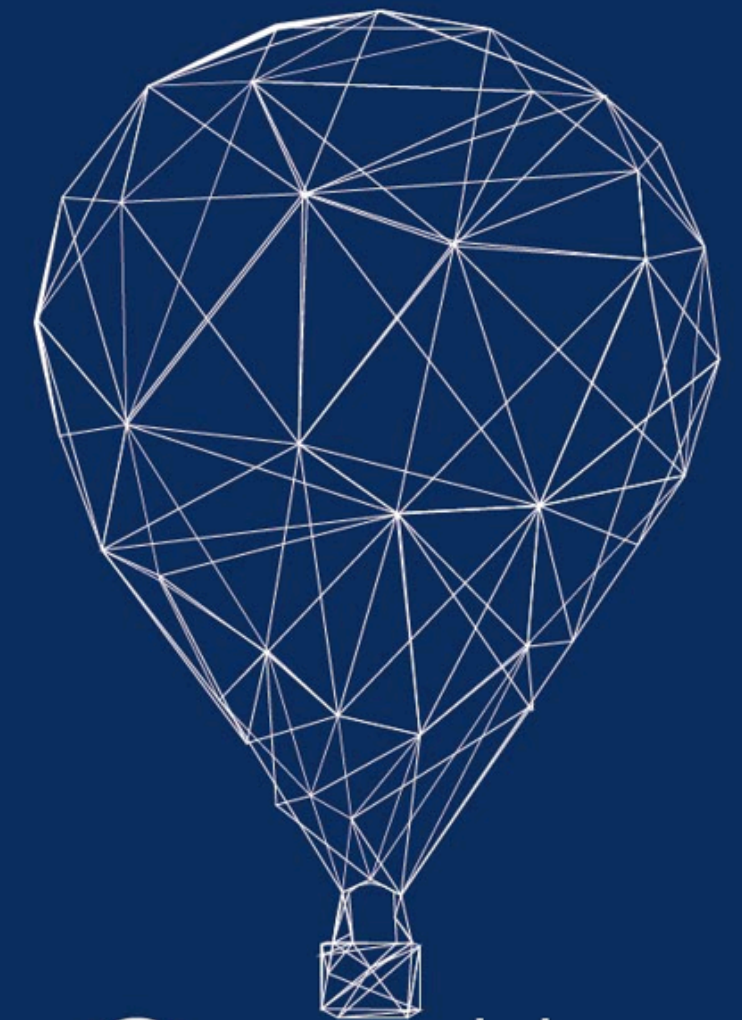


PROJECT DEVELOPMENT

The House of General



Grow Up
Business Developer

Presentation
of business

Development stages

Grow Up Business
Developer
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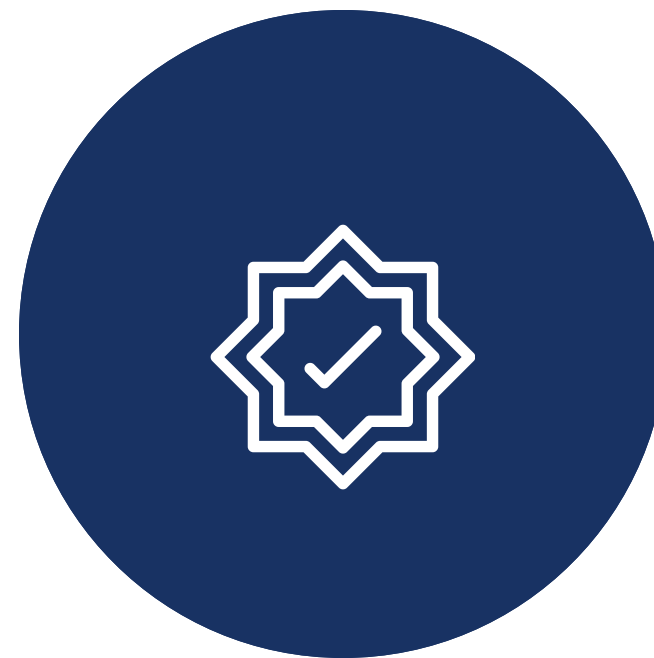
Obtaining Third Place in Gastronomic Entrepreneurship Contest:



Planning
of the project



Preparation of the
Equipment



Focus on the
Quality of the
products



Pitch Deck
appropriate



Representation
before Judges of
General manager

ABOUT

The House of General

La Casa del General: A high-quality Gastrobar, which fuses elegance and comfort in a gastronomic proposal of signature dishes, where each customer becomes the priority. Our innovative approach integrates architectural concepts that combine modern and colonial, creating an environment culturally enriching. Located in the heart of Tarija, it redefines the culinary experience offering a unique sensation of sophistication and attention personalized.



la Casa *del*
General

STAGES

How do we develop it?

STAGE 1

Idea and Profile

Brain storming stage, where both the investor and the consultant generated business ideas, quickly evaluating their viability through a profile, for the market and environment of the city of Tarija-Bolivia.

STAGE 2

Pre Feasibility

Exploratory stage where the general viability of the idea was evaluated before commit resources significant, preliminary designs, preliminary technical consultancies, among others, to determine if the project was feasible from different perspectives.

STAGE 3

Feasibility

Pre-investment and start-up stage where the project was evaluated based on final designs, planning with greater precision and quotes with purchase intention, generation of specific, detailed information and final evaluation of the project for decision making.

STAGE 4

Investment - Laying on going

Investment: Capital injection stage for the materialization of the project.

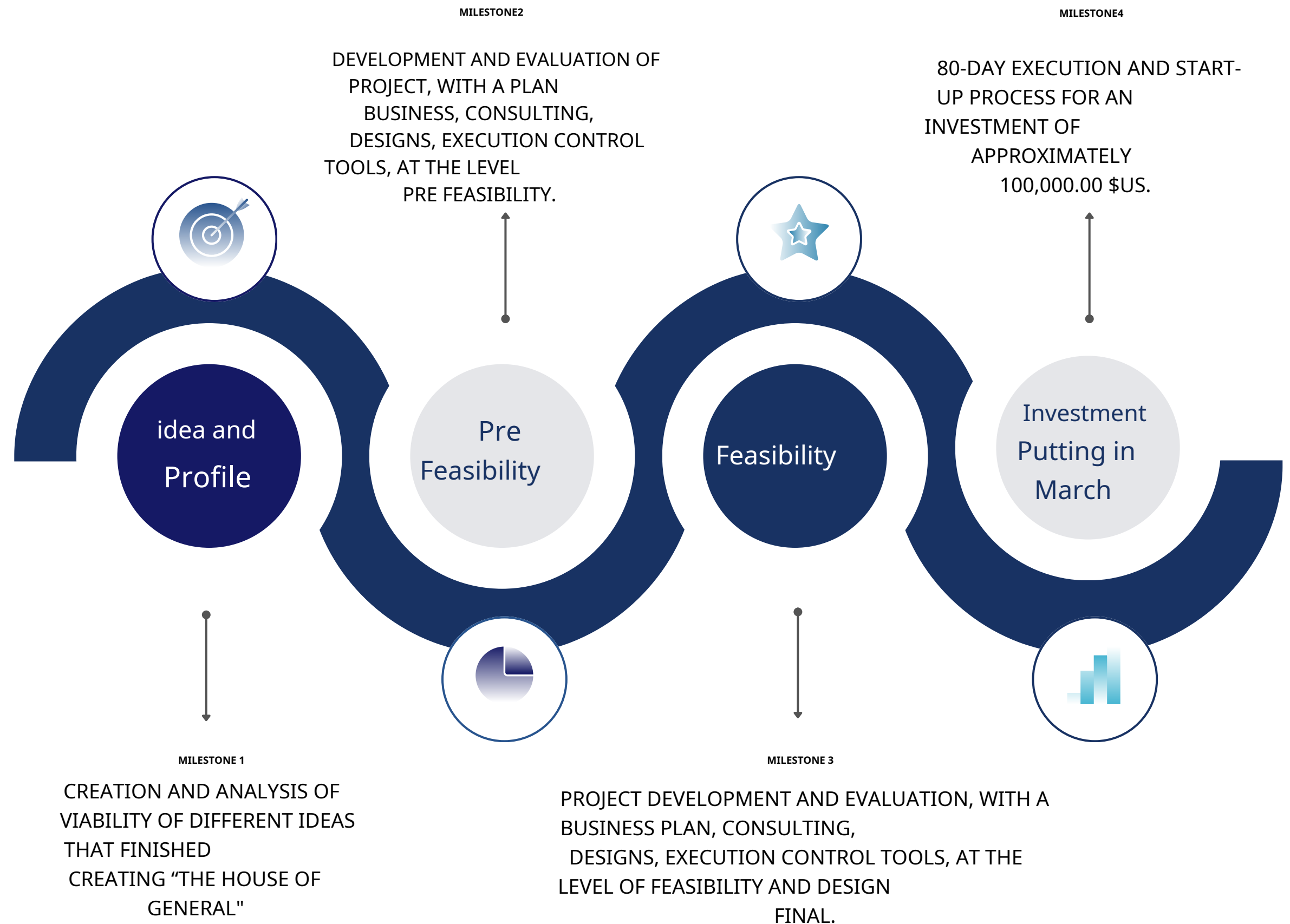
Start-up: Once the investment was completed, operations began based on the development of strategies and the business plan. developed in stages 2 and 3.

TIMELINE

BOOSTERS OF THE PROJECT

In the La Casa del General project, the evaluation of the project in its different stages allowed an idea to materialize in just 80 days (heritage restoration, furniture and equipment), with a business development, planning, and project evaluation time of 90 days, resulting in a project schedule of 170 days.

Together with efficient complementary management of business partners, suppliers and customers, the project becomes a precise and thorough planning that was launched in less than 6 months.



WE MATERIALIZE AN IDEA AND PREPARE IT TO BE A WINNER

We materialize an idea...



BRAND

The House of
General



la Casa del
General

DEVELOPMENT OF PRODUCTS

Chef Consulting



CONSTRUCTION AND EQUIPMENT

Engineering,
Architecture,
Construction.



PLANNING

Planning and
Evaluations



MANAGEMENT
COMPANIES,
ALLIANCES
STRATEGIC
AND SETTING UP
MARCH

