



Gastronomy Temple

Business Plan

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I. Introduction

This Business Plan is a detailed description of Gastronomy Temple proposal. The project's main objective is to import international products from top gastronomies from all over the world, while at the same time, offering services to improve the customer experience. We found that the combination of these products and the services we are offering creates a new niche in the Spanish market.

All through the study is a detailed description of all areas and stages of the project, including, the Sector & Environmental Analysis, Marketing, Operations, Human Resources, Finances. Last but not least, the implementation plan of how and when it will all be developed and accomplished.

These aspects have been analyzed and put together to determine the final investment required to carry out this project and how profitable this project could be.

II. Brief Description:

Our Business plan is the creation of a premium shop that adapts to the needs to the customers, stepping away from the traditional shopping stores to make the entire experience more enjoyable. Our plan is divided in two main categories: products and services.

- ✓ Our products: Wide range of high quality products imported from their country of origin.
- ✓ Services: Our services make shopping easier for our customers. Some of our services are:
 - Advisors: Personnel specialized in our products, capable of assessing the customer on what they should buy and how to prepare delicious recipes with them.
 - Chef: Bookable Chef with international vision and ability to create recipes and menus for clients, in the comfort of their home. He will go to the customer's home and prepare the meal, when everything is done, he will pack up everything and leave everything spotless. This service will grant the customer more free time to get ready for entertaining and more time to spend with his / her guests.
 - Website: Offers the customer the opportunity to purchase our products and services from anywhere in the world at any given time. Also, the recipe section has a list of recipes created by our chef where the customer can purchase the products from the ingredient list. After the purchase, the groceries will be delivered to any address in Madrid.



- Tasting Sessions: Every Sunday, GT will offer tasting sessions from a different part of the world based on creations done with our products to show the customers our selection and a taste of every product.
- Takeaway Meals: Light meals prepared for our busy working customer that can only take short lunch times. The customer can choose to take the lunch with them or have it in our facilities.
- Cooking classes: GT is going to offer you every weekend cooking class from all over the world.

III. Company Mission

At Gastronomy Temple (GT), we are dedicated to offering high-quality international products and great services to our customers.

IV. External Analysis:

IV.I Sector Data:

IV.I.I Considerations:

1. Political:

Currently, Spain is undergoing a major economic crisis, which has its origin in a global crisis; however, Spain's situation has been aggravated by the special circumstances of our economy, heavily dependent on the construction sector, which has caused the unemployment of more than 4 million people.

Among the major challenges faced by the Spanish society in the coming years are: fighting unemployment, improving the economic competitiveness, more control over immigration and the struggle against social inequalities.

According to a recent survey done by the Centro de Investigaciones Sociológicas (CIS), the Spanish community is divided in two, those who are pessimistic in regards to the current situation, the other half believes the situation will get better on 2011.

We belong to this second half of the population, for we are very optimistic. It is partly the society's responsibility to do something about the current situation in order to improve it.

Some important political factors to take into account are the entry of new members to European Union and the political stability of the country.



2. Legal:

-State:

- Health: Tobacco Regulations
- Labor: Labor Reforms
- Commerce: Retail Businesses Regulations
- Food Safety: Beef Labeling Regulations

-Local:

- Outdoor Advertising Ordinance (Draft-Madrid)

3. Environment:

-Royal Decree Project: Environmental Management Collection (Batteries & Accumulators) (Draft)

- Project Development of the Noise Law Royal Decree
- Packaging Law Amendment Proposal
- Environmental Responsibility Act (Draft)
- Electrical & Waste Management Royal Decree 208/2005.
- LEY 27/2006.
- Animal Health: Rules for Products of Animal Origin for Human Consumption.
- Hygiene: Directions of Animal Products for Human Consumption.
- General Principles & Requirements of Food Laws.
- Amendment to Articles 11, 12, 16, 17, 18, 19 & 20 of Regulation 178/2002.
- Food Hygiene EC Regulation 852/2004.
- Specific Hygiene Rules for Food of Animal Origin EC Regulation 853/2004.
- Specific Rules for Official Controls on Products of Animal Origin EC Regulation 854/2004.
- Food Controls EC Regulation 882/2004.



-Microbiological Criteria for foods EC Regulation 2073/2005.

4. Economic Factors:

-Consumer Price Index (Growth %):

The Consumer Price Index Growth, %, measures changes in the price level of consumer goods and services purchased by households. The graph (Annex XV) shows that CPI has decreased a 0.5 % from 2010 to 2011, the prices paid by urban consumers for a market basket of consumer goods and services has decreased, but the forecasting shows that it will increase close to 1% by 2015.

-Exports, total as a % of GDP (Absolute):

Exports in Spain as the graph in the Annex XVI shows have decreased and it will continue to decrease even more during the next five years. Spain has a big lack of exports.

-Final Consumption Expenditure, Local Currency (Absolute and Per capita) Millions Euros:

The final consumption expenditure as the graphs in the Annex XVII (Absolute) and XVIII (Per capita) show an increase during the years, which means an increase in the expenditures by the Spanish population.

-Household Income, Gross, Local Currency (Growth %):

Household income is the most comprehensive measure of a country's citizens' material well-being. It includes not just income from employment, but every form of income, including all retirement income, near cash government transfers, and investment gains.

The graph in the Annex XIX shows a negative Household Income growth in 2010 but it is recovered in 2011 and the forecast shows and increased by 3.9% in 2015.

-Imports, Total as a % of GDP (Absolute):

The graph in the Annex XX shows a tendency to increase the % of imports during the next years, it will arrive to represent a 33% of GDP absolute by 2015.

-Inflation (Absolute) %:

Inflation is a rise in the general level of prices of goods and services in an economy over a period of time. When the general price level rises, each unit of currency buys fewer goods and services. Consequently, inflation also reflects an erosion in the



purchasing power of money – a loss of real value in the internal medium of exchange and unit of account in the economy.

The graphic in the Annex XXI shows a decreased of 0.6 % inflation from 2010 to 2011, but forecast shows a increase until 1.9% by 2015, so the general level of prices of goods and services will rise over that period of time.

-Private Final Consumption Expenditure, Local Currency (Absolute, Per Capita) Euros:

The graphs XXII and XXIII in the annex show and increase in the private final consumption expenditure, that mean that the tendency is to increase the private expenditure, people will expend more money in services and goods as forecast shows.

-Gross domestic product (GDP): Refers to the market value of all final goods and services produced within a country in a given period. It is often considered an indicator of a country's standard of living. The graph in the Annex XXIV shows a negative GDP growth (%) of -4% in 2009, it is recovered in 2010, 2011 with a 1%, 2% respectively and it will increase until 4% by 2014.

IV.I.II Market

The Spanish Food Retail Industry had total revenue of \$130.5 billion in 2009, representing a Compound Annual Growth Rate (CAGR) of 4.5% for the period spanning 2005-2009.

Hypermarkets, supermarkets, and discounters sales proved the most lucrative for the Spanish Food Retail Industry in 2009, with total revenues of \$56.2 billion, equivalent to 43.1% of the industry's overall value.

The performance of the industry is forecasted to decelerate, with an anticipated CAGR of 3.3% for the five-year period of 2009-2014, which is expected to drive the industry to a value of \$153.4 billion by the end of 2014.

1. Market Size:

The Spanish Food Retail Industry has experienced steady growth in recent years and although deceleration is forecasted, growth should continue until 2014.

The Spanish Food Retail Industry had total revenue of \$130.5 billion in 2009, representing a Compound Annual Growth Rate (CAGR) of 4.5% for the period spanning 2005-2009. In comparison, the French and German industries grew with



CAGRs of 2.9% and 2.1% respectively, over the same period, to reach respective values of \$224.6 billion and \$234.8 billion in 2009.

Hypermarkets, supermarkets, and discounters sales proved the most lucrative for the Spanish food retail industry in 2009, with total revenues of \$56.2 billion, equivalent to 43.1% of the industry's overall value. In comparison, convenience stores and gas stations generated sales of \$36.2 billion in 2009, equating to 27.7% of the industry's aggregate revenues.

The performance of the industry is forecasted to decelerate, with an anticipated CAGR of 3.3% for the five-year period of 2009-2014, which is expected to drive the industry to a value of \$153.4 billion by the end of 2014. Comparatively, the French and German industries will grow with CAGRs of 3% and 2.5% respectively, over the same period, to reach respective values of \$260 billion and \$265.5 billion in 2014.

2. Market Trends:

Everyday the customers' needs and tastes change. The market is becoming more demanding and health conscious. Lifestyles are a big part of this. Whether it is because of a health issue or a simple change in lifestyle, the demand for vegetarian, gluten-free, sugar-free products is increasing more and more.

There are other factors to take into account, for example, the introduction of women in the labor market. The woman's role has changed dramatically in the past few decades. They're spending less time in the kitchen but at the same time want to provide their families with healthy food choices.

Globalization has also given a boost to changes in the market, by bringing countries closer together, the demand for international gastronomies has increased all over the world.

3. Market Segments:

Hypermarket, Supermarket, & Discounters represents the largest segment of the Food Retail Industry in Spain, accounting for 43.1% of the industry's total value. As for the Convenience Stores & Gas Stations segment, it accounts for a 27.7% of the industry.

Gastronomy Temple falls in the Food Retail category of Foods and Drinks Specialists with a 25.4%.



4. Market Characteristics:

The company primarily operates through one segment: supermarket and specializing in international gourmet products. The business model is based mainly on “Total Quality.” Through the management model, it satisfies the company’s five components: Employer, Employee, Supplier, Society and Capital. The shop operates through the shopping basket menu concept, as well as, takeaway menu, and personal chef concepts. Its main activity is to provide quality international products (foods and beverages) and top-notch services such as professional assistance, delivery, chef (on location or at customer’s request), and online services.

IV.I.III Competitors

Some of our main competitors are specialty stores in Madrid, like the Gourmet Shop of the Corte Inglés, Sánchez Romero Supermarket, and Mallorca.

1. Market Shares:

Spain accounts for 7.8% of the European Food Retail Industry value. Another large representation of this industry would be Germany, which accounts for a further 14.1% of the European industry.

The Specialized Foods and Drinks have a size of 25,4% of the market value.

2. Success Strategies:

In order to achieve success, a combination of key strategies must take place:

a. Marketing:

Marketing is a very useful tool to understand the market and stay updated with information on the rest of the market, which will give the company competitive knowledge. The company must also have a clear understanding of the client profile and each specific client’s portfolio. At the same time stay updated with products and pricing policies, have an optimum planning for the use of the resources, clear distribution channels. And last but not least, create an appealing publicity and promotion campaign.

b. Customer Services:

The food and drinks market has already been highly explored; therefore, differentiation is a key factor for success. An important strategy to use is providing high quality customer service. By providing well-trained staff, delivery services, cooking



classes, takeaway meals, and chef services, Gastronomy Temple will create a new experience for the customer to enjoy.

c. Organizational Structure & Management:

It is easier for any company to achieve success when it is properly organized internally first, success from outside will come later.

IV.I.IV Distribution Channels:

Gastronomy Temple will have several different types of distributions: our stores, our website, cooking classes and catering services for which we are hired.

In the future we will consider the possibility of expanding to other cities and/or countries. Establishing our shops in cosmopolitan areas. As well as, supplying four / five star restaurants.

IV.I.V Suppliers:

Our suppliers will be international exporters of high quality products from all parts of the world. The amount of suppliers will increase as our demand for more variety in our products increases.

V. Sector Analysis:

V.I.I 5 Forces of Porter:

1. Barriers of Entry & Exit:

In this market, the barriers of entry are medium because the initial investment required won't be so high, however, new competitors may arise because of this low investment.

The initial investment won't be so high due to the fact that we will rent the infrastructure, which is only between 350-500 m². The investment in equipment and products will represent the largest part of the investment.

The barriers of exit are relatively low. Since our infrastructure will be rented, it is easy to just finalize the contract with the owners. Also, the fixed assets can be sold to any other company in the market because they are easily used in other businesses.



2. Potential New Competitors:

New competitors arise everyday. The low barriers of entry and exit make it easier to enter this field. However, at this time, there aren't any direct competitors.

3. Customer Bargaining Power:

Our business is providing a large range of products and services, that aren't offered by anyone else in the market. Because of the exclusivity we have the bargaining power over our customers.

4. Possible Competitor Response Strategies:

We are new in this market; therefore, other companies with higher bargaining power against suppliers, for example, Corte Inglés, could easily steal our products and services, automatically giving them competitive advantage.

5. Supplier Bargaining Power:

At the moment we have low bargaining power against suppliers because we are just entering this business we have no experience in, also, because we are small we can't buy in big volumes. As well as, there are a limited number of suppliers, giving us little room to choose from.

There are two factors to consider: our future plans include expansion, and we are going to have much more experience in the market. This will increase our bargaining power.

6. Substitute Products or Services:

We are improving the shopping experience for the customer. Up until this point, nobody else is offering the same combination of products and services that we are offering, so there is little room for substitution from our customers to other businesses.

VI. SWOT

Strengths: High quality of products from all over the world, wide range of services, strategic location of our shops, well trained and highly experienced staff and sustainable orientation.



Opportunities: After we have succeeded with our first shop, we can expand, whether opening new shops, finding new niches, growing as suppliers or franchising. By doing this, we will ultimately increase tourism.

Threats: Rise or modification of import taxes, worsening of the economic crisis, fluctuations in currencies, low margins of profits, Spanish population accustomed to the typical food, and; last but not least, the specialization of supermarkets into gourmet shops.

Weaknesses: As we are new in this line of business, we have little experience in the market; there are only a few options for our establishments. Also, because we are new, we have no brand recognition, influencing the small bargaining power against suppliers.

VII. Strategic Aim

In the short-term GT expects to achieve a position that gives us acknowledgement and great reputation in the gourmet industry. After gaining some experience, in a few years, we want to become a leading company in this market.

The process begins with a cautious research on the preferred products by our potential customers, after a year, we expect to have gained some experience selling our products. For this particular reason, the testing sessions will be a great aid, that is, we will be offering a selection of our products while the customers are in their shopping process.

Our business is based on two main strengths: the quality of our products and services and customer satisfaction. High quality standards will be established since the first day. GT will be careful choosing the suppliers, as we want only the best products. Also, our focus on customer satisfaction gives GT the competitive advantage of facing clients with a completely different way of presenting the products and taking care of our customers.

VIII. Operations Plan

VIII.I Product Development

Gastronomy Temple is an international based company specialized in selling products from the world's top gastronomies as well as offering services that make the shopping and dining experience more enjoyable for the customer. Our business model is detailed below:



-The shop: Gastronomy Temple imports high quality products. Our stock includes 400 different references from the top ten gastronomies in the world. They are represented as follows:

✓ France (12%):

- Foie Gras: Foie Gras and Foie Gras with Truffles, Duck Confit, Cassoulet, Choucroute, Hénaff Pâté, Duck Liver Mousse, Black Winter Truffles, Smoked Cod Liver.
- Olives, Tapenades and Cornichons: Nyons, Picholine, & Lucques Olives, Tapenade, Anchoiade, Cornichons.
- Chestnuts, Beans, Grains, Crackers and Mushrooms.
- Oils Duck Fat, Mustards and Sauces: AOC Olive Oils from Nyons and la Vallée des Baux, Duck Fat, Yellow-wine vinegar, Mustard from Meaux, Royal Mustard with Cognac, Gingerbread Mustard, Green Peppercorn Mustard, & Firemen's Mustard, Béarnaise Sauce, Aioli.
- Salts, Peppers and Spices: Truffle Salt, Grey Sea Salt, Herbes de Provence, Thyme from Provence, Epices Rabelais.
- Cooking and Baking Aids: Mixes for Crêpes, Crêpes Sarrasins, Pâte à Choux, Gaufres, and Blinis, Alsa Flan Mix, Pain d'Epices Seasoning, Vanilla beans, Orange Flower, Rose Waters, Alsa Baking Powder.
- Jams and Honeys.
- Cookies and Biscuits: Mère Poulard Galettes and Palets, Gingerbread, Nonettes, Choco BN, Paille d'Or, Pépito, Palmito, St Michel Galettes, Brossard Savanes.
- Chocolates: Rochers Suchard, Pure Cocoa Powder.
- Desserts and Confections.
- Bonbons, Candies and Gums: Pastilles de Vichy, Cachou Lajaunie, Stoptou, Anis de Flavign, Pierrot Gourmand Lollipops, Lutti Arlequin & Magnificat.
- Beverages: Teisseire Syrups, Badoit and Vichy St Yorre Waters, Poulain Grand Arôm, Banania, Carte Noire Coffee Ricoré, Gini.
- Meat: Pork, Poultry, Lamb, Smoked & Cured Meats.
- Seafood and shellfish: Lobster, Caviar, Smoked Salmon and Crab.
- Cheese.



- Alcoholic drinks: wines, sparkling wines, cognac from the districts Alsace, Bordeaux, Burgundy, Beaujolais, Champagne, Côtes du Rhone, Jura, Languedoc, Loire Valley, Médoc, and Provence. Brands: Chateau Latour, Chateau Lafite Rotschild, Chateau Mouton Rotschild, Chateau Haut Brion и Chateau Margaux.
- Vinegars.
- ✓ Russia (10%):
 - Caviar.
 - Alcoholic drinks: Vodka, Cognac and Wine.
 - Seafood: Kamchadal crab.
 - Freshwater and Sea Fish: Sudak, Stellate Sturgeon, Pike and Trout.
 - Soft drinks: Kvass, Mineral Water, Sbiten, Tarhun, Limonade.
 - Cereals.
 - Milk products: Kefir, Cottage Cheese, Ryazhenka.
 - Sweets.
 - Berries: raspberry, Blueberries, Sea-buckthor.
 - Mushrooms.
 - Honey.
 - Sausages.
 - Salting Vegetables.
- ✓ Latin America (17%): Some of the products from Latin America include meats from Argentina, chile and corn based products from Mexico, etc.
 - Coffee: Cafe Sello Rojo, Santo Domingo Coffee, Cafe Bustelo, Cafe Do Ponto, Colcafe, Cafe Melitta.
 - Meats.
 - Fruits.
 - Spice, Sauces and Oil, Palm Oil.
 - Beverages: Yerba Mate, Sparkling Water, Juices, Bitter, Termas (Blend Of Herbs), Soda, Coconut Water.
 - Alcoholic drinks: wines and beers.



- Cookies & Crackers: Alfajores (Brands: Balcarce, Terrabusi, Jorgito, Bon O Bon, Cabsha & Fantoche), Biscoito (Brands: Bauducco).
 - Candies: from Arcor, Sugus, Mantecol.
 - Sauces: Chimichurri (Brands: Barcatti, La Parmesana and Che Gaucho).
 - Postres / Desserts: Turrone, Pannettones, Marmalades (Brands: Arcor, Dulcor, Georgalos, Bonafide, Del Sur) .
 - Soups & Seasonings: Brands Dos Anclas, Knorr, Alicante, Layco.
 - Cheese: Provoleta, Provolone, Feta.
 - Snacks: Nachos, Chips.
- ✓ USA (15%): Some of the products from USA include fruits and wine from California.
- Soft drinks.
 - Wines.
 - Sweets and cookies.
 - Chocolates: Hershey's, Reese's, Wonka Nerds.
 - Snacks.
 - Cheese.
- ✓ China (10%): Some of the products from China include rice, soy sauce, and sesame oil.
- Seafood.
 - Spice Blends & Rubs: Bajiao (Anise), Cloves, (Rougui) Cinnamon, Huajiao (Sichuan Pepper) and ground Fennel seeds.
 - Condiments.
 - Meat Substitutes.
 - Vegetables and Mushrooms.
 - Vinegars and Soy Sauce.
 - Cooking Sauces: Oyster Sauce, Sesame Oil, Bean Sauce, Chili Garlic Sauce, Oyster Sauce, Sweet & Sour Sauce, Fish Sauce, Hoisin Sauce, Noodle Sauce, Simmering Sauce, Soy sauce, Hot Mustard, Plum Sauce, Chili Paste and Fish Paste.



- Beverages: Black tea, Oolong tea and Green tea.
- Noodles.
- Baking ingredients: Soy Bean flour (kinako), Rice flour.
- ✓ Italy (13%): Some of the products from Italy include wine, cheese, salami and tomatoes.
 - Wine and Limoncello.
 - Vegetables: Tomatoes and Legumes.
 - Pasta: Linguine, Shells, Lasagna, Manicotti, Penne, Rotini, Spaghetti.
 - Vinegar: Red, White and Balsamic.
 - Snack (Taralli).
 - Olive Oils: Italian Extra Virgin Olive Oil, Green and Pink Nocellara del Belice, Giarraffa, Leccino, Peranzana, Gaeta, Taggiasca and Ligurian.
 - Cured meats: Salami, Coppa, Capocollo, Bresaola, Pepperoni, Pancetta and Mortadella.
 - Cheese: Parmigiano Reggiano, Asiago, Grana Padano, Pecorino, Piave, Organic Polenta.
 - Cakes and Pastries.
 - Sauces: Arrabbiata, Porcini, Siciliana, Sun-dried Tomato Sauce, Vodka Sauce, Pesto and Marinara.
 - Coffee.
- ✓ India (8%): Some of the products from India include peanut oil and spices.
 - Spice: Curcuma, Curry, Cayena.
 - Sauces: Massala, Curry, Mirchiwala, Jalfreezi, Korma.
 - Yogurts.
 - Alcoholic drinks: Apple Licor and beers.
 - Baking ingredients: Naan, Roti o Tandoori.
 - Sweets.
 - Rice and other cereals.



- ✓ Spain (15%): Some of the products from Spain include wine, Serrano, olive oil and cheese.
 - Wine.
 - Olive Oil.
 - Crude Meat: Chorizo, Lomo, Ham.
 - Appetizers: Asparagus, Red Pepper, Seafood and Mushroom Mousses, Olives.
 - Cheese.
 - Fish & Seafood: Octopus, Cockles, Razor-shells, Squid, Mussels, Gulas, and Sardines.
 - Paella Rice & Pulses.
 - Sweets and jam: Nougats, Turrone, and Chocolates.
 - Sauces and Spices: Paprika, Saffron.

-Takeaway: As well as offering our products by unit, Gastronomy Temple will provide the option of selecting meals from pre-established menus and the possibility of just purchasing the meal or dining inside our facilities in a space appropriately accommodated for the customers. The menu will have a wide variety of products unifying the gastronomies for people and their preferences. Whether an employee with short lunchtime or the international tourist, the menu will have something for everybody.

-Chef: Another service that we offer is a trained chef that is capable of cooking recipes from any gastronomy supplied by our shop. The Chef and the Client will work together to create a menu for the occasion and later the chef will go to your home to prepare everything, when finished, the kitchen will be left spotless. This service is ideal for dinner parties.

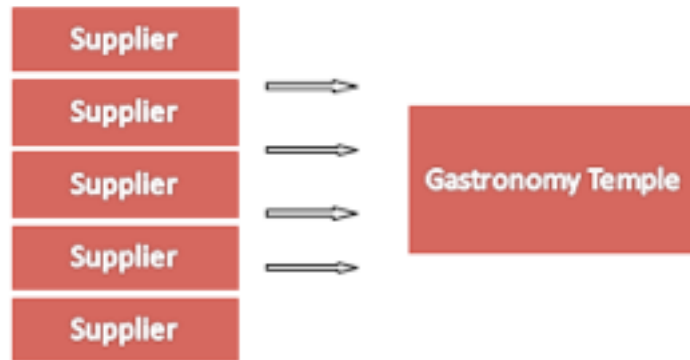
-Internet: Gastronomy Temple has an easy to use website, where the customer can shop from the comfort of their home and have the products bought delivered by us. As well as a detail of the products offered, the website will include the possibility of reserving our chef of a special event, recipe ideas and their ingredient lists.

VIII.II Suppliers

We are going to start to work with the suppliers that offer the best conditions and wide range of products. With time, the number of suppliers is going to increase as we



are going to present more products these gastronomies, or increase the number of the countries presented. Another option will be to work with small suppliers; therefore, we will have more bargaining power.



To gain more bargaining power with the suppliers we also are going to try to create a net of partners-restaurants that purchase some of the products that we do. We are going to join efforts with them, aiming to have better conditions from the supplier as we are going to gain more bargaining power.



-Suppliers of French products: Ballancourt, Franch Food Gate, Abcd, Abk6 Cognac, Alimentation Fine De France, Bleu Blanc Coeur, Cargill France, Hapi Trading, A L'olivier, A. Hardy & Co, Agneau Du Poitou-Charentes.

-Suppliers of Spain products: San Sebastian, S.C.A., Aceites Olimposa, Aguardientes De Lantadilla Gonqui, Amirspain-Slu, Galiciano,S.L., Galvan Fernandez Hermanos, S.L., Garnati Products, Iber Conseil España, S.A., Iberlicor, S.L.

-Suppliers of Latin American products: Agroindustrial Don Pablo Licon S.P.R De R.L., Comercializadora Avemex, Compañía Tequilera De Arandas, Grupo Industrial Michel, Agricola Natural, Sabrimex, Sa De Cv, Compañía Tequilera De Arandas, Comercializadora Avemex.

-Suppliers of China products: Anhui Haibei Import & Export Co., Ltd., Anshan Dongda Food Co., Ltd, China National Tree Seed Corp Forest Foods Dept, Chinafish (Dalian) Imp.&Exp. Co., Ltd., Dahong Industrial Co., Ltd., Jinxiang Shanyang Freezing



Storage Co., Ltd, Laiwu Dunsunrise Foods Co.,Ltd., Xiamen Xuanlong Imp. And Exp. Co., Ltd, A & Z Food Additives.Co.,Ltd, Dalian Gaishi Food Co., Ltd.

-Suppliers of Russian products: Ab-Market, Ltd, Ars Po, Cheeseberry Co., Essen Production Ag, Agrokompleks, Ltd, Areal Co., Ltd, Lipetskkhlebmakaronprom, Jsc, Lux-Versia Company, Ltd, Medovy Dom, Ltd, Mirel, Tortenfabrik.

-Suppliers of Italian products: Barbagallo Di Mauro Srl, Loacker Spa, Modena Srl, Abrigo Giovanni, Angelo Parente, Frantoio Sommariva G.E.C. S.A.S, Apicoltura Piana Srl, Aromatica Srl, Vitivinicola L'alegra, Bosco Di De Padova Francesco Oleificio.

-Suppliers of products from India: Aaramos Exports, Choice Group, Sixa Enterprises, Bio-India Biologicals Corporation, C. L. International, Jalaram Group Of Industries, M.S.S. Asan Exports, Maharaja Dehydration Pvt. Ltd., Pakeeza Exports, *Natura Organics*, Tasaf Foods Pvt. Ltd., Garwal Group, M. Todd Company India Pvt. Ltd.

-Suppliers of USA products: Edible Arts Inc., Agrisource, Inc., Classic Foods, Bahman Fine Foods, Foods Corporation, California Garden Products Inc, Chef Merito, Inc, Marketing International, Inc., Global Finance & Trade (Gft98), Groceries, Usa, Habbal Group, Inc., House Of Caviar & Fine Foods, Nature'S Kick Corporation, United Companies Corp.

VIII.III Product / Service Development

Gastronomy Temple will begin its operations in Madrid, Spain on the 1st of January 2012. This includes one shop with everything mentioned above. The location of this shop is in the Barrio de Salamanca area; this is because of the popularity of the area in tourism, as well as, a commercial area. After the business begins to be profitable and successful, GT will study the optimum city in Spain to expand. As well as, begin contact with important events taking place in Spain and other countries nearby in order to offer our catering services.

In an optimist situation, GT would like to open its doors in London next year, in time for the 2012 Olympics. All this should be assuming that London provides the proper characteristics for the establishment of our business. From there, more expansion would be considered accordingly with the profitability and stability of the business.

As well as expanding geographically, GT would study the trends in eating habits and products in the market in order to offer them to the customer.

VIII.IV Manufacture / Production

Material Resources:



-Gastronomy Temple is going to be located in one of the most important areas in Madrid. This area is very dynamic and frequented by tourists, locals and business people. Also this area is near one of the most important business centers in Madrid such as Paseo de la Castellana y Paseo de Recoletos, this will be very important for us in order to boost our take away service. At the same time it's easy for our customers to access because there are 6 metro stops and one Renfe Cercanías stop less than 1km² away.

The space required for the storage and sales purpose is 400m². The estimated cost for renting in this area is around 8000 € per month. The space distribution of our business is shown below:

Room	Number	Size	Function
Warehouse: -Refrigerated products area. -Dry products area.	1	30 m ²	Space required for the purpose of storage of products.



Takeaway: -Meal Purchase area. -Lounge.	1	30 m ²	Space for clients who fancy one of our products.
Public Restroom	2	15 m ²	Sanitary purposes.
Retail Shop	1	305 m ²	Space for the main operations purposes.
Kitchen	1	15 m ²	Space to cook and prepare our take away orders.
Office	1	5 m ²	Space for company staff.
Total space required	6	400 m ²	

VIII.V Machinery:

- Fridge room: 12 m² is required to store the products.
- Registers: Touch screen.
- Machines to cut the cold meat.
- Refrigerated counters for those products that need to be preserved.
- Weight scales.
- Scanners for inventorying.
- TPVs for credit card payments.
- Vacuum packaging machine for the cold meat.
- Stands: Shelves to show the products.
- Office: Computers, Printer, Label maker.
- Microwave.
- Ovens.
- Stoves.
- Fridge for the kitchen.
- Apparel: Employee uniforms, Aprons.



- Products: Wine, Liquors, Cheeses, Meats, Fruits, Spices, Oils, Seafood, Pasta, Bread, Jams, etc.

VIII.VI Processes:

Our main processes are related to the supply and manufacture of high quality products to our customer. We are in permanent contact with suppliers in order to see how much the delivery of the products costs from countries like Russia, Italy, French, China and Japan to our location in Madrid, Spain. At the same time we will be in touch with Spanish suppliers of International products who are able to provide us a great portfolio of our products.

Regarding Human Resources, the processes of recruiting our staff will be described more in detail in our HR Plan. Training and customer service are linked, because we want to provide the best possible service for our clients because currently there is a big lack of customer service in this sector.

In that sense, GT is going to hire a specialized training company, but with our supervision. The same applies to promotion, advertising, public relations, etc. Those activities will be detailed in the Marketing Plan.

The processes regarding relationship with local authorities, we need to have several sanitary certificates, and also a license from the Ministry of Agriculture. This means GT is going to follow the legal steps that are mandatory to open a branch and start dealing with food and manufacturing food products for instance LEY 27/2006 and other legal food & health regulations.

And finally, the administrative process takes place in Madrid following the legal procedures and paying special attention to different trade agreements between countries and Spanish legislation.

VIII.VII Human Resources

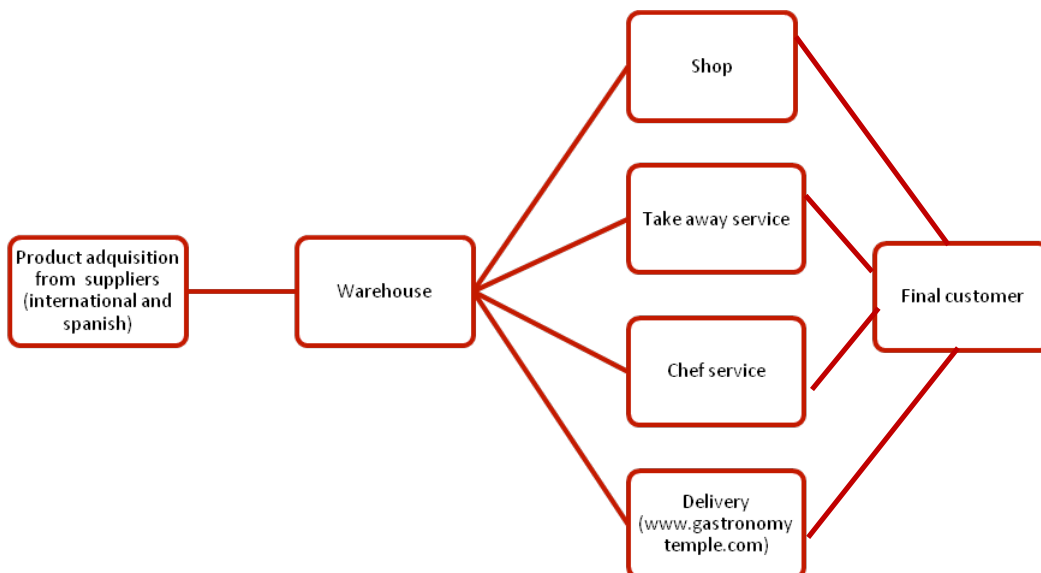
Our personnel will consist of a fixed international chef, a part time chef when the chef service is requested and a shop assistant, their functions will be:

The responsibilities of an international chef include: training and managing kitchen personnel and supervising/coordinating all related culinary activities; estimating food consumption and requisitioning food; selecting and developing recipes; standardizing production recipes to ensure consistent quality; establishing presentation technique and quality standards; planning and pricing menus; ensuring proper equipment operation / maintenance; and ensuring proper safety and sanitation in kitchen. The International chef also actively participates in testing food.

The part time chef will be outsourced when the customer requires it and their responsibilities include: preparing and cooking meals for the customer for special events such as dinner parties and celebrations, food consumption and requisitioning food; selecting and developing recipes; standardizing production recipes to ensure consistent quality; establishing presentation technique and quality standards. A personal chef must also be on top of meeting other high standards of health and hygiene such as storing food properly.

We have to take into account that during peak hours we will also have available a shop assistant switching from the shop to the take away service so her or his function will be: dealing with the customer, giving and packing the food and helping to the chef in the basic and cleaning tasks.

VIII.VIII Business Processes



The graphic representation of those processes is detailed below:

WAREHOUSE:



*Checking expired date, packaging and good conditions of the products.



SHOP



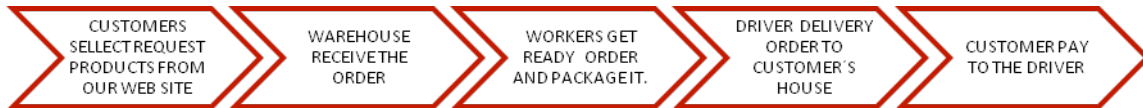
CHEF SERVICE



MEALS TO GO



WEB SITE: WWW.GASTRONOMYTEMPLE.COM



VIII.IX Quality Control Plans

GT doesn't need to install any quality control processes because all products come from different Denominations of Origin from all over the world, so each Denomination of Origin controls and ensures the quality of the merchandise. Nevertheless, the meals prepared inside GT will be analyzed thoroughly before and during preparation and will have to pass through taste control before offering them in the shop.

1. Maintenance and Services:

GT's main focus is providing high quality customer service in order to gain customer loyalty. In order to achieve this, as well as, market recognition, GT will select and train employees in order for them to be specialized and have in-depth knowledge of the products and be able to orient employees on their selection of products and recipes.

This will be assured by creating clear policies on recruitment and selection of all employees. Also, constant training is critical; this will provide the employee skills on customer services, as well as, workshops that update customers on new products and eating habits. The customer's culture will be taken into account in order to customize training accordingly.

Our core activities besides customer service are Operations, Human Resources, Procurement and Logistics. Since our products have individual expiration dates, it is important for a quality control system to be implemented. As well as constantly studying the company's operations in order improve the reception of products and maximum customer satisfaction.

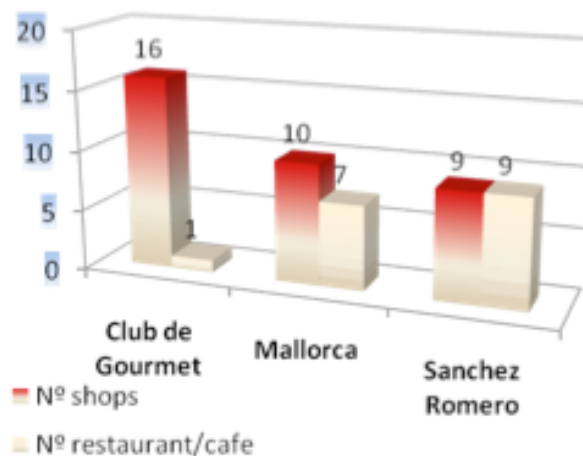
IX. Marketing plan

IX.I Competitors

The Gourmet market is growing fast. It is characterized by the increase of accessibility to the products, the variety of the delicatessen presented, and the diversification of the channels of distribution.

In Madrid there are approximately 30 gourmet shops. The Gourmet market is represented in mainly by small o medium businesses. But there are some volume players that have net of the gourmet shops and that provide additional services: cafeterias, delivery, take away. The 3 volume players are: Mallorca, Club de Gourmet, and Sánchez Romero. Their business is described below.

The graph below shows each shop's capacity measured by the number of shops / cafes / establishments each company has.



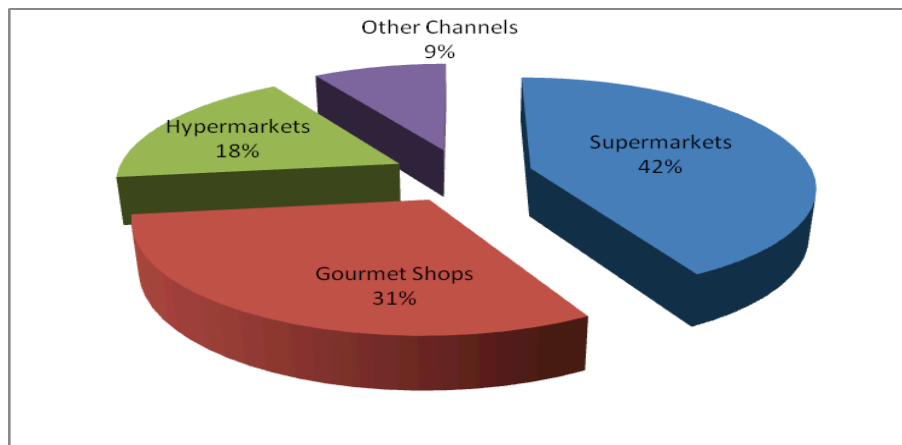
Source: information given by the companies.

Although there are other players in the gourmet market, only a few can be highlighted that have gained brand name and recognition. The leaders of the market in this sense should be named: Club de Gourmet, Mallorca, Sánchez Romero, Mercado de San Miguel.

Some years ago you could find the gourmet products just in the specialized shops. Talking about the specialized gourmet shops in general, they now meet competition not only among each other but also from the part of the supermarkets that organize special zones inside their facilities to sell delicatessen. This global tendency is evident in Spain as well. An example is El Club de Gourmet – specialized gourmet shop in El Corte Inglés.

Another channel of distribution that is growing with time is the Internet. Nowadays, more and more businesses think of online shops as a great opportunity.

The graph below shows a representation of this industry in Spain. Gourmet products in Spain are distributed in general in 4 channels: 42% of the sales correspond to the supermarkets, 31% to gourmet shops, 18% to hypermarkets, 9% to other channels (including online shops).



Source: Research “Gourmet Products in Spain” published by the Ministry of Economy and Production of Argentina, 2009.

Supermarkets and Hypermarkets

Selling gourmet products in a supermarket or hypermarket has its advantages and disadvantages. One of the “pros” for a client in that sense is that there is no need to go to any special place to buy delicatessen products as they are offered in the supermarket. So for clients it is much easier and faster to buy these products while purchasing the usual products. One of the main “cons” for a client that supermarkets offer is the impersonality of shopping there, there isn’t a special atmosphere that a client should receive when buying expensive products. As GT is not only about purchasing the delicatessen but also about receiving a valuable experience, we don’t consider any supermarket or hypermarket that doesn’t provide their clients with the experience factor. Some of our competitors among supermarkets are:

- El Corte Inglés with El Club de Gourmet;
- Sánchez Romero, supermarket specialized on the products of high quality, delicatessen.



The first supermarket we find is, Sánchez Romero, which was opened in 1954 by Eduardo Sánchez Romero. The values of the company are: quality, exclusivity, and personal approach. There are currently 9 shops in different parts of Madrid, always located in the most expensive districts such as: Castellana, Sor Ángela De La Cruz, Puerta De Hierro, Arturo Soria Plaza, Moraleja, Majadahonda, Corazón De María, Zielo Shopping, Mirasierra.

Product and Services:



- ✓ High quality supermarket.
- ✓ Delivery service.
- ✓ Sánchez Romero Cafeterias.

According to the information published by the company to the media, business is doing well. The annual reports are available from the 2000-2003 and 2009. It is reported the increase of sells in the last 7 years in 45%. The table shows the sales of Sánchez Romero.

	2009	2003	2002	2001	2000
Sales	41.875.786	28.861.207	37.970.176	34.835.472	31.698.677
Sales growth in %	45%	-24%	9%	10%	

Source: Annual reports of the company.



El Corte Inglés proposed its clients the Gourmet Products through the supermarket and a specialized shop – el Gourmet Club. El Gourmet Club is located in different points around the city, in the center and surroundings. Shops are located:

- ✓ 947 C. C. Alcalá De Henares, Avda. Juan Carlos I, S/N. Alcalá De Henares – Madrid.
- ✓ 046 C. C. San José De Valderas. Ctra. De Extremadura, Km 12,500 Alcorcón – Madrid.
- ✓ 949 C. C. Arroyomolinos. Xanadú. N-V, Km. 23 Arroyomolinos – Madrid.
- ✓ 810 C. C. El Bercial. Avda. Del Comandante, José Manuel Ripollés, 2 Getafe – Madrid.
- ✓ 866 C. C. Arroyosur. C/ De La Primavera, 1 Leganés – Madrid.
- ✓ 916 C. C. Parquesur. Ctra. De Toledo, Km 9 Leganés – Madrid.
- ✓ 003 Goya, 76 Madrid – Madrid.
- ✓ 006 Raimundo Fernández Villaverde, 79, Castellana, 71 Madrid – Madrid.
- ✓ 010 Princesa, 41 Madrid – Madrid.
- ✓ 037 C. C. Sanchinarro Margarita De Parma, 1. Madrid – Madrid.
- ✓ 091 C. C. Méndez Alvaro. Retama, 8 Madrid - Madrid
- ✓ 901 Plaza De Callao, 2 Madrid – Madrid.
- ✓ 906 Serrano, 52. Madrid – Madrid.
- ✓ 910 C. C. Madrid-2, La Vaguada. Ginzo De Límia S/N Madrid – Madrid.
- ✓ 991 C. C. Campo De Las Naciones. Avda. De Los Andes, 50 Madrid – Madrid.

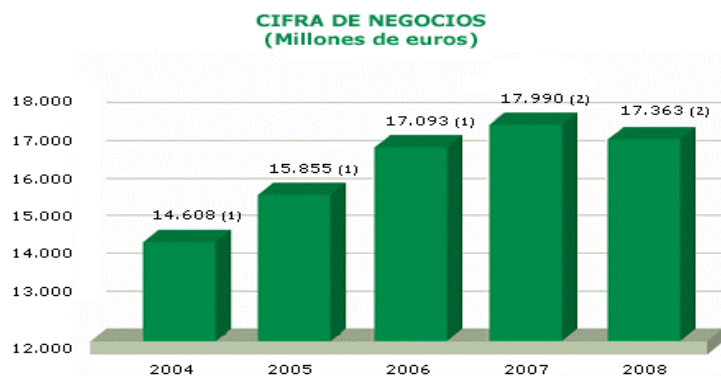


Formato	% Participación	Ejercicio 2009	Ejercicio 2008	% Var. 08/07
Grandes		9.650,50	9.667,26	
✓ 696 C. C. Pozuelo. Ctra. De La Coruña, Km 12.500 Pozuelo De Alarcón – Madrid.				

Products and services:

- ✓ Gourmet Products.
- ✓ Online Shopping.
- ✓ Delivery Service.
- ✓ Personal Chef.
- ✓ Cafeteria.

El Cub de Gourmet Shops are part of the big structure of the supermarket El Corte Inglés. In the annual report the shops do not appear as the separate part of the business. Using the information provided by a company we can follow the general tendency of the market of premium products.



Source: Company's Annual Reports.

Gourmet shops

Other competitors we should highlight are the other two shops that have strongest market position: Mallorca and Mercado de San Miguel.



Mallorca is a family company that has been operating for more than 72 years in the market. It's still a family company. It specializes in sweet and salty confection products. Mallorca is trying to follow the tendencies by creating new products. For instance, they were pioneers offering tasting seasons of their product in the 1960s. They were also the first to introduce confectioner's salty products and to propose sweets low in calories. Innovation is one of the main success factors of the company, plus constant variation of



products offered. They possess 10 shops located in following zones: Salamanca, Chamberí, Chamartín, Tetuán, Hortaleza, and Ciudad Lineal.

Products and service:

- ✓ High quality sweet and salty products.
- ✓ Cafeteria.
- ✓ Catering.
- ✓ Take away meals.
- ✓ Delivery: costs 5,85 euros. Customers have to ask 24 hours in advance by telephone or 48 hours online.

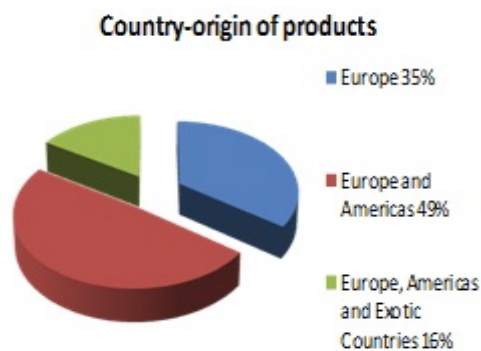


Mercado San Miguel is one of the oldest markets in Madrid with the huge history that starts from 1916. It is located in the center of the city. It's run by the Society El Gastrónomo de San Miguel. It was reformed in 2009 and since then it specializes in offering the products of high quality including delicatessen, season products mostly from Spain and some European countries. An area of 1200 squared meters is divided into 33 different shops. Each of them has its own range of products and personal style. The clients can make shop for products, as well as, test all the products in the bars.

Products and services:

- ✓ High quality products.
- ✓ Café / Bar.

Our other competitors are small and medium businesses with either physical or online shops. We will analyze these businesses comparing them with the GT in the most important criteria: the range of the products, the country-origin of the products, and the additional services. It's important to mention that most of these businesses focus on one specific product, or gastronomy at most.



The analysis of the origin of the products shows that the shops represent lower number of countries. The national delicatessens are broadly offered. Most international products are imported from European countries, rather than from Latin America and North America. The last in the list are Asian and African countries. For instance only 16% of the shops offer products from Asia, Africa, Russia. To compare with Gastronomy Temple, we intend to import high quality food products from 5 continents.



Another main differentiation factor is the additional services offered by the shops. Our research shows that:

- ✓ A small number of shops include a restaurant or cafe. For example, the ones at Mallorca and Maison Blanch.
- ✓ 23% offers delivery services.
- ✓ 6% special cooking classes.

The Main Competition

Out of all the players that operate in the market, we can highlight our main competitors according to compliance with the majority of the following criteria:

- ✓ Offers wide range of gourmet products.
- ✓ Offers additional services: delivery, chef and etc.
- ✓ Includes restaurant or café.
- ✓ Posses brand name.
- ✓ Proposes the atmosphere of exclusivity.
- ✓ Offers personal approach and high service.
- ✓ Suggest valuable experience.

Therefore our main competitors are: el Club de Gourmet, Sánchez Romero, Mallorca, Mercado de San Miguel. The following table shows our main competitors in more detail:

Name	Turnover (sales)	Geographic Presence
Sánchez Romero	2009: 41.875.786 euros. Increase of 45% in 7 years.	-9 Shops -Madrid: Chamartín, Hortaleza, Ciudad Lineal. -Neighbourhood: Moraleja, Puerta de Hierro, Mirasierra, Majadahonda, Pozuelo de Alarcón.
Mallorca	Growth of sales in 9% in 2009.	-10 Shops -Madrid: Salamanca, Chamberí, Chamartín, Tetuán, Hortaleza, Ciudad Lineal; Neighbourhood: La Roses, Pozuelo de Alarcón, La Moraleja, Aeropuerto Barajas. -3 Restaurants: Madrid: Salamanca. -3 Cafe: Madrid: Salamanca, Tetuán; Neighbourhood: Pozuelo de Alarcón. -4 Sandwich Club: Madrid: Salamanca, Tetuán,



		Barajas; Neighbourhood: Pozuelo de Alarcón.
El Corte Inglés Gourmet	2009: 9.651.000.000 euros* (*all the supermarket)	-16 shops. -Madrid: Tetuán, Centro, Salamanca, Barajas, , Chamartín, Ciudad Lineal, Fuencarral-El Pardo, Moncloa-Aravaca. -Neighbourhood: Alcalá De Henares, Alcorcón, Arroyomolinos, Getafe, Leganés, Pozuelo De Alarcón. -1 Cafeteria.
Mercado San Miguel		1 shop Madrid: Centro Cafes

We can conclude that GT is a new business experience. This is a new niche that is further explained in the graph below:





To reach these conclusions we have analyzed the following shops:

Shop	Phone	Website	Brief Description
Taste of America	91 411 46 42	www.tasteofamerica.es	Especialized in American products. Totally customized attention. Entire collection of products and ingredients made in USA.
Lopez Ortega	91 640 59 36	www.lopezortega.es	Especialized in the distribution and sale of high quality pork products and has gained recognition as leader in ham cuts.
Degusto	91 401 62 97	www.degusto.es	Especialized in Spanish and international food to shop and try inside the shop.

IX.II STP:

In order to properly develop our segmentation, targeting, and positioning we developed a survey in which we included the main points to be taken into account.

1. Segmentation & Targeting:

GENERAL ANALYSIS:

The first thing is to analyze the situation in Spain, then go further with the situation in Madrid.

1. SPAIN: LIVING CONDITIONS 2010:

In the first two graphs of the document attached (See Annex VI) we have analyzed Spanish living conditions in 2010.

The conclusions are the follow in:

- ✓ Nowadays a 43% of the Spanish population is able to afford unpredictable expenditures.
- ✓ Other remarkable point is that a 40% of the Spanish population reach easily the end of the month and what is more interesting for us is that a 14% of those people haven't got any difficulties.

2. AVG ANNUAL EXPENDITURE / HOUSEHOLD & CCAA 2008

In this graph (See Annex VIII) shows the comparison between Madrid and the rest of the CCAA. Madrid is the Spanish region with the highest consumption in goods and services, accounting for 37,862 €/household that means a 23.63% more than the Spanish average.

3. AVERAGE ANNUAL INCOME PER HOUSEHOLD (2008)

Madrid is a very interesting place to open our first shop due to different factors, such as, the average income per household which reaches a value of € 30.400 yearly, which means a 29.95% more than any other region in Spain (See Annex VIX).

As a conclusion, we can assure that even with the actual crisis, Spain is still having a good living conditions and more specifically Madrid.

MADRID

A segment is a sub-division of a market made up of people or organizations with a similar demand of a product and/or services based on qualities of those products such as price or function.

Segmentation and targeting process = population from Madrid \Rightarrow employed \Rightarrow population high-medium income population.

Having said that, our segmentation process will start from the total Spanish population, as our business will be set up in Madrid, we need to know the population that actually is from Madrid.

TOTAL POPULATION	47,021,031	100%
POPULATION MADRID	6,458,684	7%

Source: INE 2010

Madrid represents a 7% of the total population in Spain, accounting for a total of 6,458,684 people. After that we calculated how many of those 6,458,684 people are active population.

Miles de personas	Total	Variación sobre el trimestre anterior		Variación sobre igual trimestre del año anterior	
		Diferencia	%	Diferencia	%
Comunidad de Madrid					
Población mayor de 16 años	5.258,2	5,5	0,10	22,0	0,42
Población Activa	3.415,5	19,2	0,57	5,6	0,16
Población Ocupada	2.863,1	-34,7	-1,20	-86,8	-2,94
Población Parada	552,4	53,9	10,81	92,5	20,11
Tasa de Actividad (%)	64,96	0,3	-	-0,2	-
Tasa de Paro (%)	16,17	1,49	-	2,7	-
España					
Población mayor de 16 años	38.450,8	7,6	0,02	42,2	0,11
Población Activa	23.006,9	34,4	0,15	-94,6	-0,41
Población Ocupada	18.394,2	-251,7	-1,35	-696,6	-3,65
Población Parada	4.612,7	286,2	6,62	602,0	15,01
Tasa de Actividad (%)	59,83	0,1	-	-0,3	-
Tasa de Paro (%)	20,05	1,2	-	2,7	-

fuente: Instituto Nacional de Estadística

Source: Active population survey first quarter, 2010.



Looking at the data above 3,415,500 people represents population that is either employed or *actively seeking employment*. All those people are the ones who really interest us and the ones we are going to focus on.

A 16% of these 3,415,500 are unemployed people; if we discounted it from the total we have 2,863,100 people who are the ones that interest us.

TOTAL POPULATOIN MADRID	6,458,684	100%
ACTIVE POPULATION	3,415,500	53%

Source: INE, IE Madrid Active population survey, 2010.

ACTIVE POPULATION	3,415,500	100%
EMPLOYED POPULATION	2,863,100	84%

Source: INE, IE Madrid Active population survey, 2010.

Our next step in our segmentation process is to find out our final target, it would be to determine how many individuals in this cluster have high-medium income. High medium income is defined from 25,000 € per year.

EMPLOYED POPULATION	2,863,100	POPULATION
SALARIES:		
<9000	13.80%	395,108
9000-14000	14.30%	409,423
14000-19000	9.10%	260,542
19000-25000	15.50%	443,781
25000-35000	20.40%	584,072
>35000	27%	773,037
TOTAL	100%	2,865,963

395,108= 2,863,100
(employed pop. * 13.8%)

Source: INE Madrid 2009 Living condition

Studying in detail the data, we found that a 47% of the employed population has high-medium income.

EMPLOYED POPULATION	2,863,100	100%
HIGH-MEDIUM INCOME	1,357,109	47%

Source: INE Madrid, 2009 Living conditions, INE Active population survey, 2010.

From the 2,863,100 that represents the 100% of the active employed population, a 47% of them have high-medium incomes, what it means is that if we discounted them from the 2,863,100, we reach a number of 1,357,109 people who really are our potential target customer.

OUR TARGET	1.357.109
-------------------	------------------

Source: INE, INE Madrid, Living condition survey, Active population survey



IX. III Positioning:

Tastes that go beyond nurturing, to create a new dimension on what eating should be like. Giving the customer a feel of real international gastronomies, while receiving top service at a state-of-the-art facility.

IX.IV Product:

Our Business plan is the creation of a premium shop that adapts to the needs of the customers, stepping away from the traditional shopping stores to make the entire experience more enjoyable. Our plan is divided in two main categories: products and services.

- ✓ Our products: Wide range of high quality products imported from their country of origin.
- ✓ Services: Our services make shopping easier for our customers. Some of our services are:
 - Advisors: Personnel specialized in our products, capable of assessing the customer on what they should buy and how to prepare delicious recipes with them.
 - Chef: Bookable Chef with international vision and ability to create recipes and menus for clients, in the comfort of their home. He will go to the customer's home and prepare the meal, when everything is done, he will pack up everything and leave everything spotless. This service will grant the customer more free time to get ready for entertaining and more time to spend with his / her guests.
 - Website: Offers the customer the opportunity to purchase our products and services from anywhere in the world at any given time. Also, the recipe section has a list of recipes created by our chef where the customer can purchase the products from the ingredient list. After the purchase, the groceries will be delivered to any address in Madrid.
 - Tasting Sessions: Every Sunday, GT will offer tasting sessions from a different part of the world based on creations done with our products to show the customers our selection and a taste of every product.
 - Takeaway Meals: Light meals prepared for our busy working customer that can only take short lunch times. The customer can choose to take the lunch with them or have it in our facilities.



- Cooking classes: GT is going to offer you every weekend cooking class from all over the world.

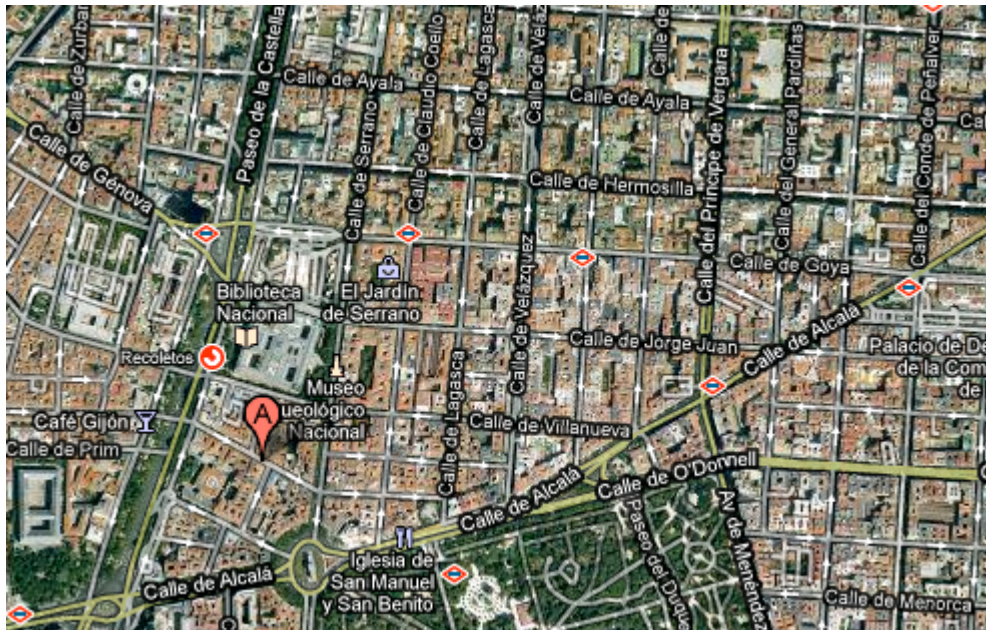
IX.V Placement:



GT is going to be located in one of the most important areas in Madrid. This area is very dynamic and frequented by tourists, locals and business people. Also this area is near to one of the most important business centers in Madrid such as Paseo de la Castellana y Paseo de Recoletos, this will be very important for us in order to boost our take away service.

At the same time it is very easy to access for our customer because there are 6 metro stops and one Renfe Cercanías stop in a 1km² area. Also the surrounding areas provide our customer car parking centers.

The space required for the storage and sales purpose is 400 m². The estimated cost for renting in this area is around 8,000 € per month.



As we saw before in our Operation Plan, GT is going to be located in one of the most prestigious areas in Madrid called “Barrio de Salamanca”.

Here we have a picture of the area where we can find:

- ✓ 7 metro stops in more or less 1Km2.
- ✓ 1 Renfe Cercanías stop.
- ✓ An important number of buses, some of most relevant are: 5, 14, 27, 37, 45, 53 and 150.

Its geographical distribution is very well defined between:

- ✓ West: Paseo de Recoletos and paseo de la Castellana.
- ✓ South: Calle de Alcalá and Calle de O’Donnell.
- ✓ East: Avenida de la Paz and M30.
- ✓ North: Calle de Maria de Molina and Avenida de América.

Also, “Barrio de Salamanca” is divided into six different neighbourhoods, however GT is going to be located in the most important ones, they are the follow in:

- ✓ Barrio de Recoletos: Located between some of the most exclusives streets in Madrid such as Calle del Príncipe de Vergara, Calle de Don Ramón de la Cruz, Paseo de la Castellana, Paseo de Recoletos, Calle de Alcalá and Calle de O’Donnell.



- ✓ Barrio de Goya: Located between, calle O'Donnell, Doctor Esquerdo, Don Ramón de la Cruz, Príncipe de Vergara y Menéndez Pelayo.

Barrio de Salamanca is well-known for being one of the wealthiest and most expensive areas in Madrid, with a high living cost and one of the highest real estate prices in the city. One of its main streets is Serrano, which is listed as the third most expensive street in Spain according with Cushman & Wakefield.

A significant number of diplomatic missions are set in Barrio de Salamanca, such as the Swiss Embassy at Nuñez de Balboa with Goya Street, the American Embassy at 74 Serrano Street, Canadian Embassy in Nuñez de Balboa Street and the Italian Embassy in Juan Bravo Street.

Barrio de Salamanca has about 150,775 habitants in 58.742 houses, with a density of 279 people per hectare. It gives us an idea about the live of this important neighborhood.

Moreover, this area is also the wealthiest district in Madrid city with a per capita income of € 22,255. In absolute terms, Barrio de Salamanca is the area or district with the highest economic activity in Madrid with a number of €10.700 millions per year.

Another important point about Barrio de Salamanca is the high number of attractions not only for citizens of Madrid, but also for tourists. In this area we can find some of the most important buildings of the city such as:

- | | |
|-------------------------------|--------------------------|
| ✓ Prado Museum | ✓ Gijon's coffee |
| ✓ Thyssen – Bornemisza Museum | ✓ Linares' Palace |
| ✓ Reina Sofía Museum | ✓ Spanish Theatre |
| ✓ Archeology Museum | ✓ Lope de Vega's house |
| ✓ National Library | ✓ Ateneo's building |
| ✓ Cibeles Square | ✓ Congress of Deputies |
| ✓ Puerta de Alcalá | ✓ Church of San Jeronimo |
| ✓ Retiro Park | ✓ Royal Botanic Gardens |

Also an important number of fairs are quoted there. For instance, “Old and Occasion Book Fair”; “Autumn Old Book Fair” or “Craft Fair” or “on 27th of March every year here we celebrate as well World Theatre Day”. This kind of event brings a lot of people from different neighborhoods in Madrid as well as an important number



of tourism. It will make “Gastronomy Temple” very visited and quickly well known between Madrid citizens.

Also in this area you will find some of the more important and exclusive brands such as:

- ADOLFO DOMÍNGUEZ.- Serrano, 18
- ÁGATHA RUIZ DE LA PRADA.- Serrano, 27.
- AMAYA ARZUAGA.- Lagasca, 50.
- ARMANI.- José Ortega y Gasset, 16
- CHANEL.- José Ortega y Gasset, 14.
- CHRISTIAN DIOR.- José Ortega y Gasset, 6.
- DAVIDELFÍN.- Jorge Juan,
- DIOR.- José Ortega y Gasset. Metro
- DIOR HOMME.- Raimundo Fernández Villaverde
- DOLCE & GABBANA.- José Ortega y Gasset, 14
- ELENA BENARROCH.- Lagasca, 88.
- ERMENEGILDO ZEGNA.- Serrano, 21.
- ESCADA.- José Ortega y Gasset, 21
- ETRO.- Jorge Juan, 9.
- FELIPE VARELA.- José Ortega y Gasset, 30.
- HERMÉS.- José Ortega y Gasset, 12.
- HUGO BOSS.- José Ortega y Gasset, 22.
- JAVIER LARRAINZAR.- Castelló, 16.
- JESÚS DEL POZO.- Almirante, 9.
- KENZO.- José Ortega y Gasset, 15.
- LOUIS VUITON.- Ortega y Gasset 17.
- LOEWE.- Ortega y Gasset, 26 and 34.
- MAX MARA.- Serrano, 38.
- PEDRO DEL HIERRO.- Serrano, 24.
- LA PERLA.- Serrano, 28.
- PRADA.- Goya, 4.
- PURIFICACIÓN GARCÍA.- Avda. del - General Perón, 40.
- ROBERTO VERINO.- Serrano, 33.
- VALENTINO.- José Ortega y Gasset, 16.
- VICTORIO Y LUCCHINO.- Lagasca, 75.
- YVES SAINT LAURENT.- Serrano, 34.



Soon GT will be part of this selected club of stores located in this area. Also, our Website will be user-friendly, making it easy for our customer to find everything they want and having it delivery.

IX.VI Pricing:

Gastronomy Temple offers a wide range of international and high quality products. Difference services are offered as well. In our pricing strategy promotions are very important, as we are a new business and at the beginning everybody needs to know and talk about us. The only way to make it possible is through Marketing campaigns and promotions. On the other hand, we cannot forget that we are a gourmet shop with high quality products and we can't sacrifice our prices, so, at first, we are not be able to do aggressive promotions.

IX.VII Services:

✓ Chef:

This service offers you a personal chef at your home, for yours business, family and friends or other celebrations, or simply to enjoy with the different gastronomies that GT offers you. Our price range is between 60-80 € per person, varies depending on the menu.

✓ Cooking classes:

GT is going to offer you every weekend a cooking class from one part of the world with the presence and help of our international experts. Our main objective is for the customer to enjoy cooking, while learning about new receipt and the tricks of the kitchen. At the end of the session the group can taste and enjoy the meals cooked.

- Monthly course: General cooking, one evening per week for a month. Minim 6 people and maxim 10 people. Price 120 € per person.

- Daily course: (Example)

- Japanese gastronomy: The main objective of the class is to learn how to make Sushi in a didactic way, so at the end of the course you can elaborate different dishes easily and with an excellent result.

△ Duration: two days, three hours a day.

△ Syllabus: Preparation of rice, Niguiris, Maki, California Rolls, Special rolls, Hot rolls, Sashimi, Tempura, Gyosas.

△ Lunch and drinks at the end of the class.



- ⤴ Price: 120 € per person.
- Mexican gastronomy: The Mexican gastronomy is characteristic for its huge variety of courses and receipts, different and sophisticate flavors.
 - ⤴ Duration: one day, 4 hours.
 - ⤴ Price: 70 € per person.
 - ⤴ Lunch at the end of the class with drinks.
 - ⤴ Syllabus:
 - Salsas Básicas Mexicanas: Guacamole y Pico de Gallo con sus Nachos.
 - Quesadillas a la plancha con Huitlacoche.
 - Fajitas del Norte.
 - Pollo con Mole.
 - Alambre de ternera.
 - Cochinita pibil.
 - México y el Tequila.
 - Preparación de Margarita.
- Thai gastronomy: The Thai gastronomy is a mix of five main flavors: bitter, sweet, spicy, sour and salty. We want that you learn to match these flavors in gorgeous dishes.
 - ⤴ Duration: two days, three hours daily.
 - ⤴ Price: 120 € per person
 - ⤴ Lunch at the end of the course with drinks.
 - ⤴ Syllabus:
 - Introductions to the Thai's flavors and aromas.
 - Coconut prawns.



- Yam pola Mai (Aromatic salad with fruits)
- Sauces to accompany dishes.
- Bangkok Rolls.
- Rice in Thailand.
- Krong Paad Thai (fried mix rice)
- Satay of veal.
- Chicken curry.

✓ Wine Tasting:

Introduction to wine tasting: The main objective of this course is to learn the tasting's techniques and its different phases: visual, olfactory and gustatory. How the wine is made, its types, etc. This course is oriented to all type of public.

⤴ Syllabus:

- The grapes and its components. Groups of aromas. Testing phases. Aroma test. Production of rose and white wine. Tasting of two white wines and two rose wines.
- Production of red wines. History of Spanish wines. Conservation of wines. Tasting of four red wines.
- History of Jerez's wines and tasting of some of them. Manzanilla, fino, oloroso y dulce. History of sparkling wines. Elaboration of cava and tasting of Brunt, Brunt Nature, Reserva and Gran Reserva.

⤴ Duration: eight hours (Saturday and Sunday 17:00 to 21:00)

⤴ Price: 95 € per person.

✓ Aging wines course:

⤴ Syllabus:

- Theory of the aromas. Test of negative aromas. Tasting of four wines with defects. Tasting of a high aging red wine.
- Vineyard and its surrounds. History and variety most important. Tasting of four white wines with different aging times.



-The weather and the land. Influence in the flavors and aromas.
Tasting of four red wines with different aging times.

-Production of red wines.

-Barrels and bottles. Influence in the development of aging.

-Tasting of four red wines with high expression and different aging times.

⤴ Duration: eight hours (Saturday and Sunday, 17:30 to 21:30)

⤴ Price: 100 € per person.

✓ Take away:

In our take away section you can find a nice variety of meals, drinks and bakery such as sandwiches, salads, pies, cakes, juices, and so on, with a variety of prices.

✓ Price Promotions:

Gastronomy Temple offers club cards for all its customers. Normal, Silver and Golden cards are available depending on the numbers of accumulated points. In every shopping with a value higher than 30 € you can get points that later you accumulate and exchange for Gastronomy Temple's products and services.

IX.VIII Promotion and Communications Plan:

The marketing plan is divided in two main parts: Pre-launch and Launch & Yearly Communication Activities. The first part is focused on the first opening of the Gastronomic Temple in Spain. The second part is describing the main tools that can be used during the first years of its performance. It should be noticed that the same plan of marketing activities could be followed in any other country although the changes are permitted bearing in mind the cultural differences. The communication activities are established in order to gain the main aims which are to create recognizable brand of Gastronomical Temple as a fashionable, elegant shop and cafe that provides unique gastronomic experience; to attract, to keep and increase the number of clients with specific profile; to maintain exclusive environment inside the shop and around its name, products and services.

Below you can see the list of the promotional activities we are eager to undertake the first years. The explanation of each follows below.

IX.VIII.I Pre-launch and Launch:



The marketing activities that support the launch of the shop are of high importance for a successful start of our business. Their main aims are: make the general public aware of our shop and its services, to communicate them our unique concept, to attract and to keep clients.

The marketing activities start long before the opening of the shop and they're all concentrated to support the Opening day and the Social Event that should be organized to celebrate it. The preferences are given to Public Relations in order to establish communication with the media, potential clients and public people.

The PR managers select the media among with the journals, radios, Internet, TV and newspapers that have the same target audience that we have. That can be man, woman, life style, business o specialized Media that publicize information over the elite, high quality products. The press releases are sent and the relations are established in order to initiate publications about the opening. The main media is gives an accreditation to our social event to which they are attracted by the amount of celebrities that will come or according to achieved agreements. We also use our website and Internet to announce the opening.

Our net initial potential clients can be generated (authorities, top management of the nearby companies, countries' consuls and etc.). Networking starts to play its role in order to announce our potential clients, the opening event and to invite them to come to our social event.

It's very important to notice and account for the arrival of the public people (from cultural, sport, business and political areas). The public should have respectable reputation; no scandalized celebrities should be invited. The contact should be direct o through their agents. Some will be attracted by the presence of the Media and some by satisfying their needs (giving presents, free services).

The opening day should be very special. The red carpet leads to the doors of the shop and a lot of paparazzi (the animation) and the crowd at the entrance. That will also inform the passers-by about the new shop. The opening event has to become one of the most interesting events of social life that month. Among the guests are public people, media, and potential clients. During the social event the guests will get know the concept and taste the product. All the stakeholders have to get the best impression possible of the new shop and services.

The successful use of PR and networking will generate amount of publication in media before and after opening: news about shop and services, good critics, social reportage with the photos of public people, and also will produce high awareness about the shop among the public.



IX.VIII.II Public Relations Activities:

- a. Website: It's necessary to develop a website that besides from commercial functions responds to marketing necessities. The website should communicate visually and textually the values of our brand and promote the services and products. It will be actively and regularly filled with new product-related information of high interest for our target, including the recipes, videos of cooking classes (based on our products) and exchange of experience. The long-term objective is to create brand-enhanced web community as leverage for relationship-marketing communication. <http://www.gastronomytemple.com/>.
- b. Internet: We should use Internet as one of the main tools to promote our products and services. We should distribute information in the web pages of guides about shops and restaurants, medias, pages with receipts, gourmet clubs, blogs and social websites. Our objective is to create our brand and make it shine.
 - ✓ Networks: Facebook, Twitter, Blogs, Vimeo, You Tube, Flickr, Live, Mediateca, Savia, Ustream. TV, Slideshare, LinkedIn.
 - ✓ Guides: guiadelocio.com, restaurantesmadrid.com, madrid.salir.com, topmadrid.com, cucharete.com, atrapalo.com, qashqaiurbanlife.com, loscincomejores.com, madrid.comer.es, guia-madrid.com, madrid-virtual.com.
 - ✓ Cooking Clubs: hogarutil.com, recetasdecocina.es, brillante.es, cocina.facilísimo.com, publispain.com, directoalpaladar.com, vinogusto.com, sibaritissimo.com.
- c. Publications with media: Through regular press releases and having good relationships with the journalists, we initiate publications in media and promote the brand through the products and services, as well as, through our activities (special events, fairs, tastings, promotions and etc).
 - ✓ Newspapers: "El Pais", "El Mundo".
 - ✓ Journals for women: "Vogue", "Elle", "Telva", "Harper's Bazaar", "Instyle", "Vanity fair", "Yo Dona", "Hola".
 - ✓ Journal for men: "Men's Health", "GQ", "Gentleman".



- ✓ Journal life-style: "Revolution", "Golf Digest".
- ✓ Specialized: "Thermomix", "Cosine Facil", "Cosina Diez", "Food and Wine", "Saveur", "Bon Appétit", "Gourmet", "Lecturas", "Cocina de Carlos Arguiñano".
- ✓ Guides: "Guía del Ocio", "Guía de Madrid" (ABC), Cuides de GQ, Entrado.com.

IX.VIII.III Advertising:

a. Advertising in the Press: Media for advertising should be carefully chosen according to its reputation and the audience targeted – their profile should be close to one of our clients. That can be men, women, lifestyle, business or specialized press. The following format should be followed in the journals: right sight, full-page ads or 1/3 page ads but putted on the two following pages. Any format of ads can be used in the newspapers but should be put in prioritize position. As direct advertizing is to expensive for us we are doing to use it in the future years.

- ✓ Newspapers: "El Pais", "El Mundo".
- ✓ Journals for woman: "Vogue", "Elle", "Telva", "Harper's Bazaar", "Instyle", "Vanity fair", "Yo Dona", "Hola".
- ✓ Journal for man: "Men's Health", "GQ", "Gentleman".
- ✓ Journal life-style: "Revolution", "Golf Digest".
- ✓ Specialized: "Thermomix", "Cosine Facil", "Cosina Diez", "Food and Wine", "Saveur", "Bon Appétit", "Gourmet", "Lecturas", "Cocina de Carlos Arguiñano".
- ✓ Guides: "Guía del Ocio", "Guía de Madrid" (ABC), Cuides de GQ, Entrado.com.

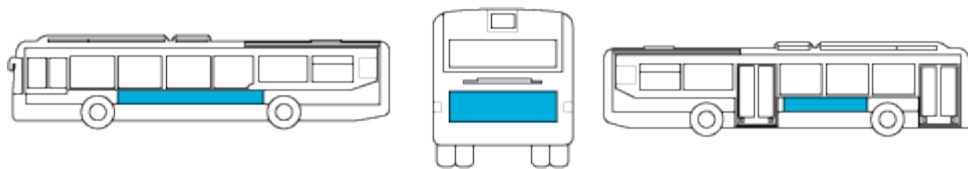
b. Internet: The ads can be putted in guides about shops and restaurants, pages about cooking or vine clubs, web pages of the media and also web of others companies that are visited a lot by our target clients. In search engines like Google and Yahoo we will pay in order to place our ad at the top lines of the search results. We should reach good index and high position in the searching pages.

- ✓ Guides: guiadelocio.com, restaurantesmadrid.com, madrid.salir.com, topmadrid.com, cucharete.com, atrapalo.com, qashqaiurbanlife.com, loscincomejores.com, madrid.comer.es, guia-madrid.com, madrid-virtual.com.
- ✓ Cooking and clubs: hogarutil.com, recetasdecocina.es, brillante.es, cocina.facilísimo.com, publispain.com, directoalpaladar.com, vinogusto.com, sibaritissimo.com



c. Outside Ads: Outsides Ads (as billboards) can be used as an additional channel of communication especially during high season. The Ads should be concentrated in the district where the shop is located (keeping in mind that it's a medium-high income area) and preferably in places before shop in direction to the shop. We expect that we can afford this sort of ads it the future.

d. Buses: For the first year we choose to put the ads on the sides of the buses that have a number of advantages for us: as the buses circulate we get a huge coverage on the city; the price of the ad is acceptable to keep ads almost all year around. We will choose the buses that have their bus stop close to our shop.



IX.VIII.IV Events:

- ✓ Proper special events: Several times a year we will organize in our shop a special event with a different concept every time. Media, celebrities, V.I.P. clients will be invited. After the event we expect to have over 20 publications in the press media and 30 in the Internet.

The concept for the first event would be the following: 4 celebrities will prepare special cocktail for our guests. In order to lower the cost of the event we are going to look for sponsors.

- ✓ Sponsorship: We will try to sponsor cultural and social events, fairs, ceremonies that are visited by celebrities and public that fits our profile in order to find new clients, this will associate our brand with high-class life. We would prefer to participate in others events by providing products or services rather than cash.
- ✓ Fair: Fairs that can help gain new clients, to establish relations with partners. We are going to participate in fairs starting the first year when we will know which relationships we need to establish or to reestablish in order to grow or to improve our business. For example, "Salón Internacional CLUB DE GOURMETS 2012 Madrid: Feria Alimentos y Bebidas de Alta Gama", "Feria Restauración Moderna 2012 Madrid: Salón de la Alimentación Urbana", "Feria Madrid Fusión 2012: Cumbre de Gastronomía Madridfusión 2012".



IX.VIII.V Promotions:

- ✓ Distribution of brochures: Regularly update our brochure that contains information on our products, services, and relevant information about our activities: reportages with photos of stars from our social events, cooking traditions, recipes and etc. The brochure will be distributed free in our shops, clients' networks and partners (see below "Cross Promotions").

In the future when the Marketing budget is big enough, we will take into account high seasons to do special promotions in the catalog to be distributed in addition to our regular press. The chosen media should comply with the same requirements as the ones where we put our ads. For example, in addition to "El Pais", it could be "El Mundo", "Telva".

- ✓ Cross Promotions with Partners: We will choose partners that have the same client profile as ours, that are not our competitors and work in other business areas. For example, in gyms, spas, decorations, clothes, etc. Of course coming to an agreement to define win-win situation for our cross promotion. For example, distribution of our catalog through their chain or giving privileges to their clients in our shop and special offers to our customers in their chain. That will help us to obtain new clients through the partners and to increase satisfaction of current clients.
- ✓ Tastings: Tasting sessions will be organized on regular base. They will promote the product we are interested to increase sells. At the same time creating a new experience to our customers. In order to have access for this type of promotions we will look for sponsors (brand representatives).
- ✓ Privilege Programs: We are going to participate in the privilege programs of others companies (like American Express) or in company programs. This will enable us to reach new clients and without the requirement of huge price of participation. The price of the participation will be discounts on our products. For example, American Express, coupons: groupalia.com, groupon.es.
- ✓ Delivery companies: Establish a contract with a food delivery company that has a catalogue on the best shops and restaurants in order to get new clients. For example, Baguise.

IX.VIII.VI Yearly Communication Activities:

-Public Relations: PR covers the development of relations with employees (internal PR), actual and potential clients (client networking), partners and others stakeholders.



-Client Network: Client Networking generally meets two strategic objectives: to acquire new clients and to maintain the actual clients. The CRM system is developed (see the chapter "Operation Plan", ERP). To achieve the first one the network will find and establish relations with potential clients (authorities, top management of the nearby companies, countries' consulates and etc.) or decision makers (like secretaries). Networking should gain customer satisfaction in order to maintain the client: the V.I.P. client receives presents for their birthday, has access to our social events, receives customized offers and others privileges. We are going to have the Gold & Silver Card that entitles the client with the advantages (discount, presents, invitation to the event and etc.)

-Network with public people: The agreement should be made to make it possible for the public to come as the guests to our events. We will concentrate on the celebrities that are known but not super stars, those that have the aim of promoting themselves. We will attract their participation on our events by promising further publications about the event with their photos in the media.

-Relations with media: By building our relationships with the media we should gain the position of qualified news-provider and experts in the high quality food. The PR managers select the media among the journals, radios, Internet, TV and newspapers that targeted the audience similar to our profile. That can be man, woman, lifestyle, business or specialized Media that publicized information on the elite, high quality products. We are going to establish friendly relationships with the media; we will invite them to participate in our events, attracting them with our original concept of the event and by the celebrities. Also, we will send regular updates to the press to keep them informed about our company.

-Internal PR: Internal PR will make sure that all the employees understand and share our values: It will create a trustful climate and will help the cohesion.

-Conclusions:

As direct advertising is very expensive, we decided to put our on buses: with this we consider to gain a huge coverage. We are going to concentrate on PR, Networking, Events and Promotions. As we possess good space (our restaurant) we will be able to attract a lot of companies that will organize their events with us. Also we are looking for projects that don't require high investments but through which we can reach new clients.

But more than this, we will focus on providing high quality products and excellent services to get our clients talking about us and recommend us to others.



-Calendar of activities First Year:

	First Year											
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Ag	Sept	Oct	Nov
Ads on the boards of the buses												
Website												
Brochure												
Opening Event / Special Events / Sponsorships												
Fair												
Promotions & Tasting Sessions												
Client Loyalty Program												
Network with Journalists												
Celebrity Networking												

- ✓ First Year Marketing Budget: We separate Marketing Activities in two parts: Marketing Budget that reflects our activities to promote a brand name and to acquire new clients and Client Loyalty Program that shows the way we are going to maintain the clients and create a new experience for them.

Table 1: First Year Marketing Activities & Budget

Marketing Budget:

Total price € 7 buses/12 months	22,550 €
Advertisin on buses: 2 sides + back	1,500 €
Advertising per 12 moths	18,000 €
Rotulacion and assembly. € per bus	650 €
7 Buses € main lines	4,550 €
Fair Club de Gourmets	10,000 €
Modular stand 250 €/m^2 (20m^2)	5,000 €
Publication in the official catalogue	1,000 €
Stand design+contruction	4,000 €



PR Materials	700 €
Website	7,500 €
Development and Maintenance	4,500 €
Web promotion	3,000 €
Opening Events	8,000 €
Sponsorship and Cross Promotions	6,000 €
Premium Brochure 10cm*20cm/ 25.000	826 €
Network for 100 journalists	1,500 €
Present for journalist	15 €
TOTAL BUDGET	49,076 €

Client Loyalty Program Budget:

VIP cards	320 €
Gold 300	120 €
Silver 600	200 €
Season decorations and small shows each month	6000 €
Presentation of the product (back, package, boxes)	3,000 €
Special gifts	3,000 €
Present (for 200 vip customer/birthdays)	15 €
Tasting session Year	2,400 €
Tasting session each month	200 €
CUSTOMER LOYALTY PROGRAMS	14,720 €

Sources: Advertising Agency "Oblicua", Editor Agency "Comunica", Advertising Media Departments (web information), ServiWeb, Webpsilon, VistaPrint, Reev.

-Experience:

Gastronomy Temple is not just about giving the customer access to international products, it's about lowering barriers between countries and providing a little bit of culture from all corners of the world, opening doors to new flavors.

Experience is going to be one of the key points of "Gastronomy Temple". Nowadays the market and specially food markets are very weak on this factor; most food stores don't develop the experience. What we mean is that stores are not concerned about decoration, distribution; providing a good service, cleanness, nice packaging (presentation), professionalism, details that we have found the client really cares about.

In Spain the trend is goes to massive food stores full of aisles, and plenty of products on the shelves, but with a big lack of client's experience and nice and pleasant atmosphere. People go to these stores to make weekly or monthly food shopping but are never happy about it; they just go because they don't have any other choice. Here is where we want to innovate and differentiate ourselves from our competitors. We want to become an exclusive club and we want for our customer to join with us.



At GT we have identified how important it is to create a nice atmosphere for our clients and how to treat them in a very professional and customized way. We want to improve the shopping experience. In order to do so, we have developed a plan with a series of activities and with a standard operating procedure mainly focus on our clients.

- ✓ **Style and decoration:** The style is going to be modern according with the area where it's located. We want to break with the current and traditional food stores styles. In GT we are going to implant a minimalist yet colorful style. It will provide us with easy identification and recognition. All the materials we use must have the highest quality (marble flooring, glazed walls, wallpaper and paints, coatings, wood, etc).

The furniture will be in line with local decorative line. The furnishings in the Takeaway Room have to follow the same design as the Kitchen, the Retail Shop, and Website. It is a key differentiator, the fact that all the elements that make up international reference designs are the same (Le Corbusier, Mies Van der Rohe, Jacobsen, etc.).



- ✓ **Customization:** Whenever it's possible we want to provide our customer with an amazing and specified treat. Following the scoop that every customer is different and important for us, we will provide them with an individual and personalized treat. In order to develop the "customization" we need to know as much as possible about our clients. The quality of the service we want to provide gives us this knowledge. Each client will be offered the possibility to be a "Privileged Client" implying giving his/her address and e-mail to receive customized gifts in special dates or access to special events. With the data collected we will be able to improve our segmentation but also to increase the loyalty of our clients, which is fundamental in a competitive market as is the food retail.
- ✓ **Product Package:** Today we are living in an extremely competitive retail market, and unfortunately we have only one chance to make a first impression. The first thing that many of our customers will see from GT will be our product packaging. We want to make this first impression a good and memorable one, with a custom design that will capture our customer attention immediately.

Today more than ever, package design plays a major role in the success of our product sales. The right look, feel and design of our product packaging have to convey quality, value and success. In GT we know it, and by this we are going to take care about the



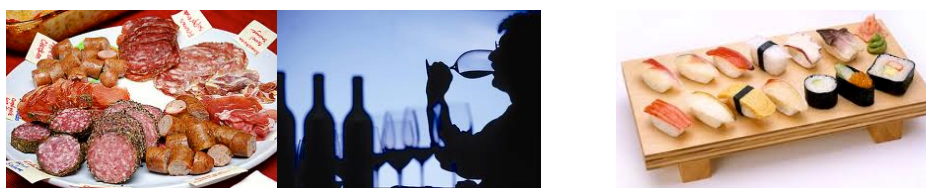
presentation of our products and services. Every time we deliver something it is going to be for us a special job.

Regarding shopping bags, we are not going to distribute the ordinary carrier bags that someone can find at any food store. Following our line, Gastronomy Temple is different. We will provide our customer with a nice interesting shopping bag. It also will be a good marketing tool, because our customer will carry our bags all over Madrid giving us free advertisement.



- ✓ Tasting sessions: To keep improving the “apparently lost shopping experience” in Gastronomy Temple we are going to promote and develop tasting sessions. It will give our customer a nice and different atmosphere diverging from the traditional food stores. For instance each month, we will pick a gastronomy or theme typical from a specific region or country and we will offer to our customer different products from there.

This event aims to immerse the client in a pleasant atmosphere, tasting Spanish or Japanese or Chinese products for free and having the advice of a specialist there to educate them. He / she could give a very short conference at the beginning then talking to the participants when they taste the products. Some “Guess Games” can be proposed to add conviviality to the event. All the information about the products (most and less appreciated) and the event has to be properly documented to be used for future events in order to adapt it to our customer preferences (always customer focused).



- ✓ Music and perfume: Also in order to be different Gastronomy Temple will play nice relaxing music. It will provide a soothing and pleasant atmosphere while our customers are shopping. Also, we are going to perfume the entrance of our shop with a good and exclusive fragrance. It will make the entrance and the nearest areas outside very fresh and smelling according with our glam guidelines.

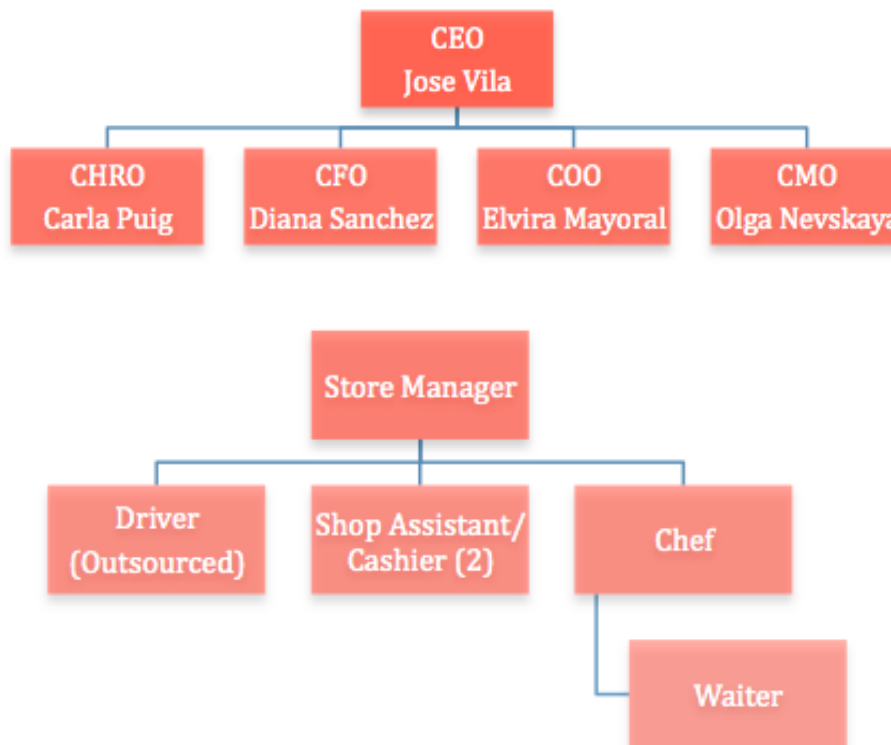


X. Human Resources

X.I Managerial Team:

The executives or managerial team form part of the project because they are its partners. All of them have a Bachelor's and MBA degrees, with international experience, different backgrounds, enthusiastic, dynamic and proactive. They are not going to have a monthly salary, they will have benefits when the business is established and has enough earnings. (See Annex.. for CVs)

Below is our Organizational Chart followed by detailed job descriptions for each of the different positions in our establishment.



From the next page forward, there is a detailed description of all the positions to be filled in Gastronomy Temple. Starting with job Title and where it's placed on the organizational chart, the main objective, responsibilities and duties, academic, as well as, professional and personal requirements.



GASTRONOMY TEMPLE

JOB DESCRIPTION

I. GENERAL INFORMATION

JOB TITLE
CEO

JOB POSITIONING
CEO

HIERARCHICAL LEVEL
Management

II. MAIN OBJECTIVE

Responsible for implementing the strategic goals and objectives of the organization, as well as, enable the Board to fulfill its governance function and give direction and leadership toward the achievement of the organization's philosophy, mission, strategy, and its annual goals and objectives.

III. JOB DUTIES

JOB DUTIES	
Support operations and administration of Board by advising and informing Board members	<i>Permanent</i>
Serve as interface between Board and staff, and supporting Board's evaluations	<i>Permanent</i>
Oversee design, marketing, promotion, delivery and quality of programs, products and services	<i>Permanent</i>
Effectively manage the organization's human resources according to authorized personnel policies and procedures that fully conform to current laws and regulations	<i>Permanent</i>
Assure the organization and its mission, programs, products and services are consistently presented in strong, positive image to relevant stakeholders	<i>Permanent</i>
Recommend yearly budget for Board approval and prudently manages organization's resources within those budget guidelines according to current laws and regulations	<i>Yearly</i>
Oversee fundraising planning and implementation	<i>Permanent</i>
Other responsibilities assigned	<i>Permanent</i>

IV. JOB PROFILE

EDUCATION LEVEL



MBA	
EXPERIENCE	
2 years in management position (desired)	
HABILITIES AND SKILLS	
<i>Especialized Knowledge</i>	Management
<i>Competencies</i>	Leadership, Communication & Organizational Skills
<i>Languages</i>	Reading, writing and oral comprehension skills in English (Required)
BEHAVIORAL CHARACTERISTICS	
Ability to work under pressure, proactive, and that shows commitment and hard work	

V. JOB COMPLEXITIES

SUPERVISING RESPONSIBILITIES	Responsible of supervising all store personnel
EQUIPMENT RESPONSIBILITIES	Responsible for the equipment assigned and used for daily duties
CAPITAL RESPONSIBILITIES	Responsible for all store transactions
CONFIDENTIAL INFORMATION	Manages highly confidential, oral and written, information (data protection act.)

VI. DOCUMENT CONTROL

Designed by:

Modified by:

Date Created: May 2011

Document History:

Revision No.	Date of Effect	Description	Prepared by
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GASTRONOMY TEMPLE

JOB DESCRIPTION

I. GENERAL INFORMATION

JOB TITLE

CFO

JOB POSITIONING

CFO

CEO

HIERARCHICAL LEVEL

Management

II. MAIN OBJECTIVE

Responsible for day-to-day activities involving accounting, finance, forecasting, strategic planning, job costing, legal, property management, deal analysis and negotiations, investor relationships and partnership compliance and private and institutional financing.

III. JOB DUTIES

JOB DUTIES	
Provide leadership in the development for the continuous evaluation of short and long-term strategic financial objectives	<i>Permanent</i>
Ensure credibility of Finance group by providing timely and accurate analysis of budgets, financial trends and forecasts	<i>Permanent</i>
Ensure the development, implementing, and maintaining a comprehensive job cost system	<i>Permanent</i>
Direct and oversee all aspects of the Finance & Accounting functions of the organization	<i>Permanent</i>
Evaluate and advise on the impact of long range planning, introduction of new programs/ strategies and regulatory action	<i>Permanent</i>
Establish and maintain strong relationships with senior executives to identify their needs and seek full range of business solutions	<i>Permanent</i>
Provide executive management with advice on the financial implications of business activities	<i>Permanent</i>
Manage processes for financial forecasting, budgets and consolidation and reporting to the Company Provide recommendations to strategically enhance financial performance and business opportunities	<i>Permanent</i>
Ensure that effective internal controls are in place and ensure compliance with local regulatory laws and	<i>Permanent</i>



rules for financial and tax reporting	
Other responsibilities assigned	<i>Permanent</i>

IV. JOB PROFILE

EDUCATION LEVEL	
Degree in Accounting or Finance, MBA (desired)	
EXPERIENCE	
2 years in management position (desired)	
HABILITIES AND SKILLS	
<i>Especialized Knowledge</i>	Management
<i>Competencies</i>	Leadership, Communication & Organizational Skills
<i>Languages</i>	Reading, writing and oral comprehension skills in English (Required)
BEHAVIORAL CHARACTERISTICS	
Ability to work under pressure, proactive, and that shows commitment and hard work	

V. JOB COMPLEXITIES

SUPERVISING RESPONSIBILITIES	Responsible of supervising all Financial Operations Personnel
EQUIPMENT RESPONSIBILITIES	Responsible for the equipment assigned and used for daily duties
CAPITAL RESPONSIBILITIES	Responsible for all store transactions
CONFIDENTIAL INFORMATION	Manages highly confidential, oral and written, information (data protection act.)

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GASTRONOMY TEMPLE

JOB DESCRIPTION

I. GENERAL INFORMATION

JOB TITLE

CMO

JOB POSITIONING

CMO

CEO

HIERARCHICAL LEVEL

Management

II. MAIN OBJECTIVE

Responsible for better anticipating, addressing, and pre-empting new competitive threats, market intrusions, and category contenders, as well as, upstarts, innovators, and off-shore entrants that disrupt established markets or defining new segments by bringing improved efficiencies, value propositions, user experiences, and cost structures to the market.

III. JOB DUTIES

JOB DUTIES	
Take care of the company's media and industry relations, advertising, interactive programs, communications as well as market and customer research	<i>Permanent</i>
Oversee trade show exhibiting, printed promotions and electronic promotions such as web sites and social media	<i>Permanent</i>
Oversee market research and analysis of the competition	<i>Permanent</i>
Oversee the management and research teams on product development	<i>Permanent</i>
Oversee and direct customer service and customer service monitoring processes to ensure client retention and to ensure that customer feedback informs the development process of the product (or service)	<i>Permanent</i>
Research and create product ideas and areas for business growth	<i>Permanent</i>
Manage the development of a web site that serves customer, staff and partner needs	<i>Permanent</i>
Handle public relations and corporate communications designed to deliver a brand-consistent message	<i>Permanent</i>



Develop new and enhance existing business relationships and heighten awareness of the company	<i>Permanent</i>
Provide leadership in the design and production of all aspects of visual marketing needs	<i>Permanent</i>
Other responsibilities assigned	<i>Permanent</i>

IV. JOB PROFILE

EDUCATION LEVEL	
Degree in Marketing or Public Relations, Masters Degree (desired)	
EXPERIENCE	
2 years in management position (desired)	
HABILITIES AND SKILLS	
<i>Especialized Knowledge</i>	Management
<i>Competencies</i>	Leadership, Communication & Organizational Skills
<i>Languages</i>	Reading, writing and oral comprehension skills in English (Required)
BEHAVIORAL CHARACTERISTICS	
Ability to work under pressure, proactive, and that shows commitment and hard work	

V. JOB COMPLEXITIES

SUPERVISING RESPONSIBILITIES	Responsible of supervising all Marketing & Sales Personnel
EQUIPMENT RESPONSIBILITIES	Responsible for the equipment assigned and used for daily duties
CAPITAL RESPONSIBILITIES	Responsible for all company exhibitions and advertising
CONFIDENTIAL INFORMATION	Manages highly confidential, oral and written, information (data protection act.)

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GASTRONOMY TEMPLE JOB DESCRIPTION

I. GENERAL INFORMATION

JOB TITLE

COO

JOB POSITIONING

COO

CEO

HIERARCHICAL LEVEL

Management

II. MAIN OBJECTIVE

Responsible for the company's day-to-day operating activities, including revenue and sales growth; expense, cost and margin control; and monthly, quarterly and annual financial goal management.

III. JOB DUTIES

JOB DUTIES	
Direct company operations to meet budget and other financial goals	<i>Permanent</i>
Direct short-term and long-term planning and budget development to support strategic business goals	<i>Permanent</i>
Establish the performance goals, allocate resources, and assess policies for senior management	<i>Permanent</i>
Demonstrate successful execution of business strategies for company products and services	<i>Permanent</i>
Direct and participate in acquisition and growth activities to support overall business objectives and plans	<i>Permanent</i>
Participate in capital market development, including participation in road shows, bank meetings, analyst meetings, and more	<i>Permanent</i>
Develop, establish, and direct execution of operating policies to support overall company policies and objectives	<i>Permanent</i>
Other responsibilities assigned	<i>Permanent</i>

IV. JOB PROFILE

EDUCATION LEVEL
Degree in Business or related careers, Masters Degree (desired)
EXPERIENCE



2 years in management position (desired)	
HABILITIES AND SKILLS	
<i>Especialized Knowledge</i>	Management
<i>Competencies</i>	Leadership, Communication & Organizational Skills
<i>Languages</i>	Reading, writing and oral comprehension skills in English (Required)
BEHAVIORAL CHARACTERISTICS	
Ability to work under pressure, proactive, and that shows commitment and hard work	

V. JOB COMPLEXITIES

SUPERVISING RESPONSIBILITIES	Responsible of supervising Store Personnel
EQUIPMENT RESPONSIBILITIES	Responsible for the equipment assigned and used for daily duties
CAPITAL RESPONSIBILITIES	Responsible for all company operations
CONFIDENTIAL INFORMATION RESPONSIBILITIES	Manages highly confidential, oral and written, information (data protection act.)

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GASTRONOMY TEMPLE JOB DESCRIPTION

I. GENERAL INFORMATION

JOB TITLE

CHRO

JOB POSITIONING

CHRO

CEO

HIERARCHICAL LEVEL

Management

II. MAIN OBJECTIVE

Responsible for Providing leadership for human resource activities to ensure high quality staffing and retention of district personnel. Recommends and implements legally sound and effective human resource management programs, policies, and practices. Responsible for the strategic planning and implementation of human resource programs to include professional and auxiliary staffing, wage and salary administration, leave administration, performance appraisal, employee relations, and benefits.

III. JOB DUTIES

JOB DUTIES	
Develop and implement optimum recruitment, screening, selection and retention strategies for all personnel	<i>Permanent</i>
Work with principals and other administrators to forecast staffing needs and develop staffing plans	<i>Permanent</i>
Administer contracts and their renewals, as well as, oversee orientation programs for new employees	<i>Permanent</i>
Provide equal employment opportunity and work cooperatively with others to ensure compliance with federal and state laws and regulations	<i>Permanent</i>
Direct and monitor employee performance appraisal and ensure that supervisors have proper training	<i>Permanent</i>
Analyze wage and salary data to develop and implement effective compensation plan	<i>Permanent</i>
Develop and implement procedures for the preparation and updating of job descriptions and for the proper classification of positions in the compensation plans	<i>Permanent</i>
Administer employees' salaries, schedule and service record	<i>Permanent</i>
Work with finance to calculate cost estimates for compensation and benefit recommendations	<i>Permanent</i>
Provide employees with information about benefits and advocates on their behalf.	<i>Permanent</i>
Ensure that the employee handbook and personnel directory are created, updated annually, and distributed	<i>Permanent</i>
Compile, maintain, file, and secure all physical and electronic reports, records, and other required documents	<i>Permanent</i>
Provide training and development for all staff	<i>Permanent</i>



Develop and monitor the annual budget for the department	<i>Permanent</i>
Participate in professional development activities to maintain current knowledge of human resource rules, regulations, and practices	<i>Permanent</i>
Other responsibilities assigned	<i>Permanent</i>

IV. JOB PROFILE

EDUCATION LEVEL	
Degree in Business or related careers, Masters Degree (desired)	
EXPERIENCE	
2 years in management position (desired)	
HABILITIES AND SKILLS	
<i>Especialized Knowledge</i>	Management
<i>Competencies</i>	Leadership, Communication & Organizational Skills
<i>Languages</i>	Reading, writing and oral comprehension skills in English (Required)
BEHAVIORAL CHARACTERISTICS	
Ability to work under pressure, proactive, work under flexible hours and that shows commitment and hard work	

V. JOB COMPLEXITIES

SUPERVISING RESPONSIBILITIES	Responsible of supervising Store Personnel
EQUIPMENT RESPONSIBILITIES	Responsible for the equipment assigned and used for daily duties
CAPITAL RESPONSIBILITIES	Responsible for all company operations
CONFIDENTIAL INFORMATION	Manages highly confidential, oral and written, information (data protection act.)

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GASTRONOMY TEMPLE

JOB DESCRIPTION

I. GENERAL INFORMATION

JOB TITLE

Store Manager

JOB POSITIONING

Store Manager

HIERARCHICAL LEVEL

Specialized Training

II. MAIN OBJECTIVE

Responsible for maintaining the store in order to ensure residents and visitors have access to necessary supplies and accommodations, as well as, maintaining customer service, maintaining cash controls, purchasing and maintaining the store facilities.

III. JOB DUTIES

JOB DUTIES	
Recruit, hire, evaluate and counsel store employees. Schedule, organize and direct assignments	<i>Permanent</i>
Develop and implement employee performance evaluations and improvement plans	<i>Permanent</i>
Provide a positive working environment and handle employee issues appropriately and in a timely manner	<i>Permanent</i>
Ensure interior and exterior of store is maintained to company standards	<i>Permanent</i>
Provide exceptional customer service and ensure the employees also provide the same level of service	<i>Permanent</i>
Conduct regular store meetings	<i>Permanent</i>
Ensure employee awareness of safety and emergency procedures	<i>Permanent</i>
Maintain and utilize surveillance equipment	<i>Permanent</i>
Maintain adequate store supplies	<i>Permanent</i>
Manage store revenue, including cash handling, deposit reconciliation and delivery of deposits to bank	<i>Permanent</i>
Assign service orders to technicians, schedule technicians to perform delivery and installation work at customer sites and ensure a first in/first out workflow	<i>Permanent</i>
Ensure all orders are properly documented and released for pick-up	<i>Permanent</i>



Respond to orders received from the online shop by processing sales and packaging orders	<i>Permanent</i>
Receiving deliveries, unpacking and re-shelving or storing stock	<i>Permanent</i>
Responsible of employee, product, supplies reports, as well as any other required	<i>Permanent</i>
Other responsibilities assigned	<i>Permanent</i>

IV. JOB PROFILE

EDUCATION LEVEL	
Business Administration Career	
EXPERIENCE	
3 years in Food Retail	
HABILITIES AND SKILLS	
<i>Especialized Knowledge</i>	International Culinary Arts, Stock Systems
<i>Competencies</i>	Leadership, Communication & Organizational Skills
<i>Languages</i>	Reading, writing and oral comprehension skills in English (Required)
BEHAVIORAL CHARACTERISTICS	
Ability to work under pressure, schedule flexibility, proactive, and that shows commitment and hard work	

V. JOB COMPLEXITIES

SUPERVISING RESPONSIBILITIES	Responsible of supervising all store personnel
EQUIPMENT RESPONSIBILITIES	Responsible for the equipment assigned and used for daily duties
CAPITAL RESPONSIBILITIES	Responsible for all store transactions
CONFIDENTIAL INFORMATION	Manages highly confidential, oral and written, information (data protection act.)

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GASTRONOMY TEMPLE JOB DESCRIPTION

I. GENERAL INFORMATION

JOB TITLE

Chef

JOB POSITIONING

Chef

Store Manager

HIERARCHICAL LEVEL

Specialized Training

II. MAIN OBJECTIVE

Provide high quality dishes that can comfort us and remind us of home, or energize and fill us with a sense of well-being, nourishing the body and pleasing the palate, leaving customers satisfied and wanting more at the same time.

III. JOB DUTIES

JOB DUTIES	
Create daily menu	<i>Permanent</i>
Choose tasting session themes	<i>Permanent</i>
Food preparation	<i>Permanent</i>
Clean-up after food preparation in shop and at customer's home	<i>Permanent</i>
Managing employees	<i>Permanent</i>
Overseeing customer relations	
Keep updated reports of products and supplies used in the kitchen	<i>Permanent</i>
Other responsibilities assigned	<i>Permanent</i>

IV. JOB PROFILE

EDUCATION LEVEL
Culinary Career



EXPERIENCE	
2 years, preferably in International Foods	
HABILITIES AND SKILLS	
<i>Especialized Knowledge</i>	International Culinary Arts
<i>Competencies</i>	Sensitive Palate, Creativity, Teamwork, Determination, Organization
<i>Languages</i>	Reading, writing and oral comprehension skills in English (Required)
BEHAVIORAL CHARACTERISTICS	
Ability to work under pressure, schedule flexibility, proactive, and that shows commitment and hard work	

V. JOB COMPLEXITIES

SUPERVISING RESPONSIBILITIES	Responsible of supervising Waiter duties
EQUIPMENT RESPONSIBILITIES	Responsible for the equipment assigned and used for daily duties
CAPITAL RESPONSIBILITIES	N/A
CONFIDENTIAL INFORMATION	Manages highly confidential, oral and written, information (data protection act.)

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GASTRONOMY TEMPLE JOB DESCRIPTION

I. GENERAL INFORMATION

JOB TITLE

Shop Assistant & Cashier

JOB POSITIONING

Shop Assistant & Cashier
Store Manager

HIERARCHICAL LEVEL

Specialized Training

II. MAIN OBJECTIVE

Provide quality assistance and excellent customer service to customers and potential buyers, as well as, promoting new products.

III. JOB DUTIES

JOB DUTIES	
Day-to-day running of the shop	<i>Permanent</i>
Keeping the shop and displays clean and tidy at all times	<i>Permanent</i>
Operating the till and accurately handling cash, checks and credit / debit cards	<i>Permanent</i>
Respond to orders received from the online shop by processing sales and packaging orders	<i>Permanent</i>
Assist in changing displays of shop stock	<i>Permanent</i>
Assisting with regular stock checks and annual stock takes	<i>Permanent</i>
Looking after all aspects of the shop while Store Manager is away	<i>Permanent</i>
Being vigilant at all times and to help minimize stock loss	<i>Permanent</i>
Stay up-to-date with all the company products, services and offers	<i>Permanent</i>
Informing the public about the work on show in the shop	<i>Permanent</i>
Respond to general customer enquiries received in person, by phone or email	<i>Permanent</i>
Other responsibilities assigned	<i>Permanent</i>



IV. JOB PROFILES

EDUCATION LEVEL	
Business Administration	
EXPERIENCE	
2 year, preferably in Food Retail or Customer Service	
HABILITIES AND SKILLS	
<i>Especialized Knowledge</i>	International Culinary Arts, Customer Service (Preferred)
<i>Competencies</i>	Organization, Communication & Mathematical Skills
<i>Languages</i>	Reading, writing and oral comprehension skills in English (Required)
BEHAVIORAL CHARACTERISTICS	
Ability to work under pressure, schedule flexibility, proactive, and that shows commitment and hard work	

V. JOB COMPLEXITIES

SUPERVISING RESPONSIBILITIES	N/A
EQUIPMENT RESPONSIBILITIES	Responsible for the equipment assigned and used for daily duties
CAPITAL RESPONSIBILITIES	Responsible for cash register transactions
CONFIDENTIAL INFORMATION	N/A

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GASTRONOMY TEMPLE JOB DESCRIPTION

I. GENERAL INFORMATION

JOB TITLE

Waiter

JOB POSITIONING

Waiter

Chef

Store Manager

HIERARCHICAL LEVEL

Technical

II. MAIN OBJECTIVE

He / she is in charge and responsible for the control of several tables in a service station, maximizing the prompt efficiency of food & beverage service and ensuring guest satisfaction according to the Organization standards.

III. JOB DUTIES

JOB DUTIES	
Take customers' orders	<i>Permanent</i>
Check with customers to ensure that they are enjoying their meals and take action to correct any problems	<i>Permanent</i>
Escort customers to their tables	<i>Permanent</i>
Explain how various menu items are prepared, describing ingredients and cooking methods	<i>Permanent</i>
Present menus to patrons and answer questions about menu items, making recommendations upon request	<i>Permanent</i>
Remove dishes and glasses from tables or counters, and take them to kitchen for cleaning	<i>Permanent</i>
Serve food and/or beverages to patrons; prepare and serve specialty dishes at tables as required	<i>Permanent</i>
Stock service areas with supplies such as tableware and linens	<i>Permanent</i>
Other responsibilities assigned	<i>Permanent</i>

IV. JOB PROFILES

EDUCATION LEVEL
Basic Education
EXPERIENCE



6 months in Food Retail or Customer Service	
HABILITIES AND SKILLS	
<i>Especialized Knowledge</i>	Customer Service (Required)
<i>Competencies</i>	Organization, Communication & Mathematical Skills
<i>Languages</i>	Reading, writing and oral comprehension skills in English (Required)
BEHAVIORAL CHARACTERISTICS	
Ability to work under pressure, schedule flexibility, proactive, and that shows commitment and hard work	

V. JOB COMPLEXITIES

SUPERVISING RESPONSIBILITIES	N/A
EQUIPMENT RESPONSIBILITIES	Responsible for the equipment assigned and used for daily duties
CAPITAL RESPONSIBILITIES	Responsible for restaurant / takeaway meals transactions
CONFIDENTIAL INFORMATION	N/A

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GASTRONOMY TEMPLE JOB DESCRIPTION

I. GENERAL INFORMATION

JOB TITLE

Driver

JOB POSITIONING

Driver

Store Manager

HIERARCHICAL LEVEL

Technical

II. MAIN OBJECTIVE

Provide a reliable transportation service of products with safety; provide a communication link between customers and store; to operate and maintain assigned vehicle(s); and to maintain vehicle and customer records.

III. JOB DUTIES

JOB DUTIES	
Operates assigned vehicle in a safe and courteous manner	<i>Permanent</i>
Keep the assigned vehicle(s) clean inside and outside	<i>Permanent</i>
Maintain accurate, up-to-date records on trip sheets, vehicle maintenance, fuel purchases, incident reports, accident reports, vehicle condition reports and other records that are requested from management	<i>Permanent</i>
Perform minor maintenance tasks on assigned vehicle(s) as required	<i>Permanent</i>
Fuel the assigned vehicle(s)	<i>Permanent</i>
Deliver the products in proper conditions to the customer	<i>Permanent</i>
Other responsibilities assigned	<i>Permanent</i>

IV. JOB PROFILES

EDUCATION LEVEL
Basic Education
EXPERIENCE
6 months in Delivery Services



HABILITIES AND SKILLS	
<i>Especialized Knowledge</i>	Possess and maintain a safe driving record, vehicle especifications
<i>Competencies</i>	Communication
<i>Languages</i>	Reading, writing and oral comprehension skills in English & driving signals (Required)
BEHAVIORAL CHARACTERISTICS	
Ability to work under pressure, schedule flexibility, proactive, and that shows commitment and hard work	

V. JOB COMPLEXITIES

SUPERVISING RESPONSIBILITIES	N/A
EQUIPMENT RESPONSIBILITIES	Responsible for the vehicle (s) assigned
CAPITAL RESPONSIBILITIES	Responsible for delivery transactions
CONFIDENTIAL INFORMATION	N/A

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X.II Payment Policy

Every year fixed salaries will increase based on performance, assuming achievements on behalf of the employee; he/she will receive an increase of 3% yearly. We are located in Spain, according to labor law in Spain, all our employees residing in Madrid will have 30 days paid vacations per year, plus 3 paid days for personal matters.

The Bonus is going to be divided into two parts:

- ✓ Personal Performance (10%): Employee performance will be evaluated at the end of every year to see improvements per quarter, based on: Number of service sold, percentage of customer retention, percentage of customers acquired, customer satisfaction Surveys. The evaluation must show improvements.
- ✓ Store Results (10%): Gastronomy Temple is a new business; consequently during the first year the company will not have enough revenues to give the 10% bonus based on store results. Due to that, the second year the company will give its employees their bonus. The budget will vary according to annual turnover. These vary depending on the job position:

- Store Manager:

Budget 100%	0%
Budget 120%	3.5%
Budget 130%	7.5%
Budget 150%	10%

- Chef:

Budget 100%	0%
Budget 120%	3.5%
Budget 130%	7.5%
Budget 150%	10%

- Cashier, Shop assistant and Waiter:

Budget 100%	0 %
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Budget 120%	3%
Budget 130%	7.5%
Budget 150%	10%

Employee Bonus' will increase each year, starting the third year with an increase to 25%, the fourth year to 30% and the fifth year 35%.

X.III Salaries and Compensation Budget:

STORE MANAGER	Salary/year (€)	Salary+ S.S (€)
1st Year	21,476.00	27,918.80
2nd Year	22,120.28	28,756.36
3rd Year	22,783.89	29,619.05
4h Year	23,467.41	30,507.63
5th Year	24,171.43	31,422.86
CASHIER / SHOP ASSISTANT / WAITER	Salary/year (€)	Salary + S.S (x3) (€)
1st Year	15,120.00	19,656.00
2nd Year	15,573.60	20,245.68
3rd Year	16,040.81	20,853.05
4th Year	16,522.03	21,478.64
5th Year	17,017.69	22,123.00
Chef	Salary/year (€)	Salary+ S.S (€)
1st Year	17,864.00	23,223.20
2nd Year	18,399.92	23,919.90
3rd Year	18,951.92	24,637.49
4th Year	19,520.48	25,376.62
5th Year	20,106.09	26,137.92

X.IV Recruitment Process:

The Recruitment & Selection is the first step towards creating the competitive strength and the strategic advantage for our organization. The Recruitment Process involves a systematic procedure from sourcing the candidates to arranging and conducting the interviews. At the beginning, we are going to deal with the process of recruitment in order to save money and be sure of hire the right employees. Also, as we will be very involved in the business, we will be helping our customers around the store whenever possible, this way, we will get a good understanding of the kind of employees that we will need in the future in order to open new



stores and expand our brand. With this level of involvement in the business also we will get a wider knowledge of all the parts of the business and the skills needed to provide an excellent customer service.

Moreover, it will show to the new employees we hire that we are highly committed and involved in our business.

- ✓ Objective:
 - 1) To streamline the Recruitment Process.
 - 2) To ensure that we hire the right people at right time for the right position.
 - 3) To create a favorable employer brand in order to attract the best talent in the market.
- ✓ Scope: The process will cover all vacant positions of Gastronomy Temple. The hiring process will start at least three months before Gastronomy Temple opens its doors. It will be executed by our HR Department by seeking in an optimum way for the vacant position, professional requirements, terms of employment and other aspects of the job. Based on mentioned critical attributes, HR would be responsible of:
 - 1) Preparing the job descriptions and specifications.
 - 2) Advertising the vacancy.
 - 3) Identifying the potential employee with required characteristics.
 - 4) Arranging the interviews with the selected candidates.
 - 5) Concluding the interviews and taking decisions.
- ✓ Recruitment Resources: HR will advertise and search the potential candidates from the following sources:
 - 1) E-Recruitment networks. For example, LinkedIn.
 - 2) Vacancy advertisements in newspapers.
 - 3) Personal networks.
- ✓ Recruitment cycle time: In order to be dynamic and effective in the Recruitment Process, HR will follow a specific deadline of a maximum of two and a half months to hire a new employee in a new shop and a maximum of one month to hire a specific employee to cover a vacant position in a shop that is already running (from the day he/she has received an Enquiry).

The specific schedule of this process is detailed below:



Phase	Activities	Time frame
I	Job Descriptions and specifications & Advertising	1 to 2 months
II	Initial HR screening / short-listing	2 days
	Organizing the Interviews	4 days
	Taking the final decision	2 days
III	Preparing the Salary Proposal, negotiate with the selected candidates & offer closure	6 days

X.V Gastronomy Temple Application Form:

Surname Title (Mr/Mrs/Miss/Ms/Other)	
--------------------------------------	--

Forename	Name by which you prefer to be known
Home Address	Permanent Address
Date of Birth	
Nationality	
Do you require a Spanish work permit?	

School	From/To	Level	Subject	Grade	Year
1.-					
2.-					
University	From/To	Degree	Subject	Class expected/obtained	

WORK EXPERIENCE:

Name of Employer	From	To	Job Title & Responsibilities
1.-			



2.-			
-----	--	--	--

3.-			
-----	--	--	--

EXTRA-CURRICULAR ACTIVITIES AND INTERESTS:

--

OTHER QUALIFICATIONS/SKILLS EXPERIENCE:

1.-
2.-
3.-

WHY HAVE YOU CHOSEN TO APPLY TO OUR ORGANISATION?

--

DESCRIBE THE BENEFITS YOU HAVE GAINED FROM YOUR WORK EXPERIENCE:

--

WHAT WOULD YOU SAY ARE YOUR MAIN STRENGTHS AND WEAKNESSES?

1.-
2.-
3.-

REFERENCES:

1.-
2.-



X.VI Training:

One of Gastronomy Temple's aims is to have the best-trained employees. For that reason, we are going to make a big effort in this field, in order to retain our employees in the company. All the training will be related to each employee's strengths and performance in their daily tasks. As one of our key points in Gastronomy Temple is providing an excellent customer service to our clients, our employees have to be very professional in every single aspect of their jobs, to achieve that, in Gastronomy Temple we are going to train our employees in a proper way.

The main aim of the training process is to provide our employees a very good knowledge and understanding of their job and extend it to our customer to fulfill their expectations and enquires. Everyone in our organization must show commitment and motivation; therefore everybody is in charge of personal development.

- ✓ Conduct Employee Orientation Program
- ✓ Coordinate with external Consultants on employees' training needs and arrange training schedules for employees in the future years.
- ✓ Evaluate the effectiveness of the respective training programs by obtaining feedback from employees.
- ✓ Make sure employees have updates licenses on food licenses.

X.VII Motivation:

As a small and new company, our main motivation is to provide an excellent customer service to our client and at the same time become noticeable in the retail food market.

We are looking toward the future to expand ourselves and become international. We know we have a difficult and hard way to go over, but in Gastronomy Temple we are sure that with our employees help we are going to achieve it.

To motivate our employees, Gastronomy Temple has elaborated guidelines to follow:

1. Recognition/Attention: Gastronomy Temple recognizes a job well done; our Executive Board is always paying attention to the details that make an employee special. In Gastronomy Temple we know that recognition means appreciation for an achievement.

2. One-on-One Coaching: Coaching is employee development. We know it costs time and money but at GT we do it because we care.



In Gastronomy Temple whenever an employee deserves a positive feedback, we make sure to do it in "public." It will act as a natural stimulant for others who are close enough to see or hear what's taking place.

3. Training: Training sessions will continually enhance the performance of your people and the productivity of your business. Gastronomy Temple knows it's critical, we have to develop and improve our employees and by doing so, we will improve as a company too. It will motivate our employees because they will feel important inside the organization.

4. Career Path: Gastronomy Temple employees need to know what is potentially ahead for them, what opportunities they have for growth. We know how important it is for our employees and by this we will always consider internal personnel for promotion first, to grow inside the organization whenever a new shop is open or there is a vacancy in the organization. Our employees will always have preference to any vacant position in the organization taking into account their skills and capacities.

If we are able to do this we are sending a very positive message to everyone that there are indeed further career opportunities within your organization.

5. Job Titles: In Gastronomy Temple we are aware of the importance of feeling proud, meaning how the employee is perceived in the workforce. We know it is a critical component to improve overall attitude and morale. We know that we are dealing with pride; and pride enhances a positive attitude, which is the foundation for continuing success.

6. Good Work Environment: Working conditions are very important to the way employees feel about where they work. It's not just having a good relationship with your colleagues; it's about having an adequate and regulated temperature at work enjoying the work environment. Gastronomy Temple is aware of it, and by this we really take care about design and space. We don't want to make our employees feel like they cramped in a "sardine can". We are going to be a reference in the retail food market not just with our product and customer service, also with our designs and shops.

7. Team Spirit: Gastronomy Temple wants to build a high Team Spirit. To do so, we have different initiatives and ideas such as:

- ✓ Build a collage of creative ideas with the "Team" theme. All employees are responsible for submitting a phrase referring to TEAM on a weekly rotation. Each of these ideas (such as TEAM: Total Enthusiasm of All Members or There is no I in Team) is placed on a wall, creating a collage of Team-oriented phrases.
- ✓ We will try to create team driven contests and join others that take place around our area. Also, group activities definitely enhance team spirit solely because they must lean upon others and be willing to be someone that others can lean on.



8. Social Gatherings: In Gastronomy Temple we know that scheduled offsite events enhance bonding, and therefore, team spirit, which will impact us by creating a more positive work environment. For instance, Halloween costume parties, picnics, or Christmas parties are only some of the ideas that successfully will bring people together for an enjoyable time. Some others that we might use in the future are softball games (against other companies or among employees, depending on staff size), groups going putt-putt golfing or movie madness.

XI. Finances

(For the numbers refer to the Excel File).

-Financing:

- ✓ External Resources: We will apply for a ICO loan, from La Caixa. One of the main advantages of these types of loans is that it doesn't have initial commission. The amount of the requested loan is 150,000 Euros. These will be amortized starting the first quarter with a yearly long-term interest rate of 6.297%. Besides that we will request some short-term loans to cover our assets for the first few years with a yearly interest rate of 6%.

For both cases, we have chosen a fixed interest rate because Spain's economic instability for the past couple of years pushes investors to be more conservative in what refers to financial policies.

- ✓ Internal Resources: The rest of our financing will come from our own savings, coming to a total of 150,000 Euros and the rest from business angels, accounting for a 230,000 Euros.

-Scenarios:

In order to study the profitability of our idea, we have established three possible scenarios: low case, base case, best case. The difference in each scenario is the variation of market share, which is the reduction in 20% from the base case and the increase of 20% for the best case.

1. Profit & Loss:

- ✓ Our Sales Volumes are calculated from our Market Shares

Year	Low Case	Base Case	High Case
2012	473,839.00 €	595,979.00 €	718,119.00 €
2013	991,613.00 €	1,243,270.00 €	1,494,927.00 €
2014	1,543,466.00 €	1,933,198.00 €	2,322,931.00 €
2015	2,128,914.00 €	2,665,164.00 €	3,201,413.00 €
2016	2,748,790.00 €	3,440,210.00 €	4,131,630.00 €

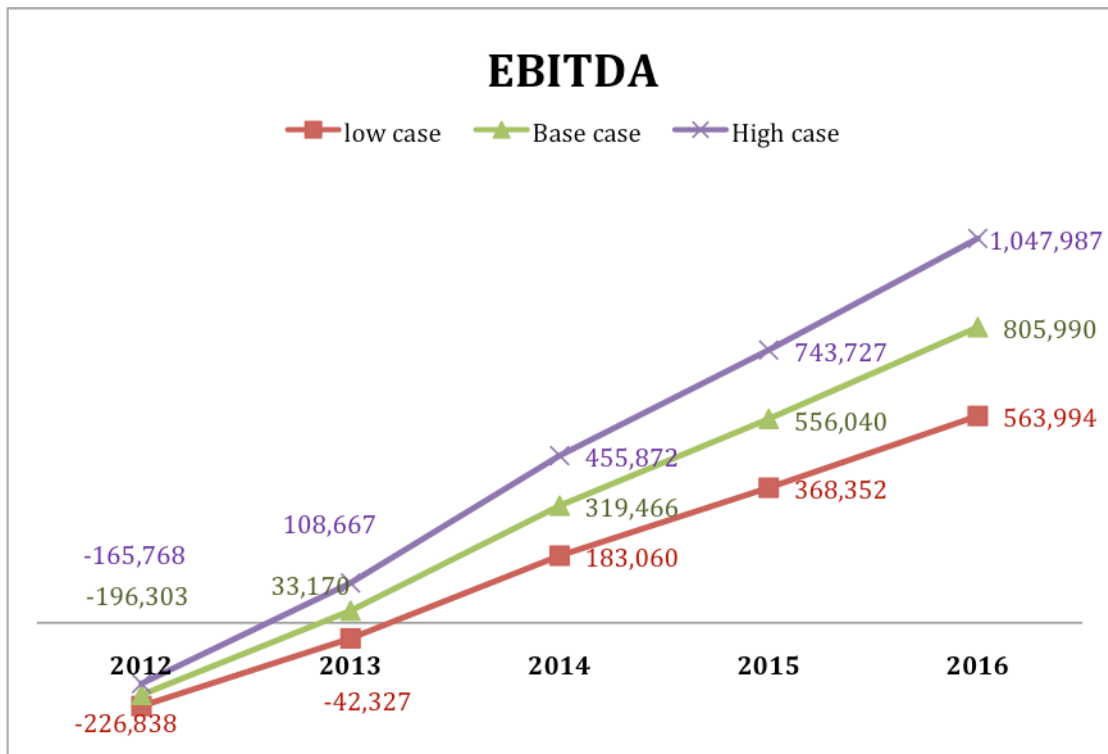


✓ The graph below shows the weight of each of our costs regarding our sales in the base case, for more details, on the other scenarios, see the Excel file:

BASE CASE	2012	% OF SALES	2013	% OF SALES	2014	% OF SALES	2015	% OF SALES	2016	% OF SALES
SALES	610699.05	100.00%	1,258,284.32 €	100.00%	2,338,395.59 €	100.00%	2,681,247.31 €	100.00%	3,457,097.59 €	100.00%
CUSTOMER LOYALTY PROGRAMS	-14720.00	2.41%	-15,014.40 €	1.19%	-15,464.83 €	0.66%	-16,083.43 €	0.60%	-16,887.60 €	0.49%
NET SALES	595979.05	97.59%	1,243,269.92 €	98.81%	2,322,930.75 €	99.34%	2,665,163.88 €	99.40%	3,440,209.99 €	99.51%
FIXED COST	-334257.90	54.73%	-329,300.57 €	26.17%	-347,101.19 €	14.84%	-366,313.34 €	13.66%	-387,106.12 €	11.20%
SALARIES	-119182.00	19.52%	-122,757.46 €	9.76%	-126,440.18 €	5.41%	-130,233.39 €	4.86%	-134,140.39 €	3.88%
Bonus	0.00	0.00%	-22,682.66 €	1.80%	-29,203.93 €	1.25%	-36,096.06 €	1.35%	-43,375.43 €	1.25%
RENT	-152000.00	24.89%	-117,420.00 €	9.33%	-120,942.60 €	5.17%	-124,570.88 €	4.65%	-128,308.00 €	3.71%
GENERAL EXPENSES	-14000.00	2.29%	-14,420.00 €	1.15%	-14,852.60 €	0.64%	-15,298.18 €	0.57%	-15,757.12 €	0.46%
MARKETING COST	-49075.90	8.04%	-52,020.45 €	4.13%	-55,661.89 €	2.38%	-60,114.84 €	2.24%	-65,525.17 €	1.90%
VARIABLE COST	-458024.29	75.00%	-880,799.03 €	70.00%	-1,519,957.13 €	65.00%	-1,742,810.75 €	65.00%	-2,247,113.43 €	65.00%
EBITDA	-196303.14	32.14%	33,170.32 €	2.64%	455,872.43 €	19.50%	556,039.79 €	20.74%	805,990.44 €	23.31%
DEPRECIATION TANGIBLES	-25858.50	4.23%	-28,444.35 €	2.26%	-31,288.79 €	1.34%	-34,417.66 €	1.28%	-37,859.43 €	1.10%
AMORTIZATION INTANGIBLES	-2000.00	0.33%	-2,000.00 €	-0.16%	-2,000.00 €	-0.09%	-2,000.00 €	-0.07%	-2,000.00 €	-0.06%
EBIT	-224161.64	36.71%	2,725.97 €	0.22%	422,583.64 €	18.07%	519,622.13 €	19.38%	766,131.01 €	22.16%
FINANCIAL INCOME	0.00	0.00%	0.00 €	0.00%	15,241.77 €	0.65%	17,740.85 €	0.66%	34,399.75 €	1.00%
FINANCIAL EXPENSES	-18543.71	3.04%	-14,937.16 €	1.19%	-5,700.00 €	-0.24%	-2,850.00 €	-0.11%	0.00 €	0.00%
EARNINGS BEFORE TAXES	-242705.34	39.74%	-12,211.19 €	0.97%	432,125.41 €	18.48%	534,512.97 €	19.94%	800,530.76 €	23.16%
INCOME TAXES	0.00	0.00%	0.00 €	0.00%	-102,897.15 €	4.40%	-187,079.54 €	6.98%	-280,185.77 €	8.10%
NET PROFIT	-242705.34	39.74%	-12,211.19 €	0.97%	329,228.26 €	14.08%	347,433.43 €	12.96%	520,344.99 €	15.05%

The previous graph is an example of how our different costs affect our Profit & Loss Account. The ones that represent the highest changes in the fixed costs are salaries and rent, and the one with the most weight is the variable costs.

2. EBITDA:



The previous graph is a representation on how the EBITDA increases in each scenario, it is clear that in all three scenarios, the EBITDA is positive. If we compare our



EBITDA with other companies in the sector, ours is an EBIDTA that falls under the proper levels. It's important to keep in mind that the EBITDA doesn't take into account the interest rates of the loans necessary to undertake the project, the recovery of the investment through amortization nor the income tax. This is why we analyzed the Net Profit:

Year	Low Case	Base Case	High Case
Q1	-74,868.00 €	-67,036.00 €	-63,120.00 €
Q2	-72,090.00 €	-64,139.00 €	-56,247.00 €
Q3	-65,358.00 €	-57,285.00 €	-49,273.00 €
Q4	-62,441.00 €	-54,246.00 €	-42,196.00 €
2012	-274,757.00 €	-242,205.00 €	-210,835.00 €
2013	-97,214.00 €	-12,211.00 €	72,702.00 €
2014	128,596.00 €	275,463.00 €	329,228.00 €
2015	300,787.00 €	347,433.00 €	478,367.00 €
2016	249,493.00 €	520,345.00 €	690,287.00 €

In the Low Case, Gastronomy Temple has loses until 2014. After that, we will distribute Retained Earnings, equivalent to 30% to all stakeholders, and 70% will be kept in the company for future investments like new lines of business, whether supplying to other businesses, new shops, expanding to other countries.

3. Cash Flows:

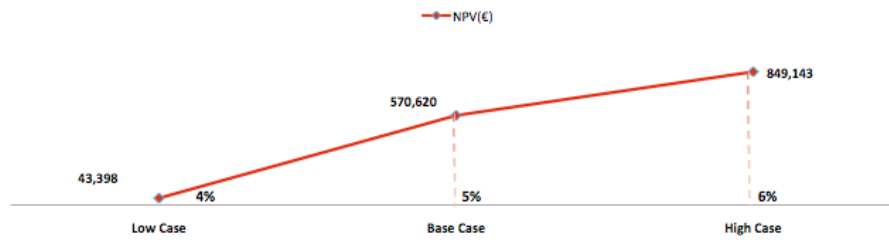
Cash Flow Calculation	C0	C1.1	C1.2	C1.3	C1.4	C1	C2	C3	C4	C5
NET PROFIT (INTEREST EXPENSES EXCLUDED)		-67,035.59 €	-64,139.04 €	-57,285.07 €	-54,245.64 €	-242,705.34 €	-12,211.19 €	275,463.11 €	347,433.43 €	520,344.99 €
INTEREST PAID		3,361.44 €	4,281.77 €	5,061.53 €	5,838.97 €	18,543.71 €	14,937.16 €	5,700.00 €	2,850.00 €	0.00 €
AMORTIZATION/DEPRECIATION		6,964.63 €	6,964.63 €	6,964.63 €	6,964.63 €	27,858.50 €	30,444.35 €	33,288.79 €	36,417.66 €	39,859.43 €
NET INVESTMENTS IN FIXED ASSETS	-268,585.00 €	0.00 €	0.00 €	0.00 €	0.00 €	0.00 €	25,858.50 €	28,444.35 €	31,288.79 €	34,417.66 €
INVESTMENTS IN NOF		-18,386.14 €	1,697.95 €	4,370.90 €	1,647.33 €	-10,669.96 €	170,682.20 €	84,770.75 €	106,233.27 €	112,297.12 €
CASH FLOWS	-268,585.00 €	-75,095.67 €	-51,194.70 €	-40,888.01 €	-39,794.72 €	-206,973.10 €	229,711.02 €	427,666.99 €	524,223.15 €	706,919.21 €

Cash flows are a representation of the company's liquidity. Profitability doesn't mean liquidity. These numbers will give us the calculation of the Net Present Value and the Interest Rate of Return. In the number shown, there is no problem with liquidity.

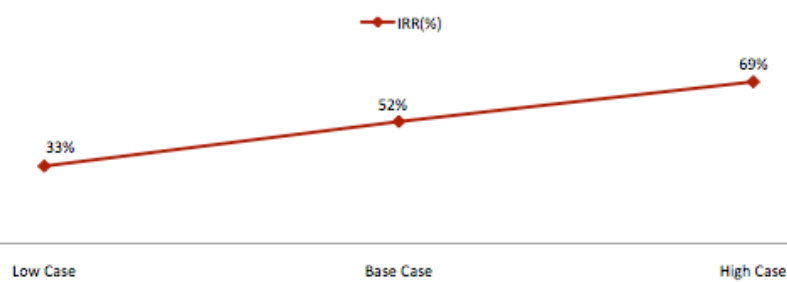
In order to accept a project, the Interest Rate of Return must be higher than zero and the Net Present Value must be positive, otherwise, project must be rejected. If we consider these factors, our project is acceptable in all three scenarios; this is shown in the graph below.



NPV vs Market Share

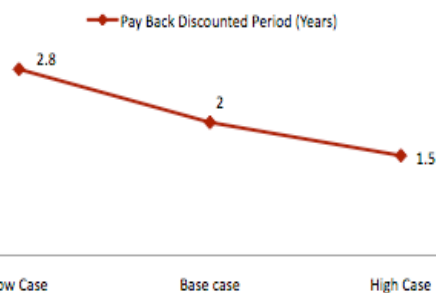


IRR(%)

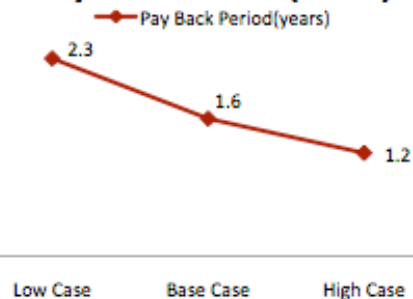


As well as, helping us calculate the IRR and the VPN, the cash flows are necessary to calculate the payback and the payback discount period.

Pay Back Discounted Period (Years)



Pay Back Period (Years)



Year	Low Case	Base Case	High Case
2012	473,839.00 €	595,979.00 €	718,119.00 €
2013	991,613.00 €	1,243,270.00 €	1,494,927.00 €
2014	1,543,466.00 €	1,933,198.00 €	2,322,931.00 €
2015	2,128,914.00 €	2,665,164.00 €	3,201,413.00 €
2016	2,748,790.00 €	3,440,210.00 €	4,131,630.00 €



XII. Implementation Plan:

The most relevant activities to be done to be able to implement the business plan and meet its aims are the next:

-Financial Agreement: 530,000€ is the initial investment, 380,000€ are internal resources. The other financial agreement is with the bank “LaCaixa”. It is a ICO loan of 150,000 € for four years and it has not got open fee.

We have a long-term credit with a fix interest of 6,297%, and a short term with a fix interest of 6%.

We are going to negotiate the financial agreements in August **2011**, we will sign by the end of August 2011. We start with the amortization of the loan in January 2012.

-Creation of the limited company: Gastronomy Temple is a limited company and the creation of that is going to be the first week of **September 2011**.

-Renting of premises: Firstly we have study the place where our business is going to be located. Once we have studied it and negotiate the price, we are going to rent it in the first week of **September 2011**.

-Requesting and approval licences: that step is very important for us because with out the approval we can't start with the conditioning activities. We are going to request the licences the first week of **September 2011** and it will be approval by the last week of September 2011.

-Purchasing equipment: All the equipment necessary for our business are going to be purchase during the first and second week of **October 2011**, so everything will be ready by middle of December.

-Agreements with suppliers: We are going to sign the agreements with food, water, electricity and gas suppliers during the first three weeks of **October 2011**.

-Local conditioning: Conditioning activities are going to start in the second week of **October 2011**. It will finish at the middle of December with all the decoration ready.

-Recruitment process: “Infojob” and “Infoempleo” are the platforms where our job offers are going to be announced for our futures candidates.

Once we have selected the best candidates, we will start with the interviews to select our candidates. The recruitment process is going to start in the second week of **November 2011** and it will finished by the last week of November 2011.

During this time, we are going to select as well the driver agency that will provide the drivers for us.

-Making orders: Different orders to different suppliers are going to make in the third week of **November 2011**, so all the products would be ready by middle of December.

-Training process: The training is very important for us, because our employees need to have the knowledge and skills for our business. The training process is going to be during the second and third week of **December 2011**.



ANNEX I

OLGA NEVSKAYA

Relaciones Públicas, Marketing y Publicidad

E-mail: onevsk@gmail.com

Teléfono: +34 629666712

Localidad: **Madrid**

Fecha de nacimiento: **15.10.1982**



EDUCACIÓN:

-Global MBA, Escuela de Negocios “Escuela de Organización Industrial” (EOI), Madrid, España, 2009-2011.

-Título de licenciado por la Universidad Estatal de Moscú M.V. Lomonosov, Facultad de Periodismo, Moscú, Rusia, 1999 – 2004.

IDIOMAS:

Ruso nativo

Inglés fluido

Español fluido

EXPERIENCIA PROFESIONAL:

-Coordinadora de proyectos 2010- hasta la actualidad, Grupo Hospital de Madrid, Sanchinarro), Madrid, España:

- Encargada de todos los procesos de comunicación con los clientes rusos
- Responsable de supervisar varios proyectos y plazos
- Planificar y ejecutar una campaña promocional para los proyectos

-Directora del Departamento de Relaciones Públicas, Marketing y Publicidad 2004-2008 Empresa Vesta Alpha: boutiques LeCadeau, Korloff, Proloque. Moscú, Rusia.

- planifiqué, ejecuté y supervisé la publicidad, las relaciones públicas y las campañas promocionales y estrategias para un mejor alcance de la empresa a los medios de comunicación y para desarrollar su imagen



- dirigió el presupuesto promocional, de publicidad, de relaciones públicas
- organicé las ceremonias, las conferencias de prensa y los eventos públicos; dirigí el proyecto desde su concepción básica hasta su completa realización, establecí una red de contactos con patrocinadores y personajes famosos
- diseñé la política de relaciones con los medios de comunicación, establecí y mantuve contactos con los medios de comunicación con el fin de disseminar información en la TV, la radio y la prensa
- desarrollé el contenido de los productos de relaciones públicas y dirigí la producción de productos impresos: boletines, panfletos, catálogos y comunicados de prensa
- control de la actividad de relaciones públicas de las oficinas regionales

-Relaciones públicas y copywriter 2003 – 2004 canal de TV TNT, Moscú, Rusia.

- Redacté comunicados de prensa
- Organicé entrevistas con personajes famosos y locutores del canal
- Colaboré en la organización de ceremonias, conferencias de prensa, sesiones fotográficas de prensa y eventos públicos
- Realicé un seguimiento de la prensa

-Autora Freelance 2002-2003 periódicos generales y de economía

- Redacté artículos y entrevistas sobre temas económicos y sociales

INFORMACIÓN COMPLEMENTARIA:

- Buen conocimiento del concepto moderno del marketing, la publicidad y las relaciones públicas
- Responsabilidad, competencia profesional
- Habilidades comunicativas y organizativas
- Capacidad de trabajar asumiendo la realización de múltiples tareas
- Postura activa ante la vida.

CONOCIMIENTOS DE INFORMÁTICA:

Usuario de MS Office (PowerPoint, Photoshop, ACDC, Excel, Coral Draw, Internet, Word)



ANNEX II

Diana Sánchez Toledano

Avda/Pedro Masaveu N°31 6ºR P2

CP-33007 Oviedo Asturias España

Teléfono fijo: 915 597 649

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Email diana.Sanchez@learning.eoi.es



PERFIL

Linkedin: <http://es.linkedin.com/pub/diana-toledano/27/49/823>

Perfil personal: Soy una persona organizada, con iniciativa, comprometida, sin miedos, con gran capacidad de relación, ganas de aprender, empática y entusiasta.

Fecha y lugar de nacimiento: 03/07/1985. Venezuela

DNI: 71660533-P

FORMACIÓN ACADÉMICA

Global MBA EOI Business School, Madrid (2010-2011).

Administración y Dirección de Empresas en la Universidad de Oviedo 7 sobre 10 (2004-2009).

EXPERIENCIA DE TRABAJO

-Prácticas de empresa en Sánchez y Lago desde Abril a Junio 2009

Organización de archivos, memorias, planos y proyectos de obras con más de cinco años.

Generación de hojas de cálculo para seguimiento de costes en obra.

Ayudé dentro de la sección de calidad y medio ambiente con los estudios de reciclado y racionalización de uso: Papel, cartuchos de tinta, baterías.

Colaboré en la actualización de la hoja de cierre, para estudios presupuestarios de la empresa.

-Entrenadora de Gimnasia Rítmica Club CERO (2006-2009) y colegio Veneranda Manzano (2002-2009)

Organizar y entrenar a grupos entre 15-20 niñas de diferentes edades y capacidades.

Adaptar los entrenamientos a las capacidades y aptitudes de las niñas. Mantener el grupo motivado, fomentando el compañerismo y el trabajo en equipo.

CURSOS



Study Trips: Shanghai & Buenos Aires (2011).

Derecho mercantil (2005)

Nuevas oportunidades para emprendedores (2004)

Nuevas tendencias en la Educación Física: El Fitness (2004)

IDIOMAS

Inglés nivel alto

St Giles School Brighton, Reino Unido (Junio- Agosto 2009)

ISE School Brighthon, Reino Unido (Septiembre 2009- Junio 2010)

FCE Certificate

OTROS

Carnet de conducir

Informática:

Entorno Windows y aplicaciones Microsoft office (excell, power point, word, access...)

Hobbies:

Mi mayor hobby es el deporte desde los nueve años me incliné por la gimnasia rítmica y entré a formar parte del Club Escuela Rítmica de Oviedo, "CERO", al que dos años mas tarde empecé a representar en campeonatos de Asturias y posteriormente de España.

Cuatro horas diarias de entrenamiento, competiciones fines de semana y vacaciones repletas de concentraciones, al tiempo que estudiaba y terminaba mis estudios preuniversitarios. Esta etapa tan convulsa de mi vida me enseñó a priorizar y a obtener el máximo partido del tiempo. Trabajar bajo presión, organizar mis horarios sacándoles el máximo partido, lo que me permitió combinar la actividad deportiva y académica con el máximo provecho. Los éxitos y fracasos, la exigencia propia de la competición fueron mis lecciones de superación personal, trabajo en equipo e individual, además de fomentar mi actitudes ante situaciones extremas y mejorar mi control mental. El comienzo de los estudios universitarios marcaron el final de esa etapa, aunque parcialmente, pues seguí ligada al deporte como entrenadora, liderando a grupos de pequeñas aprendices en las que he tratado siempre de fomentar el espíritu deportivo. Desde los dieciocho años he trabajado de: Auxiliar administrativa, organizadora de eventos festivos y deportivos, azafata en congresos, camarera y entrenadora. Al tiempo que realizaba mis estudios de licenciatura. ¡No le tengo miedo al trabajo ni a los retos que en este se me puedan presentar.



Annex III

Carla Gabriela Puig Fondeur

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Madrid, España
Teléfono: (34) 914353618
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EDUCACION:

Global MBA (2010-2011)
EOI Business School, Madrid, España

Ingeniería Industrial (2004 - 2009)
Pontificia Universidad Católica Madre y Maestra, Santiago, R.D.

EXPERIENCIA DE TRABAJO

- Hoyo de Lima Industrial C por A
 - Encargada de Procesos en Dpto. de Desarrollo Organizacional (septiembre 2009-septiembre 2010).
- Pontificia Universidad Católica Madre y Maestra
 - Pasante en Dpto. de Recursos Humanos (junio-agosto 2009).
- Ocean Apparel Dominicana
 - Asistente de Ventas y Logística. Magic Show, Las Vegas, USA (agosto 2008).
 - Asistente de Ventas y Logística. Magic Show, Las Vegas, USA (agosto 2007).
- Synergies Strategic Services
 - Pasante en Dpto. de Recursos Humanos (mayo-agosto 2006).

SEMINARIOS Y TALLERES

- Study Trips: Shanghai & Buenos Aires (2011).
- XIV: Rentabilidad, Logística y Calidad: Enfoques de un Profesional en Construcción (2008).
- Financial Thinking: Evaluación, Inversión y Control (2006).
- XII: Tendencias Industriales en Mercados Globalizados (2006).
- Simulación: Excelencia en la Planificación de Procesos (2005).
- XI: Inteligencia Estratégica en la Gestión Industrial (2005).

IDIOMAS

Inglés (Nivel Alto)	Santiago Christian School (2000-2004). International School of Sosua (1999-2000). Jeanne D'Arc Summer Camp, New York, USA. (1998-1999).
Francés (Nivel Medio)	Alianza Francesa, Santiago, R.D. Diploma de Fin de Estudios. (2000-2004). Surval, Ecole Internationale De Jeunes Filles, Montreux, Suiza (2000).

OTROS

Dominio de Computador Programas bajo Windows (Microsoft Word, Power Point, Access, Excel, Visio), Project Management, Internet.

INFORMACIONES PERSONALES

Fecha de nacimiento	23 de agosto, 1987
Lugar de nacimiento	Santiago, República Dominicana
Nacionalidad	Dominicana
Pasaporte	SG0565853
NIE	Y1401667-S
Carnet de conducir	03104685833 (Categoría 02)
Estado Civil	Soltera



Annex IV

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<http://es.linkedin.com/in/josevilagarcia>

PERFIL PROFESIONAL

Licenciado en Farmacia y MBA con visión global gracias a cuatro años de experiencia en el extranjero (Reino Unido y Perú). Con gran responsabilidad y capacidad para el aprendizaje, apasionado en Desarrollo de negocios, *Marketing / Ventas*, gran iniciativa y entusiasmo a la hora de desarrollar trabajos y nuevos proyectos. Disponibilidad total en cualquier proyecto nacional o internacional.

FORMACIÓN ACADÉMICA

Global MBA en EOI Business school, Madrid (2011)

Completado en los mercados emergentes de China y Sur América

Licenciado en Farmacia por la Universidad de Alcalá de Henares , Madrid (2007)

EXPERIENCIA PROFESIONAL

Mayo 2007-Octubre 2010

Whitworth Chemist LTD, Blackpool (Inglaterra)

Cargo: Manager Farmacéutico

Funciones: Responsable de un equipo de 6 personas. Encargado de asignación, seguimiento y revisión de objetivos de ventas en el Norte de Inglaterra (Blackpool). Constante contacto y reuniones con doctores y enfermeras en materia de tratamientos farmacológicos. Supervisor y tutor de la formación de nuevos empleados. Responsable de promoción y desarrollo de ventas.

Durante este periodo de tiempo mi equipo incremento una media del 9 % las ventas por año y se implementaron diferentes servicios en farmacias como: Servicio de contracepción de emergencia, servicio para dejar de fumar, programa de revisión de tratamientos. También participé y colaboré activamente como ponente en reuniones y meetings para distintos grupos y asociaciones de profesionales de la salud como "British liver trust" or "LPCT", "Blackpool PCT".

Septiembre 2006- Febrero 2007

Hospital Ramón y Cajal, Madrid (España)



Cargo: Farmacéutico hospitalario.

Funciones: Participación en las rondas con médicos visitando a los pacientes internos y formando parte de las decisiones en materia de tratamientos a enfermos (aportando conocimientos en materia de reacciones adversas, e interacciones peligrosas). Preparación de medicación especial como nutrición parenteral, anti cancerígenos, colirios, etc.

Junio 2003- Septiembre 2003

Hospital Belén de Trujillo (Perú)

Cargo: Farmacéutico hospitalario.

Funciones: Participación activa en diversos programas de salud pública como diagnóstico de diabetes, cese en el hábito de fumar, hipertensión, tuberculosis.

IDIOMAS E INFORMÁTICA

Idiomas: Inglés: Nivel muy alto y fluido para establecer negocios y ayudar a su expansión internacional

Informática: MS Office: MS Excel, MS Power Point, MS Project, MS Word.

OTROS DATOS DE INTERÉS

Diferentes cursos de ámbito nacional e internacional:

- ✓ Stop smoking: NHS Blackpool 2010 (Inglaterra)
- ✓ Medicine Use Review: Universidad de Kent en 2009 (Inglaterra)
- ✓ Mal uso de drogas y medicinas: Universidad de Manchester en 2008 (Inglaterra)
- ✓ Farmacoeconomía y farmacología: Universidad de Alcalá de Henares en 2005 (Madrid)
- ✓ Marketing farmacéutico: Universidad de Alcalá de Henares en 2005 (Madrid)
- ✓ Industria farmacéutica: Universidad de Alcalá de Henares en 2004 (Madrid)
- ✓ Homeopatía: Universidad de Alcalá de Henares en 2002 (Madrid)

Permiso de conducir: B, B1

Disponibilidad total (Nacional e Internacional)



Anexo V

GLOBAL MBA (EOI)

LICENCIADA EN FARMACIA

Paseo de Funtelucha 19

portal 3, 4ºB. 28100 Alcobendas,
Madrid.

Teléfono: +34 687591736



PERFIL PROFESIONAL

Licenciada en Farmacia con cinco años de experiencia, de ellos cuatro internacional. Esta experiencia junto con el Global MBA me han proporcionado de una visión global y una alta capacidad de comunicación. Dentro de mis cualidades destacaría el buen trato directo con los pacientes que me ha llevado a ser una entusiasta del Marketing y las Ventas trayectoria que deseo continuar ayudando a empresas en sus procesos de expansión internacional.

FORMACIÓN ACADÉMICA

Global MBA en EOI (Escuela de Organización Industrial) Madrid. (Octubre 2010-Junio 2011)

Completado con dos viajes de negocios en Latino América y China.

Licenciada en Farmacia por la Universidad de Alcalá de Henares, Madrid (2006)

EXPERIENCIA PROFESIONAL

Mayo 2007-October 2010

Whitworth Chemist LTD, Blackpool (Inglaterra)

Cargo: Manager Farmacéutica

Funciones: Manager de un equipo de trabajo de 7 personas, responsable del correcto funcionamiento de la farmacia, toma de decisiones, promoción y desarrollo de ventas.

Responsable de la correcta y segura dispensación de medicamentos, custodia de estupefacientes, pedidos, stock y servicios.

Contacto y reuniones con doctores, enfermeras, farmacéuticos y sanidad (PCT, LPC) en materia de medicamentos, pacientes, nuevos servicios y cursos de formación.

Responsable de formación de nuevos y existentes empleados.

Durante este periodo mi equipo aumento un 12% el número de recetas y ventas anuales, introduciendo nuevos servicios como un programa para la revisión de medicación, llevándose a cabo en seis meses 400 revisiones previstas para el año completo, servicio para dejar de fumar, atención de males menores, dispensación y consulta de la píldora del día después. Así como auditorias en sobrepeso, diabetes y asma.

Abril 2006 – Abril 2007

Farmacia M^a Cortes Martínez Paños, Madrid

Cargo: Farmacéutica Adjunta



Funciones: Responsable de la correcta y segura dispensación de medicamentos (dosis, interacciones) custodia de estupefacientes, pedidos y stock de medicamentos. Realización de Fórmulas Magistrales. Gestión de recetas. Promoción en ventas de parafarmacia y medicamentos de venta libre.

Marzo 2006- Abril 2006

Hospital Universitario 12 de Octubre, Madrid

Cargo: Farmacéutica Hospitalaria en Pacientes Externos

Funciones: Actualización de documentos y base de datos en pacientes externos.

Participación en el desarrollo de la "Memoria Anual"

Septiembre 2005- Febrero 2006

Hospital Universitario 12 de Octubre, Madrid

Cargo: Farmacéutica Hospitalaria

Funciones: Participación en las tareas diarias del Departamento de Farmacovigilancia, Laboratorio de preparación de fórmulas magistrales, Uni-Dosis, Pacientes Externos, Pediatría, Nutrición parenteral y Citotóxicos.

Seguimiento diario de pacientes ingresados, chequeando tratamiento e interacciones.

IDIOMAS E INFORMÁTICA

Idiomas: Inglés: avanzado y fluido con gran habilidad para establecer negocios y ayudar a su expansión internacional.

Informática: MS Office: MS Excel, MS Power point, MS Project, MS Word.

OTROS DATOS DE INTERÉS

Diferentes cursos de ámbito nacional e internacional:

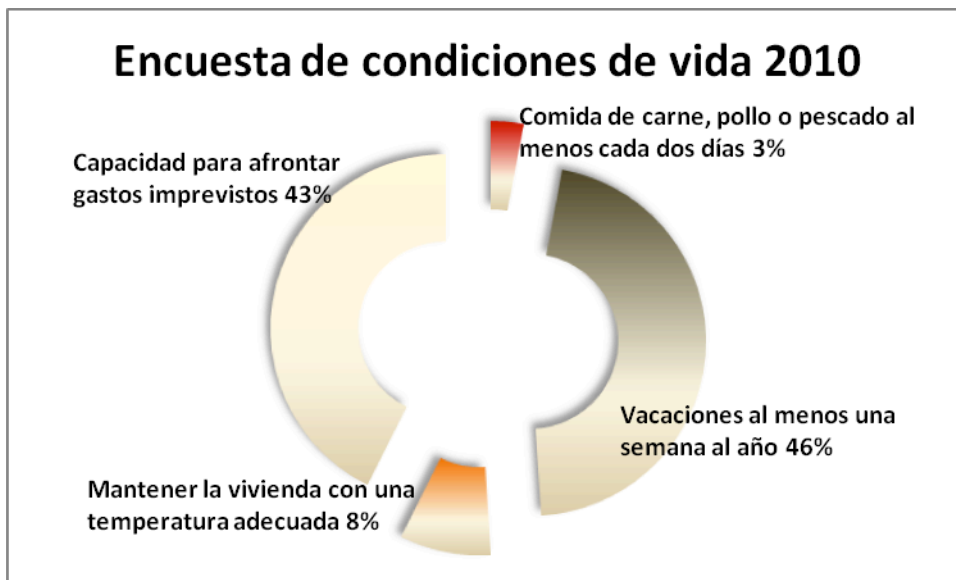
- ✓ Medicine Use Review: Universidad de Kent, Inglaterra. Mayo 2009.(50 horas)
- ✓ Stop Smoking: NHS Blackpool ,Inglaterra . Abril 2009.(40horas)
- ✓ Safeguarding Children: Universidad de Manchester, Inglaterra. Septiembre 2008,(10horas)
- ✓ Minor Ailments: Universidad de Manchester, Inglaterra. Septiembre 2008,(10 horas)
- ✓ NHS Repeat Dispensing: Universidad de Manchester, Inglaterra. Septiembre 2008,(10horas)
- ✓ Contracepción: Universidad de Manchester, Inglaterra. Junio 2008,(10horas)
- ✓ Substance Use and Misuse: Universidad de Manchester, Inglaterra. Febrero 2008,(40 horas)
- ✓ Emergency Contraception: Universidad de Manchester, Inglaterra. Noviembre 2007(30horas)
- ✓ Interacción de Medicamentos: Colegio de Farmacéuticos de Madrid. 2006.

Disponibilidad y movilidad total (nacional e internacional)

Permiso de Conducir B

ANNEX VI

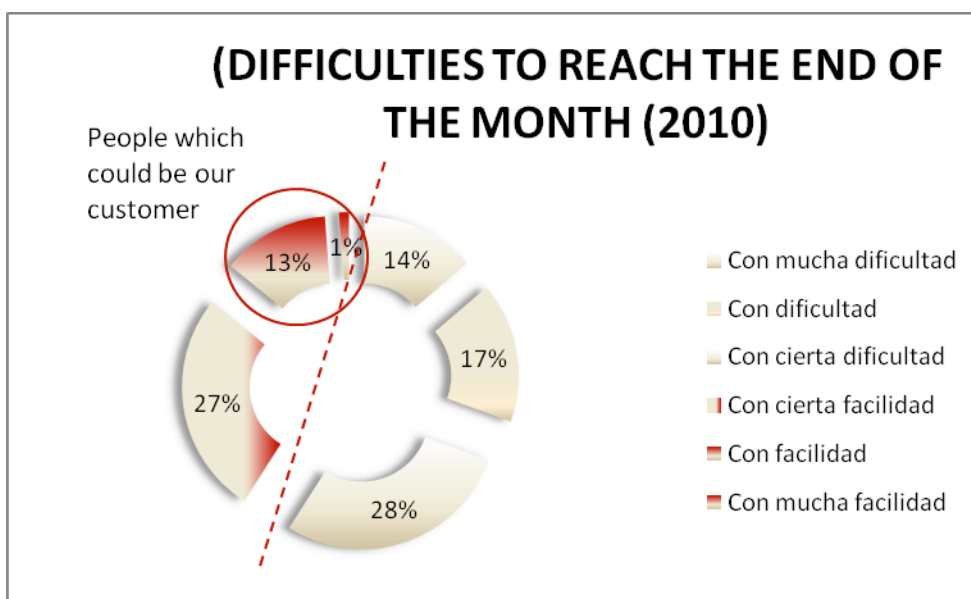
EVOLUTION 2004-2010 PEOPLE THAT CAN'T AFFORD DIFFERENT EXPENSES IN PERCENTAGES



Source: INE

ANNEX VII

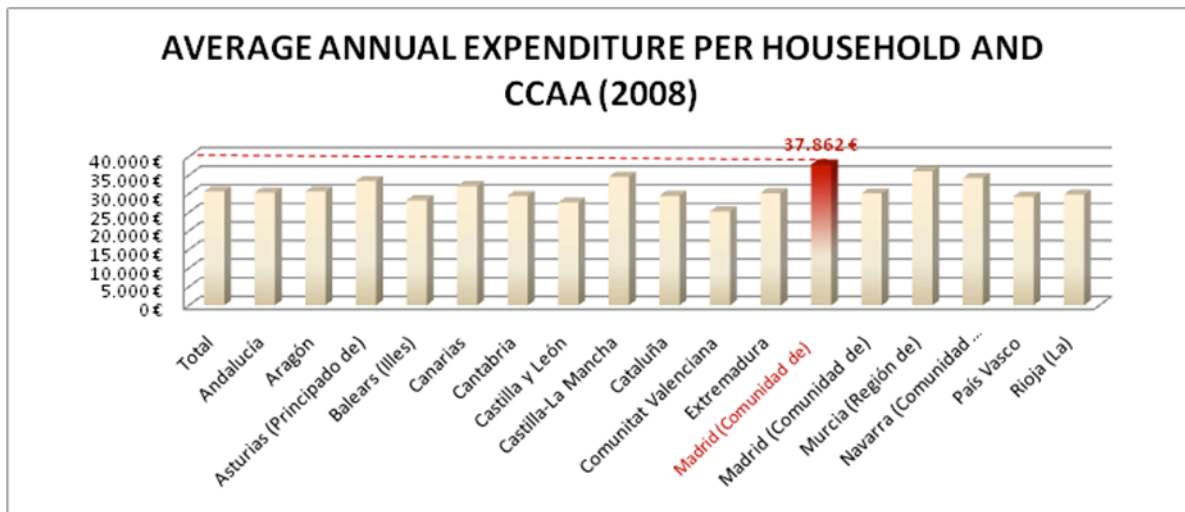
EVOLUTION 2004-2010 DIFFICULTIES TO REACH THE END OF THE MONTH IN PERCENTAGES



Source: INE2009

ANNEX VIII

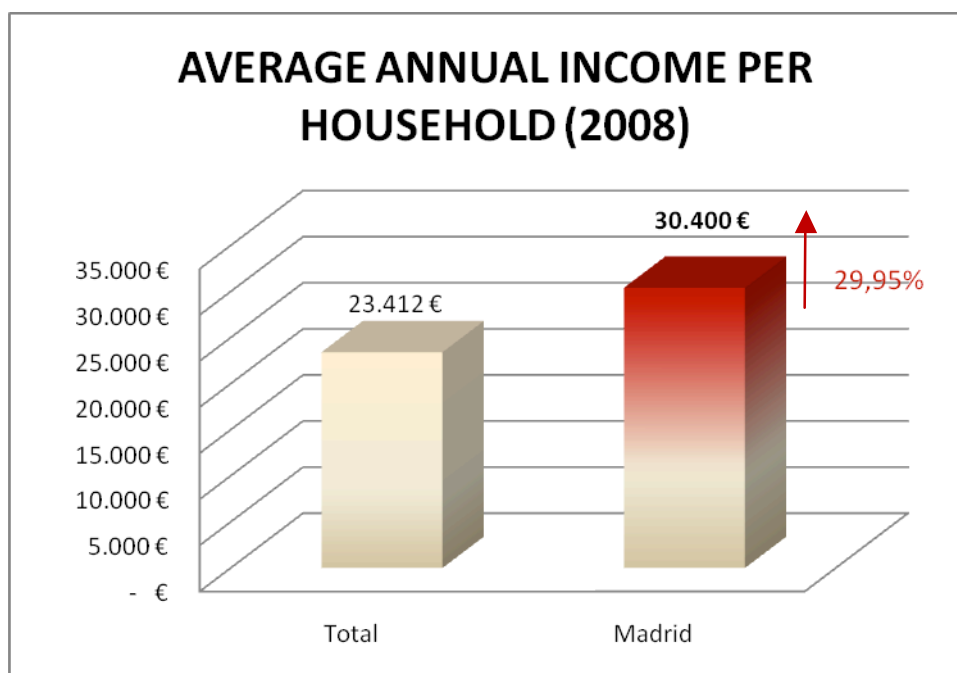
AVERAGE ANNUAL EXPENDITURE PER HOUSEHOLD AND CCAA 2008



Source: INE (Year 2008)

ANNEX IX

AVERAGE ANNUAL INCOME PER HOUSEHOLD (2008)



Source: INE 2007

ANNEX X

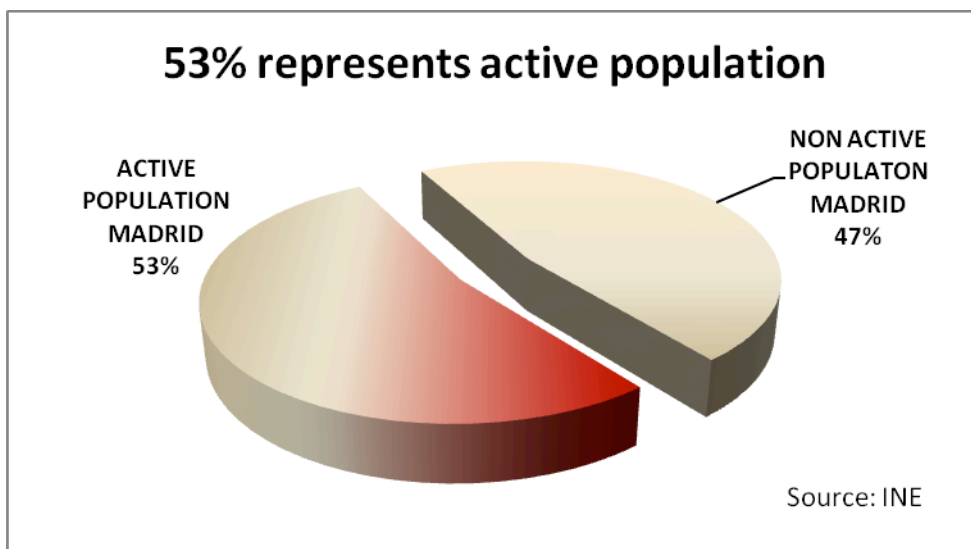
MADRID POPULATION:



Source: INE 2010

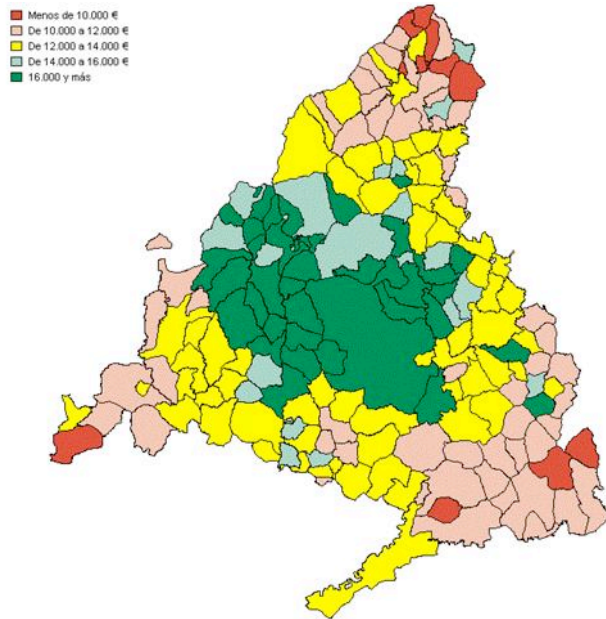
ANNEX XI

POPULATION WORKING IN MADRID:



ANNEX XII

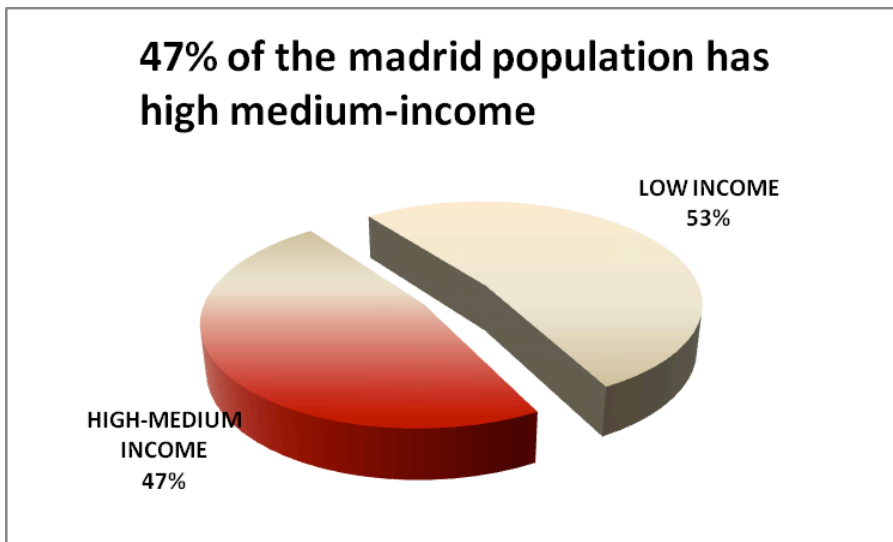
INDICADOR DE LA RENTA DISPONIBLE BRUTA MUNICIPAL PER CAPITA 2008



Source: Instituto Nacional de Madrid (2008)

ANNEX XII

POPULATION WITH MEDIUM TO HIGH INCOME



Source: Instituto Nacional de estadística Madrid y INE



ANNEX XIII

SURVEY English version

We are students of the EOI school and we carry on a study of how profitable could be a business base on high quality products from all over the world.

It will take you to answer only 10 minutes.

1. Which range of age would you be included in? Cross it

- <18 (stop interviewing; thank you so much)
- 18-25
- 26-35
- 36-50
- >50

2. Social status

- Single
- Married
- Free union

3. Where are you from?

.....

4. Are you working? Cross it

- Yes
- No (Please go to question 6)

5. What kind of sector?

- Primary sector (agriculture, livestock, fishing and mining)
- Secondary sector (industry)
- Tertiary sector (services)

6. Could you tell me which of those salaries range would you be include in?

- <1500 €



- 1500-2000
- 2000-2500
- 2500-3000
- >3000

Please go to question 7

7. What is your source of revenue?

- Savings
- Your family
- Governments aids
- Other.....

8. What are your personal interests? You can select more than one.

- Cooking
- Sports (Please Specified)
.....
- Culture
- Travelling
- Reading
- Going out with friends
- Cinema
- Theatre
- Other

9. What of the following gastronomies do you like the most? You can select more than one

- French
- Italian
- Spanish
- Germany
- Chinese
- Japanes
e
- Argenti
-nean
- USA
- Mexican
- Other

10. Are you willing to pay more because of quality and outstanding service?

- Yes



- No

11. Are you missing a place where you can buy international products?

- Yes
- No

12. Do you usually go to...? You can select more than one, if not please go to question number 13

- Sánchez Romero
- Mallorca
- Gourmet El Corte Inglés

13. How much did you spend in there the last time?

- <30
- 30-50
- 50-100
- 100-150
- >150

14. Would you like to learn how to cook?

- Yes
- No

15. Would you like to have a Chef at home who cooks for you at a reasonable price?

- Yes
- No

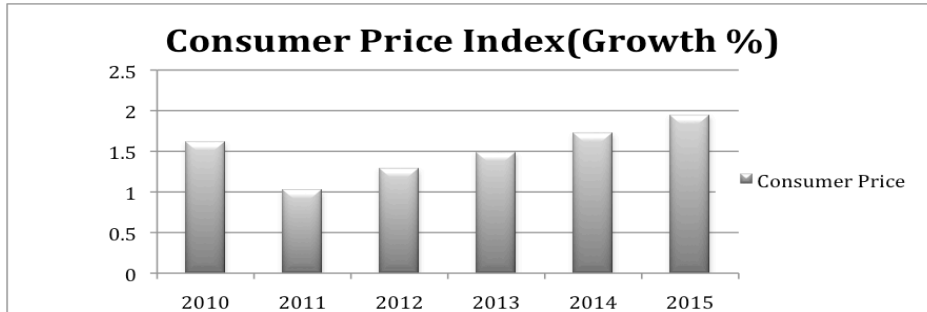
16. Would you like receiving a Christmas hamper full of international products as a present?

- Yes
- No

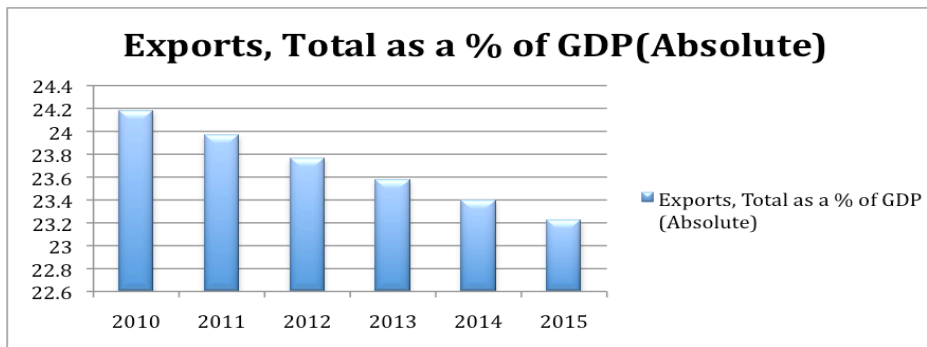
Thank you for your collaboration.

Have a good day; it's been a pleasure.

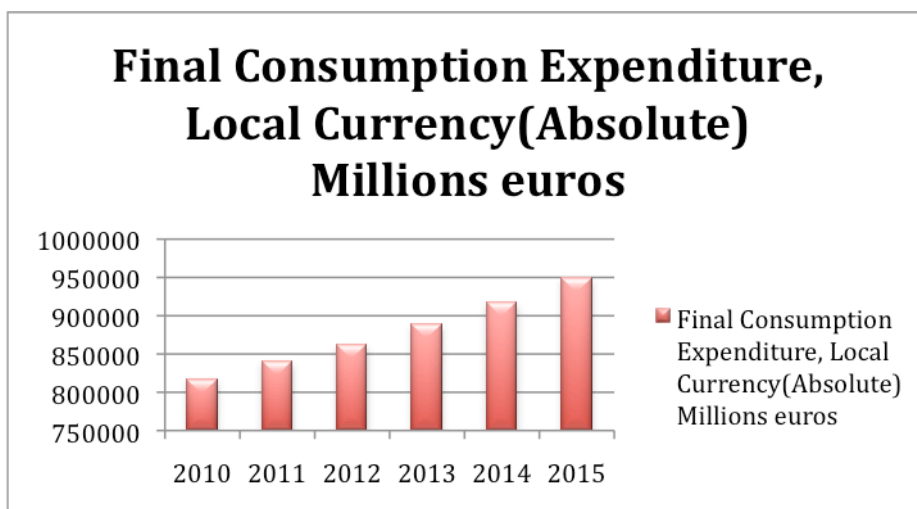
Annex XV



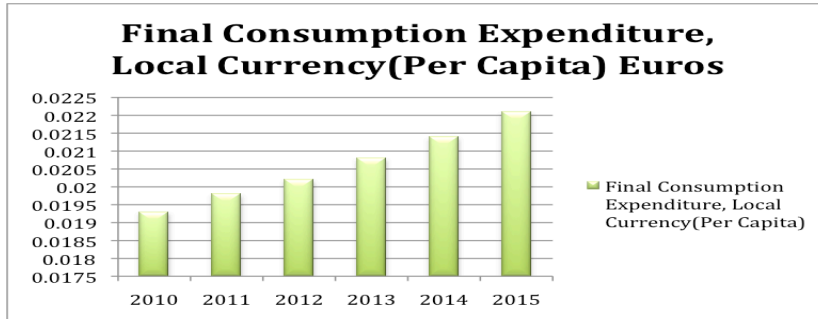
Annex XVI



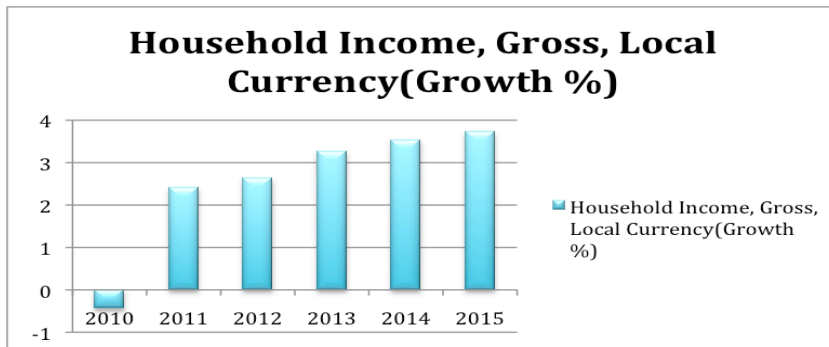
Annex XVII



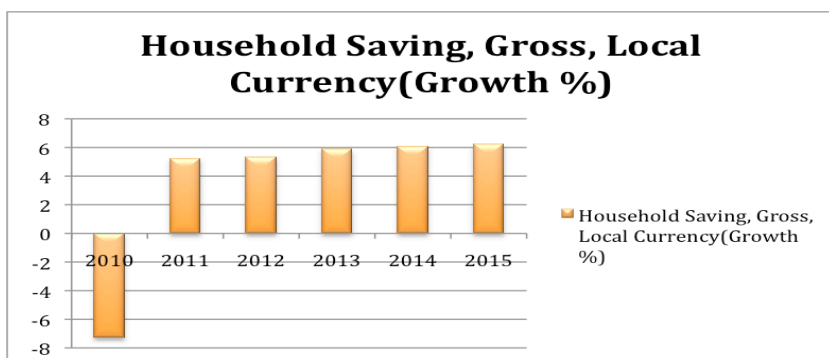
Annex XVIII



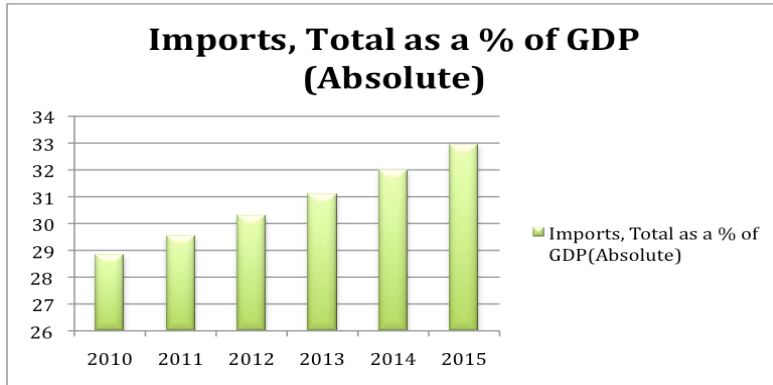
Annex XIX



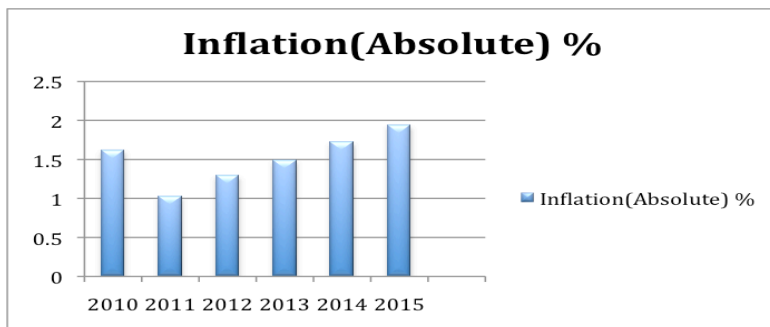
Annex XX



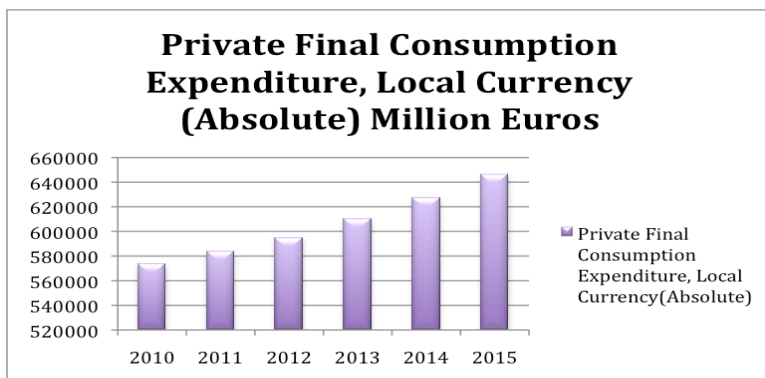
Annex XXI



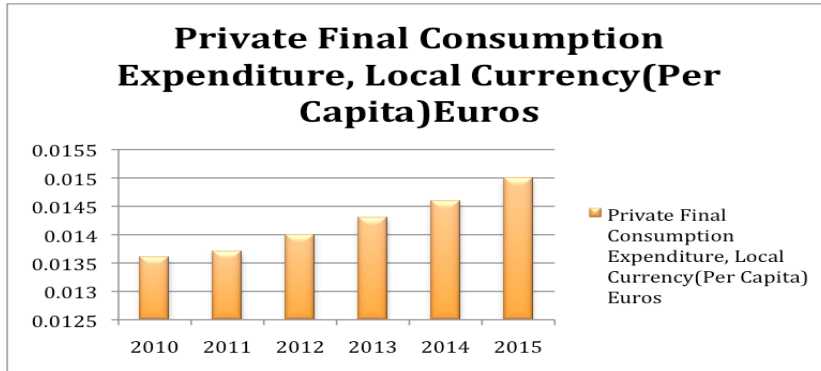
Annex XXII



Annex XXIII



Annex XXIV



Annex XXV

