOKKEEPING TEMPLATE INSTRUCTION GUIDE

Accounting Method

English:	Spanish:
Step 1: At end of day, count money in register and record total cash from the days sales in the Ventas Totales box.	Paso 1: Al final del día, cuente el dinero en el registro y registre el total de las ventas en efectivo del día en la caja de ventas totales.
Step 2: Gather food and ingredient receipt for the day and put total in Costos de Alimentos box	Paso 2: Reúna el recibo de alimentos e ingredientes del día y coloque el total en la casilla Costos de Alimentos
Step 3: Add wages for all employees that day and record number in Costes Salariales box	Paso 3: Sume los salarios de todos los empleados ese día y registre el número en el cuadro Costos Salariales
Step 4: record water bill if paid today in Costos de Agua box (if not paid today just put 0 in box)	Paso 4: Registre la factura de agua si se pagó hoy en la casilla Costos de Agua (si no se pagó hoy, simplemente coloque 0 en la casilla)
Step 5: record electric bill if paid today in Costos de Electricidad (if not paid today just put 0 in box)	Paso 5: Registre la factura de electricidad si se pagó hoy en Costos de Electricidad (si no se pagó hoy, solo coloque 0 en la casilla)
Step 6: record gas bill if paid today in Costos de Gasolina (if not paid today just put 0 in box)	Paso 6: Registre la factura de gas si se pagó hoy en Costos de Gasolina (si no se pagó hoy, solo coloque 0 en la casilla)
Step 7: gather all other food related expense receipts (plates, utensils, napkins, cup, etc) add them together and put total in Gastos Generales box (if none purchased today just put 0 in box)	Paso 7: Reúna todos los otros recibos de gastos relacionados con alimentos (platos, utensilios, servilletas, vasos, etc.), súmelos y coloque el total en la casilla Gastos Generales (si no compró nada hoy, simplemente coloque 0 en la casilla)
Step 8: Add up Costos de Alimentos + Costes Salariales + Costos de Agua + Costos de Electricidad + Costos de Gasolina + Gastos Generales in calculator and record this total value in Costos totales box	Paso 8: Sume los Costos de Alimentos + Costes Salariales + Costos de Agua + Costos de Electricidad + Costos de Gasolina + Gastos Generales en la calculadora y registre este valor total en la casilla de Costos totales
Step 9: Take daily value for Ventas Totales and subtract Costos totales in order to find your daily Ganancia de ventas which is recorded in the bottom row boxes.	Paso 9: Tome el valor diario de Ventas Totales y reste los Costos totales para tener su Ganancia de ventas diaria que se registra en los cuadros de la fila inferior.
Step 10: At end of week, add up each daily Ganancia de ventas to get the weekly Ganancia de ventas.	Paso 10: Al final de la semana, sume todas las Ganancia de ventas de cada día de la semana para obtener las Ganancia de ventas semanal.

03. Expansion

Marketing for Event Space

Fonda El Motetitco

¡NUEVA!
SALA DE EVENTOS

ENERO DE 2024

Salford & Co.

¡ANIVERSARIOS, CUMPLEAÑOS, REUNIONES
PARA FAMILIAS, Y MAS!

507-6161-3182 | DARIEN, PANAMA

Additional long-term goals

GOAL 1

Opening of event space in 2024

GOAL 2

Increase customer experience and restaurant atmosphere

Thank you

Contact Details

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