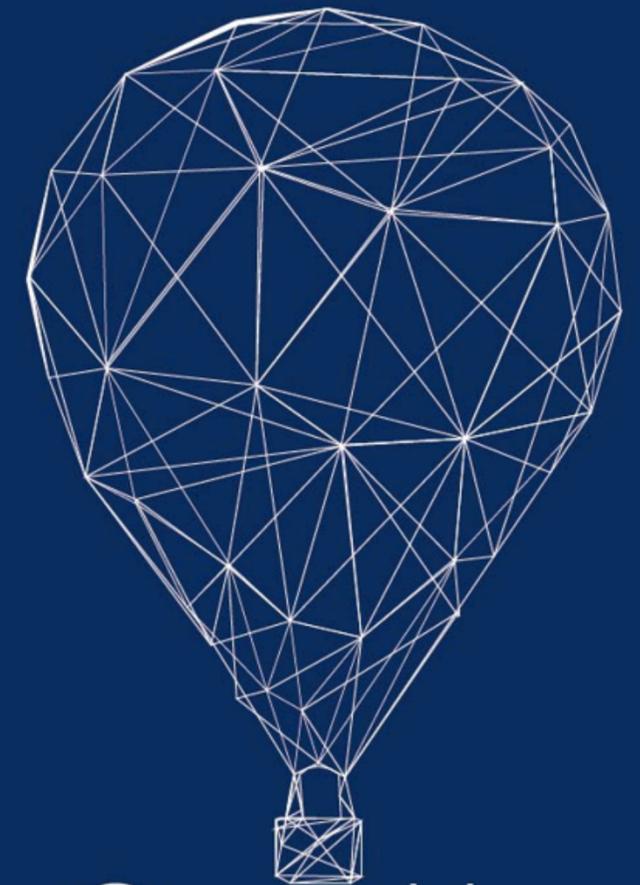


PROJECT DEVELOPMENT

# The House of General



Grow Up  
Business Developer

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Presentation  
of business

---

Development stages

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Grow Up Business  
Developer  
+591 75137798  
[jaobconsulting@gmail.com](mailto:jaobconsulting@gmail.com)

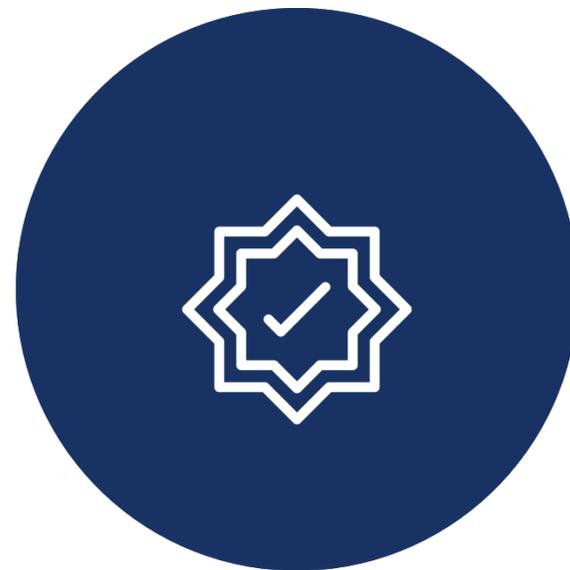
# Obtaining Third Place in Gastronomic Entrepreneurship Contest:



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

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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?

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### 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

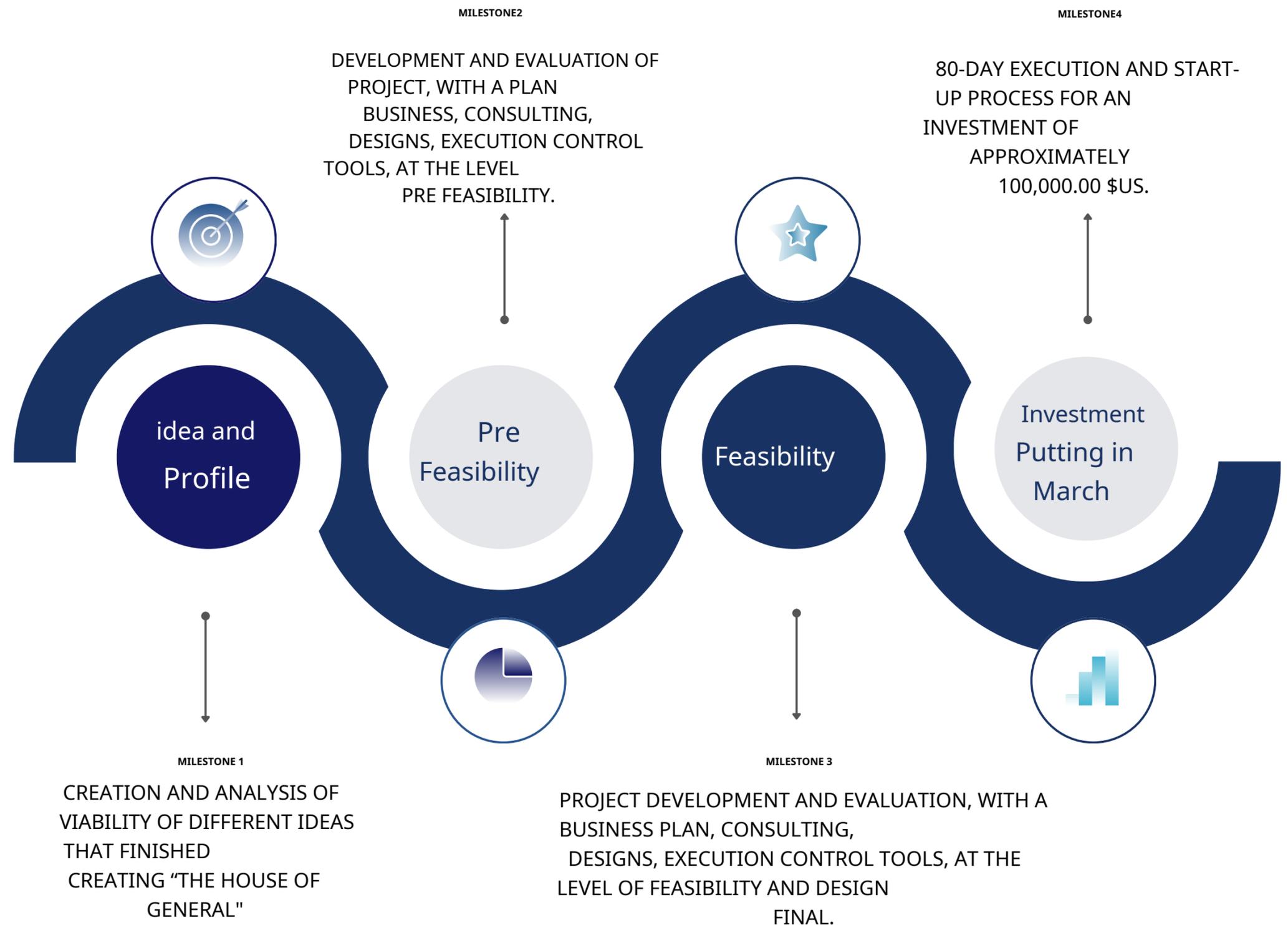
Investment: Capital injection stage for the materialization of the project.

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



**DEVELOPMENT OF PRODUCTS**

Chef Consulting

↓



←

**CONSTRUCTION AND EQUIPMENT**

Engineering, Architecture, Construction.



←

**PLANNING**

Planning and Evaluations



→

**MANAGEMENT COMPANIES, ALLIANCES STRATEGIC AND SETTING UP MARCH**

