



Maestría en Gestión e Innovación Tecnológica

Title

**Components of a technical study to propose
the creation of a fast food restaurant in Atlixco**

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September-December 2015



Components of a technical study to propose the creation of a fast food restaurant in Atlixco

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1. Introduction

The restaurant industry in Mexico has become one of the most important for the development and growth of the economy, generating about a million three hundred and fifty jobs [4]. The State of Puebla is located in the south central part of the country, it is rich in traditions and internationally renowned for its cuisine; It has restaurants traditional, international, national fast food, etc.

There are 9 magical towns in the State of Puebla, including the newly added Atlixco, also known as "Atlixco flowers", due to its ideal for growing plants and ornamentals climate, making it an attractive place.

2. Common components of a technical study

The importance of this study stems from the possibility of carrying out an economic valuation of the project, to allow an approximate assessment of the resources needed for the project; in addition to providing useful information to the economic-financial study.

The factors involved in the technical study are:

- Location
- Determination of the optimal size
- Distribution and facility design
- Investment budget
- Legal Structure

3. Method

Some of the components of the technical study were analyzed by the tool: express marketing plan, designed by venmas.com. This tool among other things helps us to do a SWOT analysis of the new business, explore the current market, competitive analysis (strengths and weaknesses), also create the mission and vision of the future business, just as there is a section for using a calendar plan various activities such as promotions, advertising plan, sales plan, sales targets for the first year and finally economic analysis and critical point. The use of this file allows you to present a single view of the analysis of the main competitors as we can see in the Table 1.

In addition to counting points of the technical study it is also important to have a mission and vision properly designed because they allow partners know what the rationale of the business, visualize the future of the company in the medium and long term as guide or guides decisions, actions and behaviors toward what they expected to become the business in the future.

• Mission:

Search the full satisfaction of our customers through a unique taste experience, fun and quality products offered, supported by our facilities and service.

• Vision:

In the medium term be a leader in its field restaurant with expansion possibilities, renowned for the quality of service and products offered; favorite place to eat for families.

Table 1: Main competitors analysis

Main Competitors		
	WEAK POINTS	STRENGTHS POINTS
CASA DE PIEDRA	<ol style="list-style-type: none"> HAS NOT CHILDISH GAMES EXPENSIVE ECONOMICAL SECTOR MEDIUM HIGHT 	<ol style="list-style-type: none"> EXCLUSIVE LOCATION VARIETY OF DISHES NICE PLACE
TOPOLINO	<ol style="list-style-type: none"> JUST DESERTS EXPENSIVE ECONOMICAL SECTOR MEDIUM HIGHT 	<ol style="list-style-type: none"> EXCLUSIVE LOCATION NICE PLACE HAS CHILDISH GAMES
LA MIA PAMPA	<ol style="list-style-type: none"> EXPENSIVE ECONOMICAL SECTOR MEDIUM HIGHT EXCLUSIVE 	<ol style="list-style-type: none"> HAS CHILDISH GAMES NICE PLACE RECOGNIZED PLACE INTERNATIONAL DISHES
BURGUER KING	<ol style="list-style-type: none"> FACILITIES HAMBURGUER FLAVOR HAS NOT CHILDISH GAMES UNFUNNY TOYS 	<ol style="list-style-type: none"> RECOGNIZED PLACE HAS CHILDISH GAMES ACCESSIBLE LEVEL PRICE FRANCHISE
MCDONALDS	<ol style="list-style-type: none"> THERE IS NO ONE IN ATLIXCO HAMBURGUER FLAVOR 	<ol style="list-style-type: none"> RECOGNIZED HAS CHILDISH GAMES PRICE LEVEL FRANCHISE GIRLS LIKE FASHION TOYS

Table 2 shows the study of Strengths, Weaknesses, Opportunities and Threats (SWOT), applied to "The field Burgers".

Table 2. Strengths, Weaknesses, Opportunities and Threats for "The field Burgers"

WEAKNESSES	STRENGTHS
1 NEW IN THE SECTOR	1 NICE MEAL
2 LOW LEVEL OF INVESTMENT	2 FUNNY
3 LOCATION	3 CHILDISH GAMES
4 FAST FOOD	4 AFFORDABLE
5 LOW VARIETY OF DISHES	5 INTERACTIVE
6 NO ACCEPTANCE OF THE CONCEPT	6 NO BORING FOR ADULTS
7	7 RECREATIONAL ACTIVITIES
8	8
9	9
10	10

THREATS	OPPORTUNITIES
1 AREA RESTAURANTS	1 ONVESTMENTIN NEW GAMES
2 CREATION OF NEW RESTAURANTS	2 IMPROVING THE DISHES
3 VOLCANO PROXIMITY	3 FACILITIES
4	4 PRICES
5	5
6	6
7	7
8	8
9	9
10	10

4. Results

The **location** of the business will be in the field available on the freeway Puebla-Izúcar de Matamoros, it is important to mention that the location is very important as it is very close to what is known as a gastronomic corridor, also it has a space outdoors where the games for children can be placed.

In order to **Determining the optimum size**: The size and capacity of this particular project is mainly due to the size of the total area available to the land available for the installation of the restaurant; The land has an area of 400mt² in which already has a construction of approximately 105mt², same that will be used for the cooking area. Outside the kitchen is available 2 area of approximately 120mt² each with there in order to adjust both the dining area and the playground, being as follows in Figure 1.

Speaking of production capacity in Figure 2 an image of industrial stove to be gained shown; with it you can draw up to 24 burgers while watching only the size of the plate, additionally can be prepared about 8 burgers on the grill and cook until 2kg of French fries.



Figure 1. Distribution of "The Field Burgers"



Figure 2. Example of industrial stove to use in the field Burgers.

Investment budget: Financial resources for an investment project are the useful monetary resources to meet the requirements of the total amount of investment required to carry out its implementation.

Legal Structure: The legal structure refers to a set of rules and regulations that codes fiscal, health, civil and criminal matters must subject all investment projects and business activity, be incorporated into a specific legal framework.

5. Conclusion

As shown in Tables 1 and 2, there are restaurants nearby that might be competition, however, have areas of opportunity (weaknesses), which can serve as a basis for opportunity (weaknesses), which can serve as a basis for new business, creating with them some of the major strengths. SWOT analysis allows us to observe there are opportunity areas and some things to take like a base of the value proposal.

A very important point is the level of investment, because it is high due mainly to furniture, games necessary for the playground and conditioning the place, as can see in Table 3.

Table 3. Estimated budget investment.

ESTIMATED BUDGET FOR INVESTMENT		THE FIELD BURGERS		
FIXED ASSETS				
	UNIT	QUANTITY	UNIT COST	TOTAL
DESKTOP COMPUTERS	QUANTITY	1	\$ 4,250.00	\$ 4,250.00
STOVE	QUANTITY	1	\$ 22,500.00	\$ 22,500.00
STAINLESS STEELWORK TABLE	QUANTITY	2	\$ 3,000.00	\$ 6,000.00
LANDLINE	QUANTITY	1	\$ 200.00	\$ 200.00
PRINTER	QUANTITY	1	\$ 2,600.00	\$ 2,600.00
POTTERY	SET	100	\$ 50.00	\$ 5,000.00
TABLES, CHAIRS	SET	12	\$ 3,000.00	\$ 36,000.00
SERVLETTE	QUANTITY	12	\$ 50.00	\$ 600.00
DRINK MACHINE	QUANTITY	1	\$ 250.00	\$ 250.00
CHILDISH GAMES	SET	1	\$ 150,000.00	\$ 150,000.00
EARTHWORKS	QUANTITY	1	\$ 100,000.00	\$ 100,000.00
OTHER EXPENSES	QUANTITY	1	\$ 50,000.00	\$ 50,000.00
GRAND TOTAL				\$ 377,400.00

Acknowledgements

All those who directly or indirectly have supported me in this great adventure, thanks !!!!



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2015