

# Comala

mesa mexicana



411 LEWIS AVE. BROOKLYN. NY

# Comala

Café de Colombia





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# Executive Summary

*Comala* will be a family-run coffee shop and Mexican eatery located in the historic district of Bed Stuy, Brooklyn.

Customers will have the opportunity to eat simple Mexican delicacies such as molletes, enfrijoladas, tacos, and tortas.

*Comala* will offer stellar coffee from small Colombian farms. It will also offer a variety of *aguas frescas*,

We will offer a seasonal menu thus providing the freshest ingredients, serving homemade Mexican food from 7am to 6pm.



# Why is *Comala* a good idea?

1

The majority of coffee shops in the area provide limited food options: pastries, bagels, and sandwiches. *Comala* will offer an alternative to the rule by bringing homemade Mexican food and 100% arabica Colombian coffee.

2

Farm-sourced Colombian coffee grown by independent farmers in the 'Eje Cafetero', a UNESCO World Heritage Site known for producing the best coffee in the world.

3

High-quality food at affordable prices. Food doesn't need to be expensive to be good. We offer food with fresh non-processed ingredients and vegan options at fair prices in a hip eatery concept.

4

While Mexican food is incredibly (UNESCO has put it in the list of Intangible Cultural Heritage) in New York it's difficult to find authentic Mexican food at a reasonable price. In the historic Bed-Stuy area there are only two Mexican fast-food restaurants that lack the quality and concept of what *Comala* aims to offer.



# Concept

The best of two worlds: Mexican food and Colombian coffee in a colorful fast-casual environment in the hip Bed-Stuy area.

We will offer food and drinks that are currently not available in the neighborhood which will appeal to a mass market.

The space will include bar and table service, free wifi, and a retail section with Mexican goods and Colombian coffee.





## Mission Statement

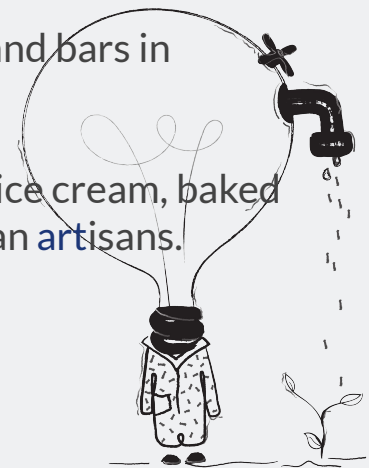
At Comala we strive to offer the highest-quality Mexican food and 100% farm sourced arabica Colombian coffee at affordable prices.

Comala aims to become a go-to eatery celebrated and recognized by locals and visitors alike.



# Short and long-term goals

- In our first year our goal is to recover the initial investment and build a loyal customer base of 100+ regular clients. After the first year, we plan to expand our services by providing catering and run monthly supper clubs for a roster of selected clients.
- Additionally, we aim to begin an e-commerce revenue stream by selling homemade products such as tortillas, coffee bags, sauces, oils, and home goods products.
- In the third year we plan to expand the brand by developing sister cafes, restaurants and bars in different parts of Bed-Stuy.
- We will seek strategic partnerships to create Mexican artisanal desserts (homemade ice cream, baked goods) as well as packaged goods and home decor items directly sourced from Mexican [artisans](#).





A photograph of a kitchen interior. The upper half shows a wall of white square tiles with various copper and metal items hanging from it. These include several pans, a large colander, a small bell-shaped object, and two large, ornate copper bowls. A small light fixture is also visible. The lower half shows a dark wooden counter with a light-colored cloth laid out. On the cloth are several copper items, including two tall, cylindrical containers, a small bowl, and a set of spoons. The overall lighting is warm and focused on the copper items.

# Menu Services

The menu will consist of traditional Mexican homemade items that are delicious and unpretentious at affordable prices.

## DESAYUNO

### TAMALES \$7

*frijoles de olla, salsa verde or roja*

chicken | roasted poblano peppers | pork

### TACO DE HUEVO \$7

*chorizo | chicken | pork + \$2*

farm egg, frijol de olla, tomato, queso fresco, chile serrano

### QUESADILLAS \$9

*two quesadillas, frijoles de olla, salsa verde or roja*

mushrooms | roasted poblano peppers | squash blossom

### CHIA PUDDING \$8

chia, vanilla bean, cinnamon, nuts, fresh fruit + honey

### ENFRIJOLADAS \$11

*chorizo | chicken | egg | pork | avocado + \$4*

Soft corn tortilla in bean sauce, queso fresco, onion

### MOLLETES \$11

*chorizo | avocado + \$2*

french baguette, refried beans, cheese, pico de gallo

### HUEVO RANCHERO \$12

*fried egg, corn tortilla,, salsa roja or verde, frijoles de olla*

### HUEVO REVUELTO \$12

*Chorizo | A la Mexicana*

scrambled eggs, frijoles de olla



## COMIDA | CENA

### TAMALES

*frijoles de olla, salsa verde or roja*

roasted poblano peppers (v)	\$6
chicken	\$7
pork	\$8

### TACOS

nopal (v)	\$4
huevo (v)	\$5
cochinita	\$5
barbacoa	\$5
pescado	\$6

### QUESADILLAS

*two quesadillas, frijoles de olla, salsa verde or roja*

mushrooms (v)	\$9
roasted poblano peppers (v)	\$9
squash blossom (v)	\$10

### MOLLETES

regular (v)	\$10
chorizo	\$12

### TOSTADAS

*fried tortilla, queso fresco, cilantro, salsa verde or roja.*

frijol (vg)	\$8
tinga	\$9
atún	\$10

### TORTAS

milanesa de pollo	\$12
milanesa de pescado	\$13
cochinita	\$14

### ENFRIJOLADAS

egg	\$10
chicken	\$12
pork	\$13
chorizo	\$13

### ADD ONS +

avocado	\$2
chicken	\$1.5
pork	\$2.5

## COFFEE BAR

### COFFEE

drip coffee | 2.5

espresso | 3

americano | 3.50

macchiato | 4

cortado | 3.5

flat white | 4

cappuccino | 4

latte | 4.5

iced latte | 5

Mexican hot chocolate | 4.5

cold brew | 4.5

add almond milk | 0.5

add oat milk | 0.5

### HERBAL TEA

ashram afternoon | 4

asam basil lemongrass | 4

### BLACK TEA

bellocq breakfast | 4

earl grey | 4

### CHAI

iced chai latte | 5

### TURMERIC CHAI

turmeric chai latte | 5

### MATCHA

matcha latte | 5

### AGUAS FRESCAS

*seasonally*

grapefruit, ginger | 5





We will aim to source 100% arabica Colombian coffee from small producers.

Such as Bruna, a small producer in the Andes mountains.



**bruna**  
CAFÉ DE COLOMBIA

bruna



# Location



We have secured a commercial space on the corner of Decatur St and Lewis Ave.

This is a prime location with heavy foot traffic during both day and night.

There is a bus stop on the opposite corner, citi bike docking station across the street and it's 5 minutes away from the nearest subway station.

It is located in the opposite corner of [Peaches](#), a Brooklyn favorite with five different locations; two blocks away from the popular Italian restaurant [Saraghina](#) and [Bar Lunático](#).





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Comala, LLC

# Comala

The space. The design

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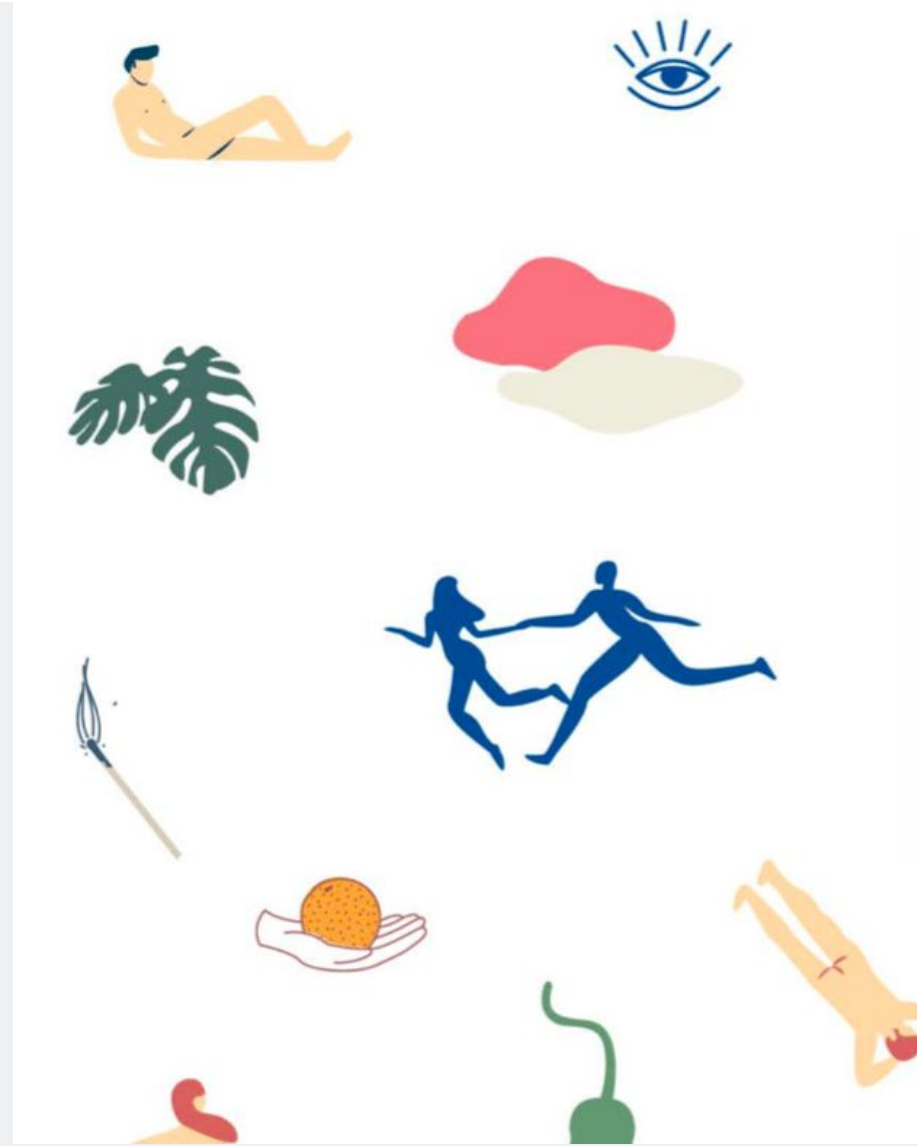
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# Graphic Design

Lucia Cantu

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# Solberg Hansen

Coffee roaster



ROCCA delle  
TRE CONTRADE  
SICILY



Johaug



Ose.  
Water



# Illustration

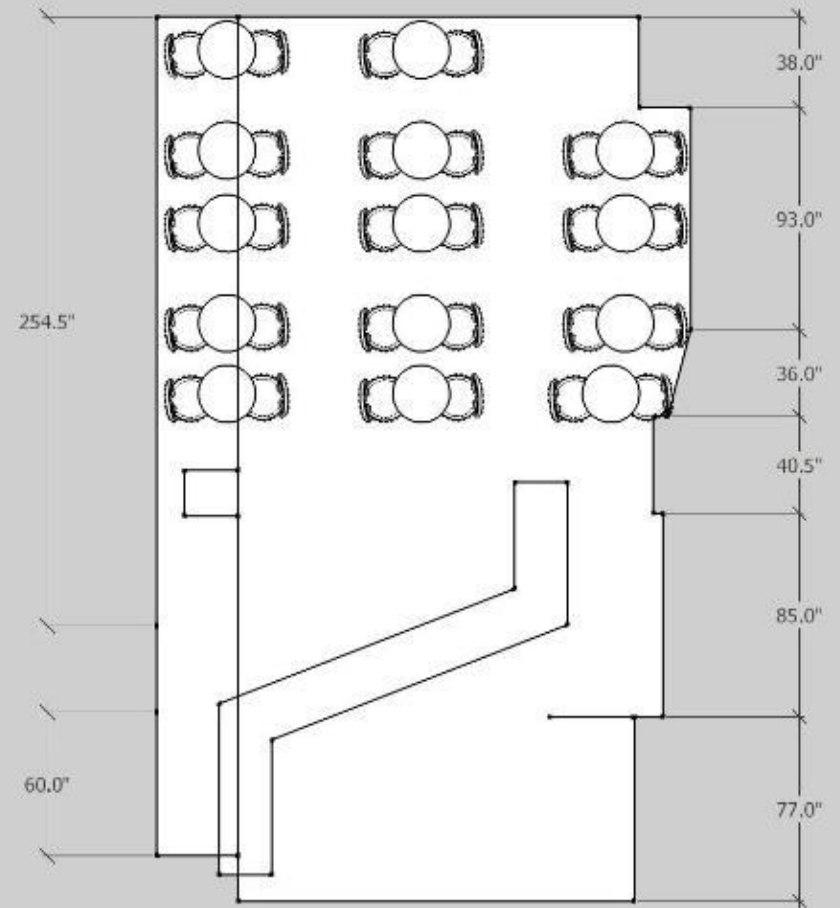
Marina Silva







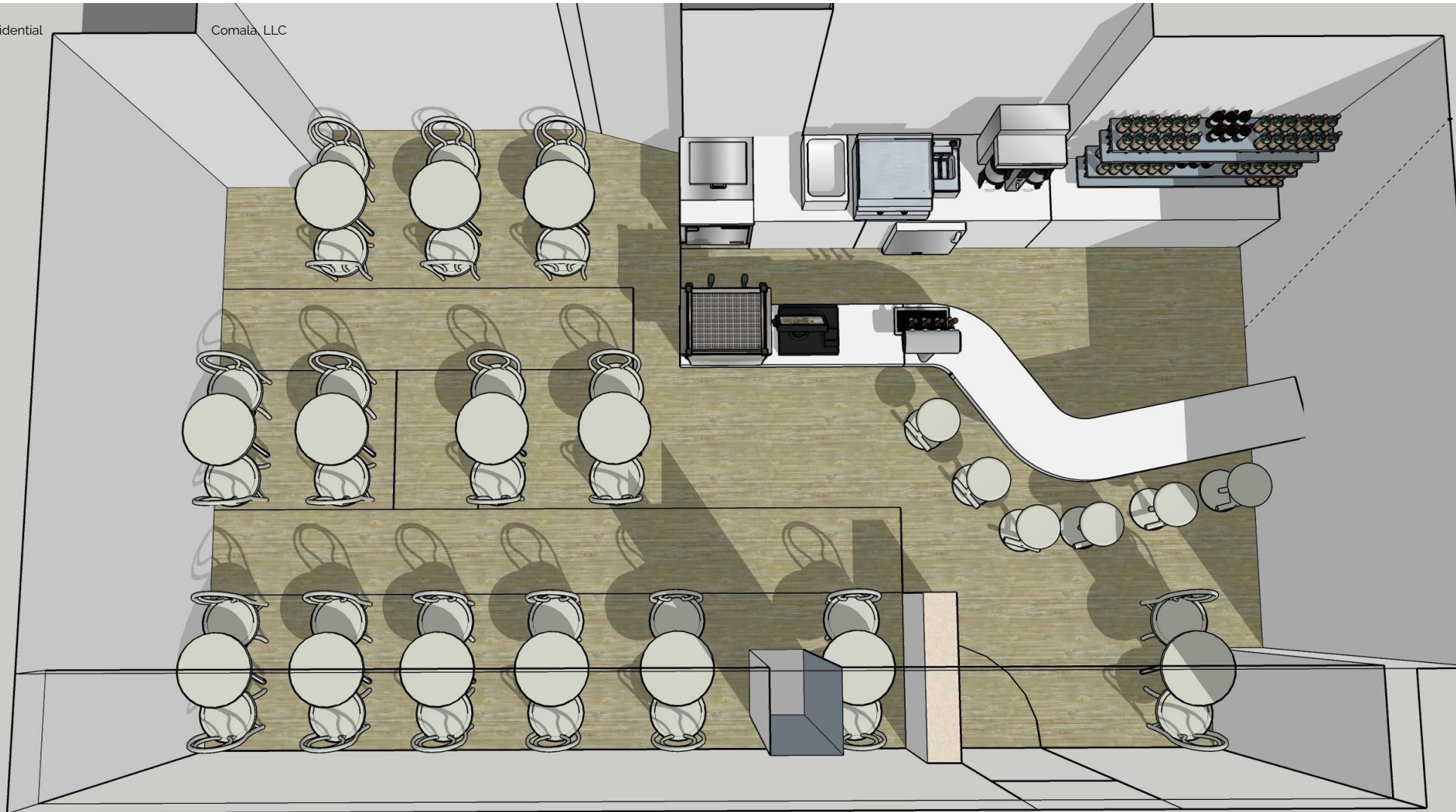
# Air view of the space





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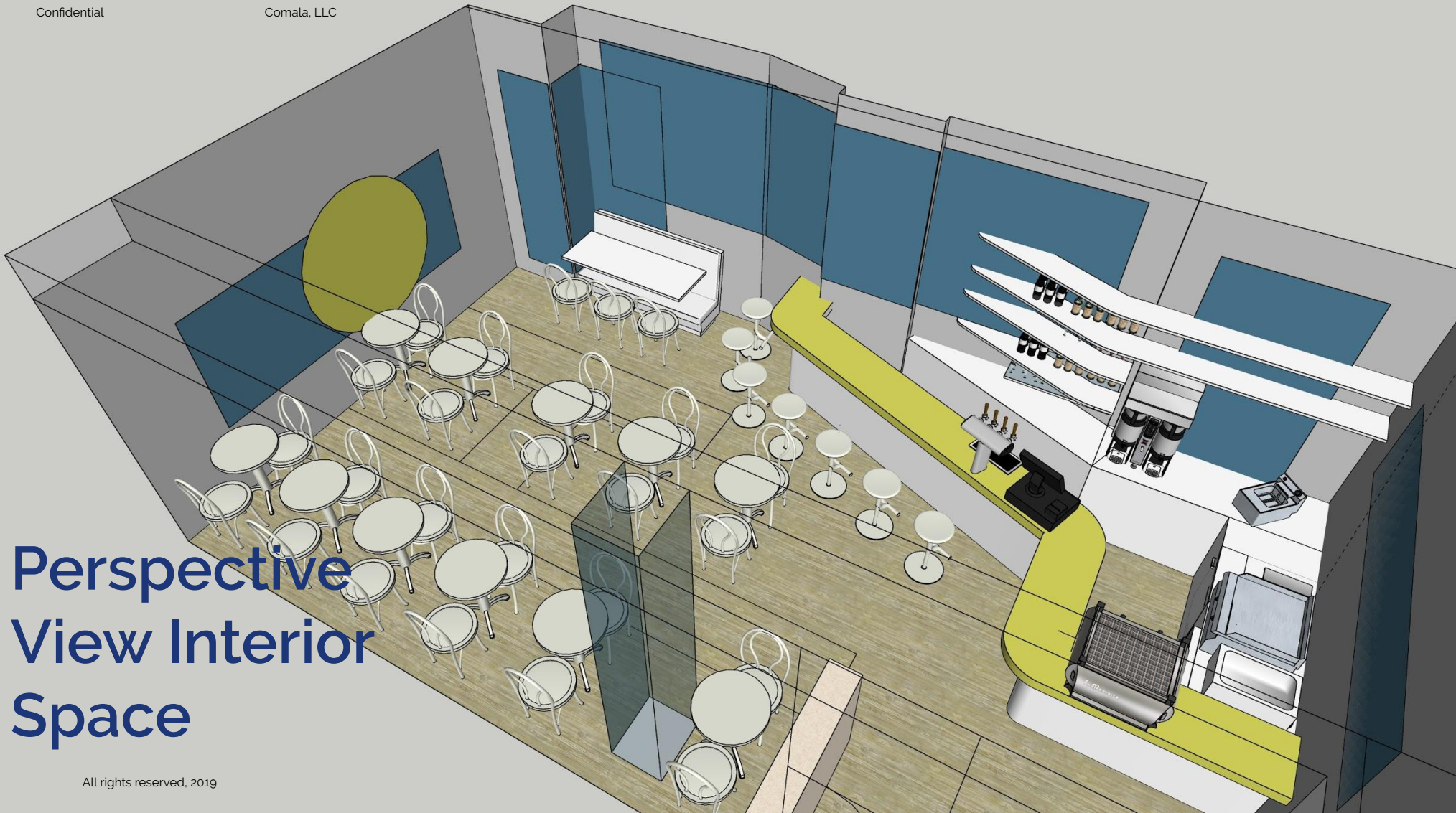
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# Perspective View Interior Space

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# Perspective View Interior Space

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# Bed-Stuy Economic Snapshot

73%

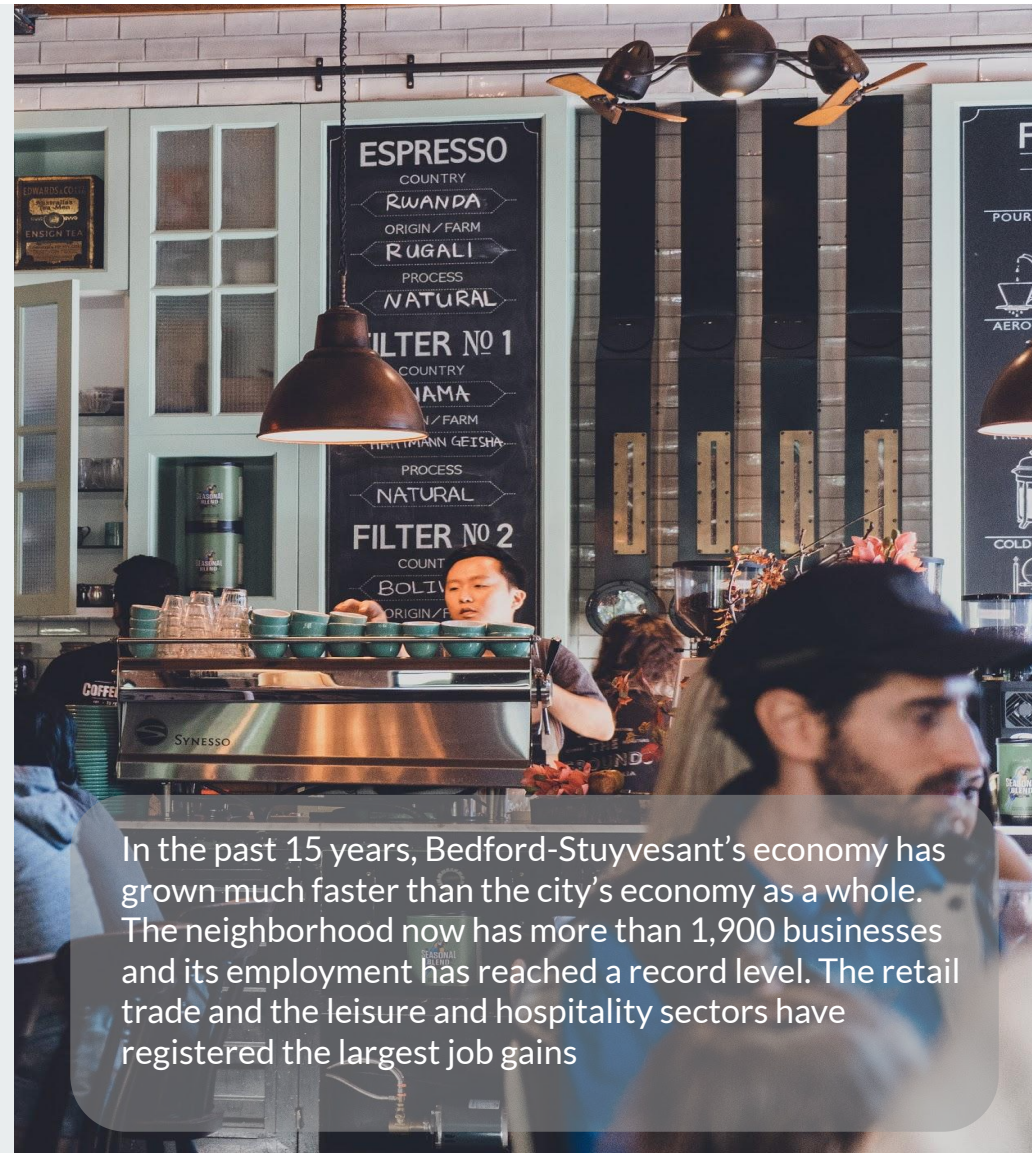
Increment of businesses since 2000. The 4th fastest rate of growth in New York.

34%

Population growth from 1980-2015. Faster than the citywide rate of growth.

45%

Private sector employment has increased by 45 percent since the end of the recession, exceeding 17,000 jobs in 2016.



In the past 15 years, Bedford-Stuyvesant's economy has grown much faster than the city's economy as a whole. The neighborhood now has more than 1,900 businesses and its employment has reached a record level. The retail trade and the leisure and hospitality sectors have registered the largest job gains



# Target audience

New residents are attracted to the neighborhood's brownstones, relatively low housing costs and close proximity to Manhattan. With an increase in restaurants, cafés, bars, retail shops and live entertainment, Bedford-Stuyvesant is becoming a popular place to live and work. \*

- 01 | Freelancers that use coffee shops as a place to work from
- 02 | Commuters going to work and looking for quality breakfast
- 03 | Commuters coming back from the subway looking for dinner
- 04 | Local residents looking for food and drinks with friends
- 05 | Visitors craving Mexican food and drinks



\* Source: Office of the New York State Comptroller, Sep 2017 [report](#)



# Market Trends

*Comala* is well prepared to provide great service for the increased demand of quality Mexican food. Thanks to celebrated chefs such as Enrique Olvera, and Gabriela Camara, there has been a real awakening and keen interest for Mexican cuisine.

The average consumer dines out 4.9 times per week spending an estimate of \$45 dollars per person. According to the Food Institute's analysis of the United States Department of Agriculture millennials spend 44% of their food dollars in dining out .

We are ready to serve the rising popularity of fast-casual dining, offering delicious, homemade Mexican food.

# Opportunities



## Lack of quality Mexican food

The restaurants and cafés that can be considered direct competition don't offer quality Mexican food or lack the understanding of what is real Mexican food

## Mexicanism

The popularity of Mexican cuisine has rapidly grown worldwide thanks to award winning restaurants such as Pujol, Cosme, Claro (in New York) and Noma Tulum.



## Independent Colombian coffee

The coffee offered in all the food establishments in the area are the same brands. We'll aim to provide independent family run Colombian coffee.

# Marketing Positioning

By using a minimalist approach, lively colors, elegant typography, natural light, lots of plants, Comala will stand out as a welcoming space that can easily transitioned from morning to evening without losing its authenticity.

Our down-to-earth message will be communicated through the look and feel of the shop, menu, music, lighting, uniforms, and packaging.

## BUDGET

Prices will be competitive to other casual restaurants/coffee shops in the area.

## ART

Collaborate with Latin artists to showcase their work online and at the store.

## SOCIAL

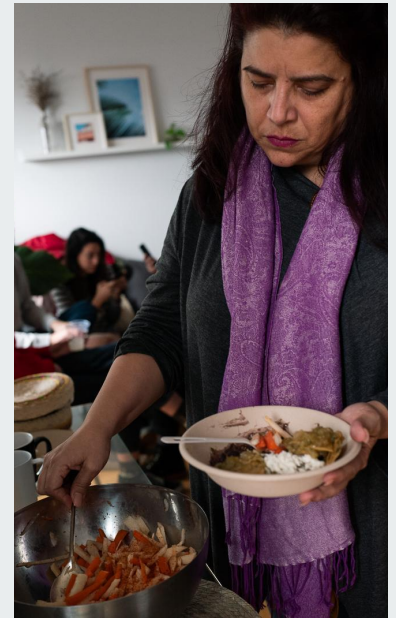
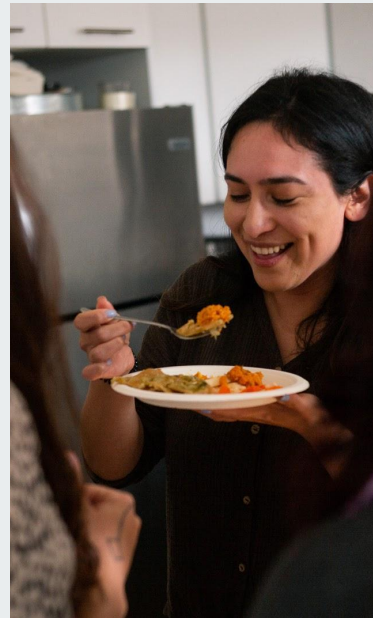
Recruit influencers to advertise the brand with their followers.



# Promotion:

## Pop up events

As we continue to secure financing we are currently doing pop ups in Brooklyn to promote our products and services.



# Revenue Assumption

Hours of Operation, Capacity & Turns:

Total restaurant capacity: 30 people (this will increase in summer with outside tables)

We will serve breakfast , lunch (brunch) and dinner, from 7am-6pm.

On a regular weekday, this place will bring in 60 covers, total of 0.4 turns during the day.

During the weekends, this number will increase to 100 covers and 0.7 turns (please see “sales by day” excel sheet for more details)

## Revenue Assumptions per cover

Sales Assumptions	Weekday	Weekend
Coffee	\$ 5.00	\$ 5.00
Breakfast	\$ 20.00	\$ 20.00
Lunch / Brunch average check	\$ 20.00	\$ 20.00

[View Spreadsheet](#)

## Total Estimated Revenue

Average revenue per week: \$5.585

Estimated covers per week: 387

Average Cover: \$14.43

**Total revenue per Month: \$21.802**

### Estimated Revenue by Product

Revenue by Product	<u>WEEKDAY</u>				<u>WEEKEND</u>		
	Breakfast	Lunch/ Brunch	Happy Hour	Dinner	Lunch/ Brunch	Happy Hour	Dinner
Food	60%	70%	0%	0%	60%	0%	0%
Beverage	40%	30%	0%	0%	40%	0%	0%
	100.0%	100.0%	–	–	100.0%	–	–



# Cost Assumptions

## Cost of goods

We are estimating a 60% for food 40% for beverage costs.

## Cost by Product (% of sales)

Dinner	
Food	60%
Beverage	40%
	—

## Cost of Sales

This restaurant will operate with 1 people in mornings (slow times) and up to 2 people during peak hours (dinners and weekends).  
Total salaries: \$8.078

Rent will remain at \$2,500 for the first two years, increasing to \$2,750 in the third year.

Other Admin expenses including cost of maintenance, décor, kitchen utensils and cleaning products will add to \$2.976 per month

Total credit card Fees (80% of transactions 3.1%): \$536

**Estimated Costs per Month:** \$19.916

	No. of Employees	Monthly Wage	Total Wages
General Manager (Andres)	1	\$ 2.750	\$ 3.289
Baristas	2	\$ 4.004	\$ 4.789
<b><u>Total Salaries</u></b>	<b>3</b>	<b><u>\$ 6.754</u></b>	<b><u>\$ 8.078</u></b>

# Revenue & COGS per Month

For sales projections in the first year it is considered that in the first month of opening only 70% of sales will be obtained and will increase until obtaining 100% in month nine which will be \$ 22.338. The equilibrium point is obtained in the 7th month.

## Ramp-Up

	Month 1 70%	Month 2 74,00%	Month 3 78,00%	Month 4 82,00%	Month 5 86,00%	Month 6 90,00%	Month 7 94,00%	Month 8 96,00%	Month 9 100,0%	Month 10 100,0%	Month 11 100,0%	Month 12 100,0%
weeks per month	4	4	4	4	4	4	4	4	4	4	4	4
<b>Sales</b>												
<b>Revenue</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>November</b>	<b>December</b>	<b>January</b>	<b>February</b>	<b>March</b>
Food	\$ 13.625	\$ 14.403	\$ 15.182	\$ 15.960	\$ 16.739	\$ 17.518	\$ 18.296	\$ 18.685	\$ 19.464	\$ 19.464	\$ 19.464	\$ 19.464
Beverage	\$ 1.408	\$ 1.574	\$ 1.749	\$ 1.932	\$ 2.126	\$ 2.328	\$ 2.539	\$ 2.649	\$ 2.874	\$ 2.874	\$ 2.874	\$ 2.874
Hard Licor	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>TOTAL</b>	<b>\$ 15.033</b>	<b>\$ 15.977</b>	<b>\$ 16.930</b>	<b>\$ 17.893</b>	<b>\$ 18.865</b>	<b>\$ 19.846</b>	<b>\$ 20.836</b>	<b>\$ 21.334</b>	<b>\$ 22.338</b>	<b>\$ 22.338</b>	<b>\$ 22.338</b>	<b>\$ 22.338</b>
Daily Sales	\$ 537	\$ 571	\$ 605	\$ 639	\$ 674	\$ 709	\$ 744	\$ 762	\$ 798	\$ 798	\$ 798	\$ 798
<b>Cost of Sales</b>												
<b>COGS</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>November</b>	<b>December</b>	<b>January</b>	<b>February</b>	<b>March</b>
Food	\$ 4.360	\$ 4.609	\$ 4.858	\$ 5.107	\$ 5.356	\$ 5.606	\$ 5.855	\$ 5.979	\$ 6.228	\$ 6.228	\$ 6.228	\$ 6.228
Beverage	\$ 282	\$ 315	\$ 350	\$ 386	\$ 425	\$ 466	\$ 508	\$ 530	\$ 575	\$ 575	\$ 575	\$ 575
<b>TOTAL</b>	<b>\$ 4.642</b>	<b>\$ 4.924</b>	<b>\$ 5.208</b>	<b>\$ 5.494</b>	<b>\$ 5.782</b>	<b>\$ 6.071</b>	<b>\$ 6.363</b>	<b>\$ 6.509</b>	<b>\$ 6.803</b>	<b>\$ 6.803</b>	<b>\$ 6.803</b>	<b>\$ 6.803</b>
<b>Fixed Cost</b>												
Payroll	\$ 8.078	\$ 8.078	\$ 8.078	\$ 8.078	\$ 8.078	\$ 8.078	\$ 8.078	\$ 8.078	\$ 8.078	\$ 8.078	\$ 8.078	\$ 8.078
Rent	\$ 2.500	\$ 2.500	\$ 2.500	\$ 2.500	\$ 2.500	\$ 2.500	\$ 2.500	\$ 2.500	\$ 2.500	\$ 2.500	\$ 2.500	\$ 2.500
Op Cost	\$ 2.976	\$ 2.976	\$ 2.976	\$ 2.976	\$ 2.976	\$ 2.976	\$ 2.976	\$ 2.976	\$ 2.976	\$ 2.976	\$ 2.976	\$ 2.976
Financial cost	\$ 361	\$ 383	\$ 406	\$ 429	\$ 453	\$ 476	\$ 500	\$ 512	\$ 536	\$ 536	\$ 536	\$ 536
<b>TOTAL</b>	<b>\$ 13.914</b>	<b>\$ 13.937</b>	<b>\$ 13.960</b>	<b>\$ 13.983</b>	<b>\$ 14.006</b>	<b>\$ 14.030</b>	<b>\$ 14.053</b>	<b>\$ 14.065</b>	<b>\$ 14.089</b>	<b>\$ 14.089</b>	<b>\$ 14.089</b>	<b>\$ 14.089</b>
<b>EBIT</b>	<b>(\$3.523)</b>	<b>(\$2.883)</b>	<b>(\$2.237)</b>	<b>(\$1.584)</b>	<b>(\$923)</b>	<b>(\$255)</b>	<b>\$420</b>	<b>\$760</b>	<b>\$1.445</b>	<b>\$1.445</b>	<b>\$ 1.445</b>	<b>\$ 1.445</b>



# Sales evolution in the first year

This graph represents the evolution of sales in the first year of operation starting at 70% of estimated sales up to 100% at the end of the year. The graph and the explanatory table are presented

Mes	Ventas	% Ventas
April	\$ 14.672	70,0%
May	\$ 15.594	74,0%
June	\$ 16.524	78,0%
July	\$ 17.464	82,0%
August	\$ 18.412	86,0%
Sept.	\$ 19.369	90,0%
October	\$ 20.336	94,0%
Nov.	\$ 20.822	96,0%
Dec.	\$ 21.802	100,0%



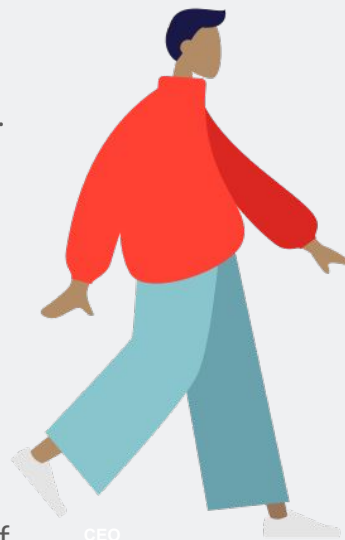
# Team

Comala will be a family run restaurant.

Daily operations such as front of the house, back of the house, inventory, client relations, as well as overseeing budgeting, finances and capital growth.

Sofia will be in charge of social media channels and e-commerce.

Juan will be the head cook, in charge of preparing daily items as well as kitchen inventory and ordering.



CEO

Andrés Valencia



Sofía Cerda Campero



Juan Gutierrez

# Andrés Valencia

CEO & CREATIVE DIRECTOR

Andrés is a designer with over 11 years of restaurant experience. Andrés co-owned and operated [Bombay Talkie](#), a successful restaurant in Chelsea, New York, an eclectic and modern take on indian street food, which operated from 2005 to 2013 and appeared on multiple publications and receiving praise from critics and customers alike.





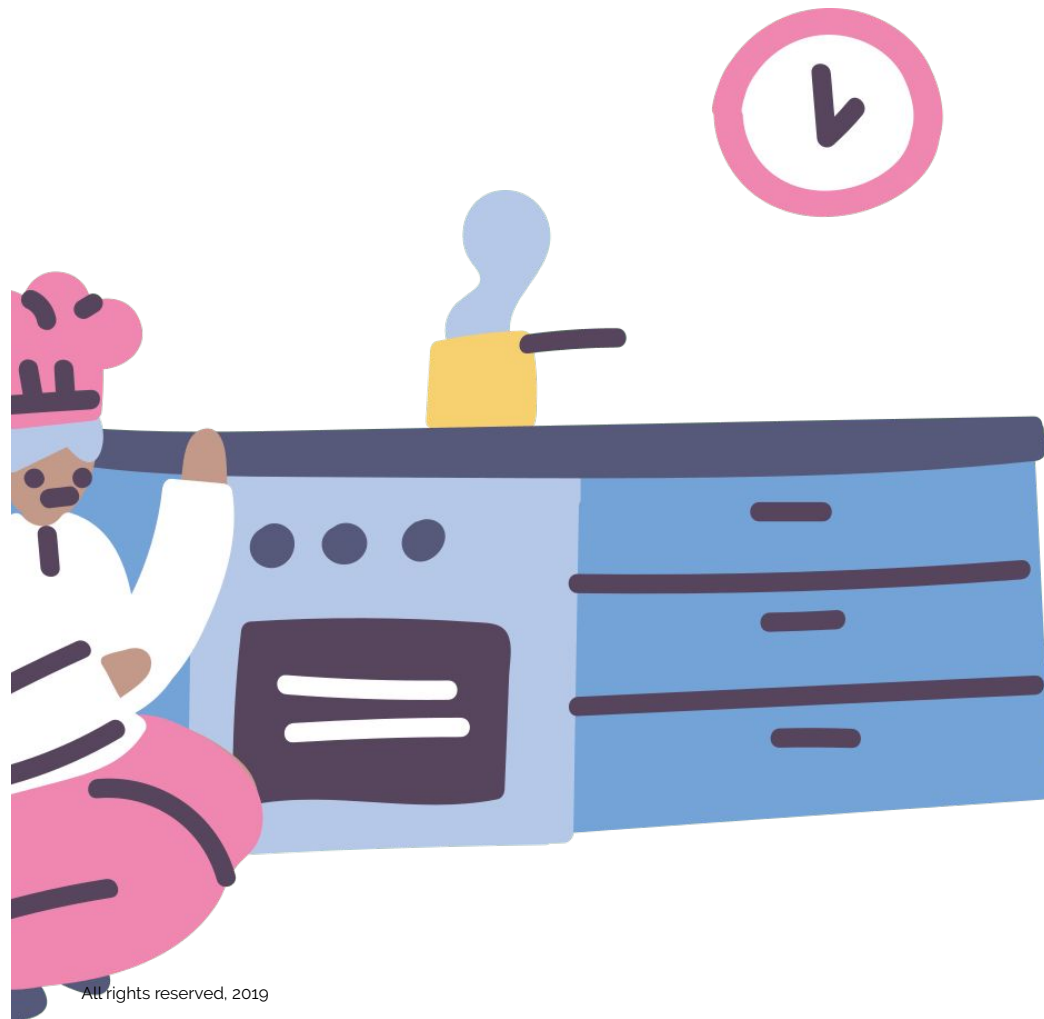
# Sofia Cerda Campero

CO-OWNER & COMMUNITY MANAGER

Sofía is a Mexican -American journalist and translator based in Brooklyn. Her work has been published in [The Daily Beast](#), NBC, Telemundo and Nexos, a leading political magazine in Mexico.

Among topics, she has focused on investigating food and culture in the Latinx diaspora. At the moment, she is writing a memoir about mole and Mexican identity.





# Juan Gutierrez

COOK

Juan is a Mexican cook born and raised in Puebla, one of the states with greatest culinary heritage.

For over seven years he has been working in New York kitchens. For last four years he has been working with the [S.A Hospitality Group](#), the parent company of celebrated restaurants St Ambroeus, and Casa Lever.





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# COMALA

## MESA MEXICANA