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Our mission is to provide innovative interventions designed to provide a form and substance to the business : greater wealth in people , increase revenues , savings in resources , control of margins and competitive advantages For years, I deal with the administration of food and beverages, eventually gaining qualifications and experience worthy of being transmitted ( such as value added) to other entities who finished their studies , undertake one of life. My job has evolved as a trainer food retail sector , coking Show : The main mission is to develop and create innovative concepts of success and providing the client with complete support in all phases of the project commercial . The services offered vary depending on the type of the desired concept and apply it to the concept of food type , and for all other types of non-food . The creation of a successful concept requires the preliminary step that , if not addressed with the utmost professionalism 'and competence , may be counterproductive to the success of the project. Locate the shopping areas primary, secondary and tertiary ; Analyze the social and demographic component in your area of business ; Determine the profile of the customer profile within the commercial choice ; Reviewing the competitive set of business ; Compare other reality ' in the same competitive commercial area in order to identify any opportunities ' to innovate; Analyze sales performance of the activities ' premises already' , against the national average ; Identify and remove all possible obstacles in the desired location ; Present estimated sales projections for the new concept based on our results . Also, my KNOW-HOW permits, the future entrepreneur does not receive the "classical" theoretical experience / practice from the classroom, but there will be a second key step to ensure that the concept is comprehensive and effective : BRAND AWARENESS (analysis of the reputation of the brand and its ability to meet market demand ) GEOMARKETING (collection of useful information for planning and implementing the creation of the store ) BRAND ARCHITECTURE ( brand building through the study of marketing)