



## Area

Services - Gastronomy

## Level

4, 5

## Topics

Endeavor, project management

Economic-financial management

Marketing Service

Operation management

## Modality

Competitive

## Time

Between 24 and 48 hours

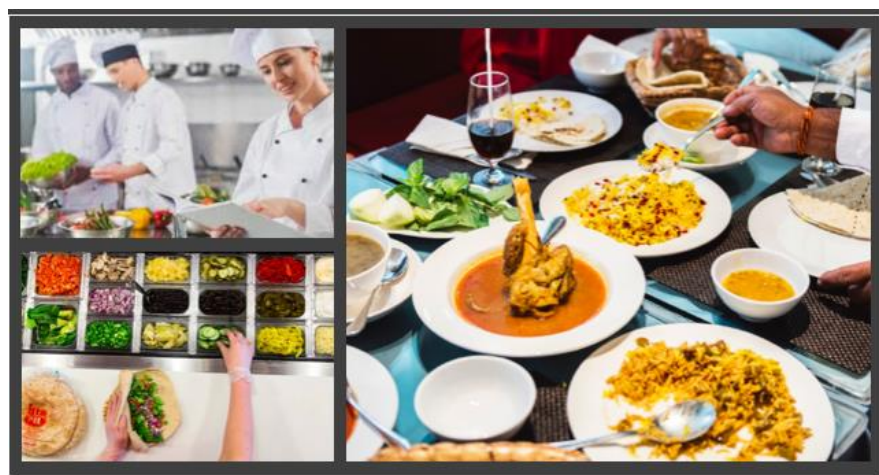
**BusinessChef** reproduce the competitive scene of various restaurants. Participants will meet the challenge of developing a new restaurant. They must make all the decisions that require starting a long-term business organized in two phases:

• **Plan:** Design the business, find a differentiated model of competitors, take the market as a fundamental reference and set the decision criteria in the key areas of investment and management in the following aspects:

- Location selection
- Space design
- Letter design
- Organization and occupation
- Marketing and Revenue
- Results and financial management

Plan in detail the business, the priority management policies, the necessary investments and the analysis of the financial needs together with the expected profitability. All this to be able to evaluate through a thorough economic - financial analysis the viability of the proposed project. At the end of this phase, participants will have a 3-year business plan to identify their strategy and access the last phase.

• **Compete:** Manage the restaurant for several years, in an environment of high competition and demonstrate that the designed sports center is competitive and that it allows to achieve the defined objectives and forecasts.



In the event that business expectations are not met, participants must promote actions to improve results and adjust expenses. They must also be attentive to the financial structure of the restaurants and review the selected financing model. The simulator offers information on the results obtained in different financial ratios and profitability parameters of the project.