

A stylized sun logo with a yellow center and orange and yellow rays, positioned behind the letter 'O' in 'SOMIDA'.

# SOMIDA

CAFE AND WORLD KITCHEN

- BY LOS JEFES -

*At Comida by Los Jefes our Latin-  
Afro-Caribbean inspired menu is  
food for your soul that's packed with  
flavor and made with love.*



# Problem worth solving

Fast-casual, take-out and delivery options have become a staple for restaurant survival. Most of the options are limited to pizza, burger and sandwich options. In a sea of same old offerings Comida will be an oasis of flavorful, ethnic cuisine.

# Our solution

We will be the go-to destination for uniquely crafted, Latin-Afro-Caribbean-Soul fare. Our fast-casual bistro style cuisine delivered or picked-up safely will eliminate the boredom of the food scene and raise the bar for flavor and service.



# Target market



Market size \$485M

- Parents Age 35-50
- Young Families
- Area Work Force
- YA 18-25
- 55+

# Competitive landscape

Competitors	How our solution is better
<i>El Mariachi</i>	Different Offerings.
<i>JoJo Takeout</i>	Different Offerings. Longer Hours of Ops
<i>Colonial Donut</i>	Different Offering. Longer hours.

# Funding needed

**\$50K**

Funds will be used for operating  
and cash flow.



# Sales channels

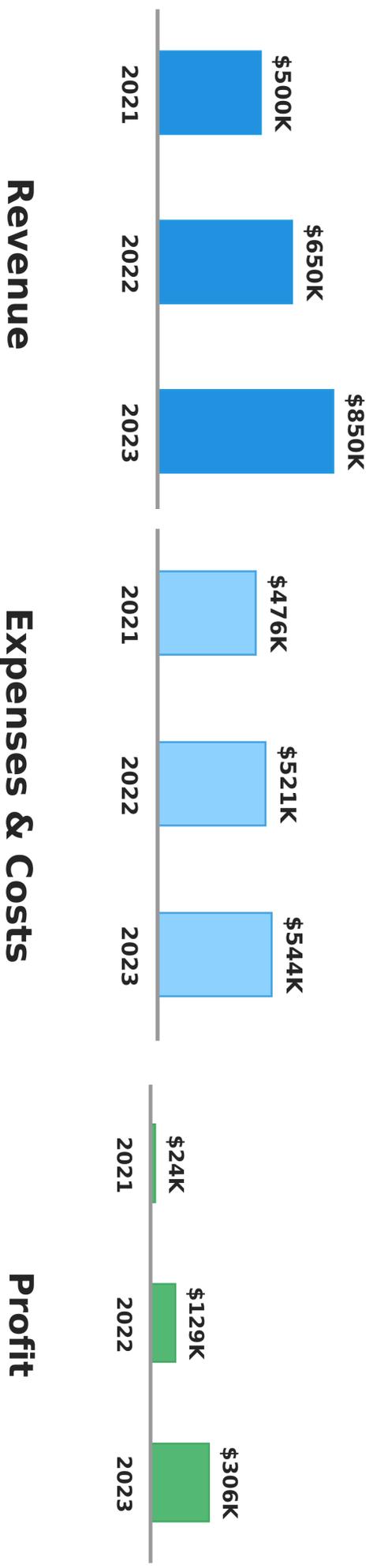
Sales are direct to consumer by either online channels, apps or through the restaurant's store front.

# Marketing activities

With a following of 5000 unique individuals through social media, online marketing will be paramount. Voice on demand will also be a major player through home linked portals such as Echo and Alexa. Print marketing will complete our strategy.

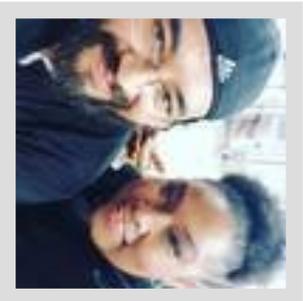


# Financial Projections



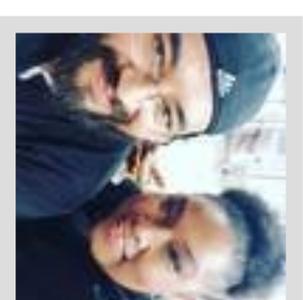


# Team and Key Roles



**Nikki Irving-Miralrio**

Chef / Sales / Marketing



**Eduardo Miralrio-Arellano**

Executive Chef