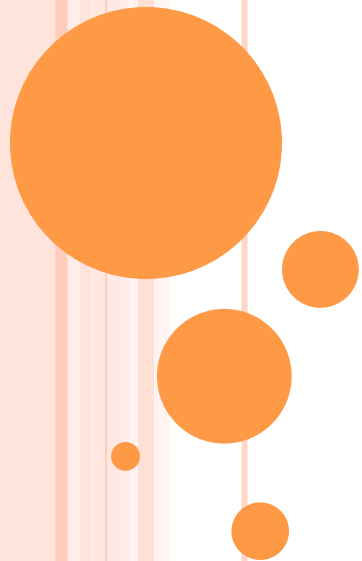


KARLY'S



Karla Ayala

ISSUES

- More than one-third (34.9% or 78.6 million) of U.S adults are obese.
- Obesity related conditions include heart disease, stroke, type two diabetes and certain types of cancer, some of the leading causes of preventable death.
- The estimated annual medical cost of obesity in the united states was \$147 billion in 2008 U.S dollars: the medical costs of people who are obese were \$1,426 higher than those of normal weight.



ISSUES

- The food industry, such as fast foods places, encourage mass production.
- Mass production results in poor treatment of animals, GMO and other chemicals added into our foods.
- The more we buy mass-produced foods, the more it empowers agro-business and fewer farms there will be.



HEALTHIER CHOICE: THE BEGINNING

- Objectives:
 - Become the better option.
 - Encourage people to eat healthier.
 - Inform consumers.
 - Aid local farms.
 - Improve community.

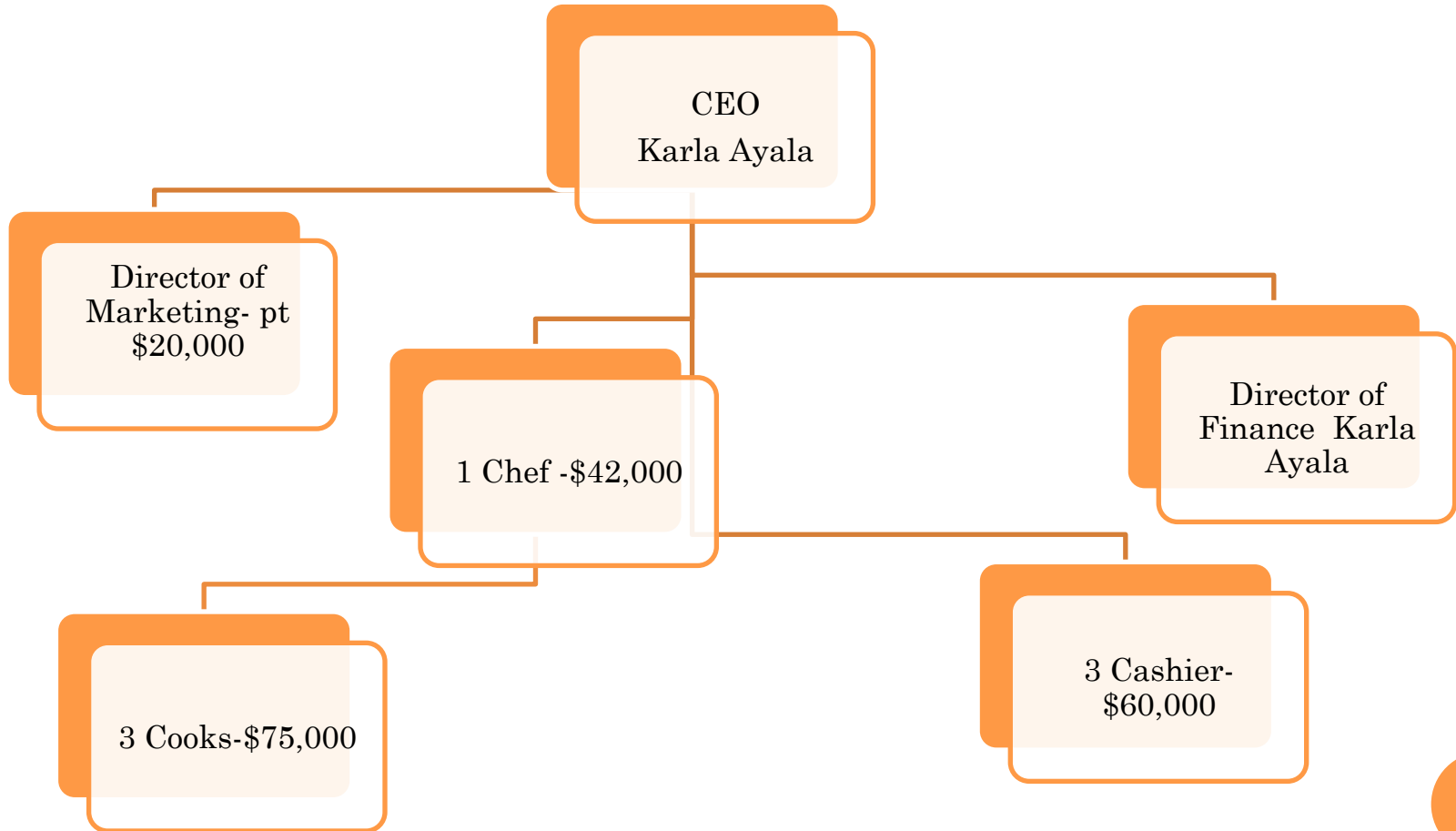


MARKETING

- Target Audience:
 - Students- high school students ages 15-18
 - Fit citizens – Ages 20-35
 - Overweight adults – Ages 18-60
- Promotional Strategy:
 - Snapchat –social media
 - Facebook – social media
 - Instagram – social media
 - MiCalexico-a community platform consisting of a website, Facebook page & magazine.
- Sales Plan:
 - Catering
 - Breakfast, lunch, dinner
- Competition
 - Other restaurants
 - Subway
 - Disfrutalow



MANAGEMENT



BUSINESS FINANCIAL ANNUAL

- Sales of Goods or Services: \$1,281,280
- Expenses:
 - Payroll: \$640,600
 - Supplies: \$50,000
 - Lease: \$21,780
 - Maintenance: \$28,663
 - Delivery: \$20,495
 - Communication Services: \$ 840
 - Total Expense: \$762,378

