

Product

We are the perfect moving company for your restaurant. We have already prepared all of the information that is needed. Worldwide Food Inc. will make sure that the process is quick and easy. If you are wanting to make more business and broaden your horizons, then you have come to the right place. Our plans for your restaurant are elaborate and are carefully planned out to ensure success. As a matter of fact, the most common restaurants in Colombia are dine-in, so Mama's will fit right in. We know that Mama's target market is families, so we picked a place in Colombia that fits that description. On average, Colombian families have 3 to 4 members. If we are going to be moving Mama's over to a different country, you will need to know what is being moved. Mama's is a family friendly restaurant that is owned by Pete Truxaw. Even if you're a party of 1, Mama's will make you feel comforted and guarantee a good time. Mama's is perfect for any occasions, whether it's a date night or family gathering. According to themovebuddah.com, 38% of moves per year are corporate moves, so moving businesses is not a rare thing. Moving this restaurant to Colombia is going to spark new interest in the area. People are going to be excited to try something new, especially in such a great location. Mama's has a very unique menu with many delicious items for all meals. The moving transition is going to be very smooth, and will help spread the word about Mama's to a new culture. Currently Mama's is only local, but by moving to a new country this could help to increase business.



Price

While finding the total price to open up the Mama's restaurant in Colombia, there was a lot to take into consideration. Some of the prices of the restaurant include the insurance, a lease, equipment, technology, advertisements, and decorating. To lease a place in Colombia, it usually costs about 17 US dollars per square foot, so that would be about 60,452 Colombian Pesos per square foot. We know that your restaurant in Huntington Beach is 2,000 square feet.

If the restaurant in Colombia was to be 2,000 square feet, it would come out to 34,000 US dollars, or 120,904,000 Colombian pesos. The insurance alone will cost about 1,000,000 US dollars, or 3,556,000,000 Colombian pesos. It is actually known that Botagá has the best healthcare in Latin America. It can cost from 50-70 percent less than insurance in the U.S. To get an ad on YouTube, it costs about 10 to 30 cents per view in American dollars, so it would cost about 365 to 1095 Colombian pesos per view. Mama's purchases many different insurances as well as supplies for the restaurant. The building will already be built since we are leasing, however all of the furniture and other supplies will need to be bought. Mama's uses very standard equipment, and doesn't need anything in particular. Their food is shipped from a local distributor, so getting this out to Colombia may be pricey. These are things to take into consideration when setting the prices. Colombia advertising is expected to have the best result over television in 2019 which explains that most likely TV ads will be the best way to go. For one ad in a local television station, it normally costs from \$200-\$1500 for a 30-second commercial. The last cost we need to consider before opening up a business in Colombia is the cost of getting fresh produce delivered to where it's needed. In the matter that an industry giant in Colombia will pay 4,000 pesos for small farmers to cut bananas, you will most likely have to pay different prices depending on what products are needed. You might not have to pay as much

for their predominantly produced goods like vegetables and coffee. You will have to export certain goods which means that they will be more expensive. Another cost is furniture. The cost of furniture tends to be around the area of 40,000 usd or 143,016,000 Colombian pesos. Along with furniture, there is a cost for equipment, such as kitchen and bar equipment. This will cost around 115,655 usd or 413,512,887.

Place

The place we chose to move Mama's to will be located on Calle 19 and Carrera 10 in Bogotá Colombia. This is a perfect place for Mama's to be located because there are bus stops nearby and there is also a parking lot nearby, so it is easy to get to. Bogotá is the Capital of Colombia and is the home of a stock exchange and the main banks. There are not many restaurants nearby so there will not be a lot of competition. Calle 19 and Carrera 10 have many businesses nearby, so there will be many workers that will see Mama's and want to eat there, they may even bring their families. Not only will the restaurant be near bus stops, it also has many surrounding highways. This is a major advantage for us, because it can be easily accessed. Bogotá tends to lean on the warmer side. This coincides really well with the Thrifty's ice cream that Mama's provides.

The main language spoken in Bogotá Colombia is Spanish, to be exact more than 99.5% of the population speaks Spanish. The currency in Colombia is Colombian Pesos, there are coins and dollars. 1 US dollar is equivalent to 3552.75 Colombian Pesos. Due to COVID 19 the employment rate in Colombia has decreased so bringing Mama's will provide jobs for people who may have been laid off. A website titled, "Lonely Planet," stated that Bogotá is one of the safest places in Colombia. This is great for business, because we don't want to worry about criminals coming around the restaurant. In 2019, there were about 10.56 million people that visited Bogotá which means that many tourists may visit the restaurant. This will be the perfect way to bring in new customers who have never tried Mama's before. The population in Bogotá is almost 11 million which means that the city is very large and busy. Business should be pretty high in this city considering how many families and working people there are going to be when it

comes to looking for a place to eat. Whenever a new restaurant pops up in the area, everyone is very interested in trying it so this will be perfect for Mama's. Some other things we would be able to add to this location is in-store Wi-Fi, air conditioning, 24-hour security, and one or more bathrooms depending on the size of the restaurant. These features will make it so that the company can charge slightly more because there are better accommodations inside.

Promotion

One of our main strategies for promoting Mama's in Columbia is to use social media. There are so many people using social media as a place where they can easily talk, share, like, and communicate with others. Why not incorporate Mama's? Doing this will increase the chances of more people seeing your company and increase brand awareness in all. A study showed about 90% of marketers claimed that investing some time throughout the week on your social media page, like a couple of hours, your company's brand awareness will definitely increase which is the main goal of promotion. In a survey that took place in 2019, it showed that the most used social media platforms in Colombia are YouTube and Facebook. On Facebook, there are multiple different ways that they can charge you for an ad. You can be charged per click, per view, per like, or per action. I think that the best option is to be charged per click. This way, we will only be charged for the people who may be interested in the restaurant. To put an ad up on Facebook, it will cost about 1.86 American dollars per click, so it would cost about 6755 Colombian pesos.

The ad will start with a child's soccer team and their families eating and having a great time. According to columbia.co soccer is the most popular sport in Columbia, so it will grab the eye of the viewer and according to skeltonsproductions.com that is the most important part. They will also be interested in the fact that they have enough seating, welcome children, and support the local community. That scene will connect to the viewer which is also an important component to the ad according to skeltonsproductions.com. The ad will also have the restaurant's information which includes the phone number, address, hours, and logo. To top it off

the ad will have close ups of the most popular dishes and people laughing and enjoying themselves.

The whole purpose of these ads is to get the attention of people in Colombia, and help to promote Mama's. The restaurant is going to be completely new so nobody is going to know what it is. Using social media and things that people in Colombia like will help to spread the word around. Mama's currently uses TikTok, Facebook, and Instagram for social media. These will be the perfect apps for our ads. Also, Mama's is very centered around family gatherings which is why a soccer team enjoying a meal will be perfect.