



# Business Proposal & Consultation



**Barchef International Incorporated**

INCLINATION PRECURSORY  
SUPPORT, CONSULTATION  
SERVICES AND  
COLLABORATION PROPOSAL

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Taking our partnership to  
the next level



# About Us

## We are Barchef Training Consultation Services for Food and Beverage



Subsequently reviewed the request and project scope statement for required support to execute the needed expertise to ease the business plan. We would like to heed our proposal to proffer for the project. Our team's caliber surely can manage and handle the business from opening to establishing of the proposition businesses to its clientele into a period of time demand. This proposal contains our detailed expertise, services and management we can offer to the planned opening of your business and will help you to understand costs, outline potential risks, as well as how you will manage flow to your business. Thank you for the opportunity to work with your company. Our team's objective to ocular the place first by outlining the potential market to present to your company.

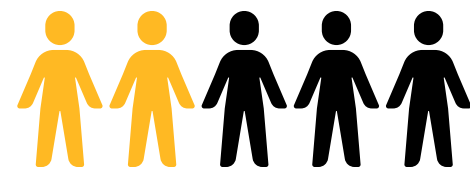


# The OBJECTIVE

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## 65%

People are working  
remotely and require  
reliable



A. To attract guest/ customers especially in food and beverage epicure and establish the dining experience with once in a lifetime exposure with the impeccable ambiance for the operations and thereafter.

Action: improve response time for customer questions and feedbacks

B. Productivity of people and resources. Focus on controlling costs in both production and operations while maintaining the profit margin on products sold.

Action: improve upon weaknesses in upsell/cross-sell volumes and techniques to operation availability and alternatives.

C. Understanding Mission-Vision - Driven Core Values. To offer customers excellent service and quality for food and beverage, good ambiance, reasonable price and magnificent customer experience. To roll-out a new presence of business in the city by establishing its name and brand. Analyzing where our products rank in the marketplace helps us to better determine how to improve our end among consumers by staying ahead of the competition.

Action: rapid training for staff on new system to ensure the staff can ramp up quickly and realize concrete improvements in sales, customer satisfaction, sales metric and the opportunity.



# EXECUTION STRATEGY

*Our execution strategy incorporates proven methodologies, extremely qualified personnel, and a highly responsive approach to managing deliverables. Following is a description of our project methods, including how the project will be developed, a proposed timeline of events, and reasons for why we suggest developing the project as described.*



## Quality Product:

Food and Beverages. They must be of high quality and value.

## Services:

Our patrons are paying to have a good time. Their experience will suffer if service is not of the highest caliber. Each member of the staff will be courteous, efficient, and attentive, that's why training and seminar is a must.



## Marketing

We will need to target our audience early and often. While the business is located at the Farmville and with accessible location, many people will have to be re-introduced to the one of-a-kind nature resort to establish and develop the business within the time period.



## Management

We will need to have a firm grasp on food, beverage, and labor costs. The dining/Bar/coffeehouse experience must be delivered in a fashion that will not only inspire repeat business, but encourage word-of-mouth recommendations to others. Proper inventory, employee management and quality control are the key



# Our Business Proposal

**BARCHEF TRAINING CONSULTANCY SERVICES** can manage and consult on this project by offering our own distinct and expertise;

- 1) Structural for Food and Beverage
- 2) Engineering Menus and Costing
- 3) Understanding the Operational Budget Cost
- 4) Provide Training/Services to the Hired Employees
- 5) Quality Control for Food & Beverage
- 6) Alignment with Mission and Vision (house rules and core values)
- 7) Departmental Sales Target (profit and loss)
- 8) Promotion Calendar and Product Branding Standard
- 9) Management System with Propose Working Planning for Chain Accounts







The business aim is simple. It will provide a completely sophisticated, sensual, yet casual dining and/or magnificent experience for guests casual dining spots and entertainment venues. It will be an affordable venture for patrons, one that will encourage them to return on many occasions.

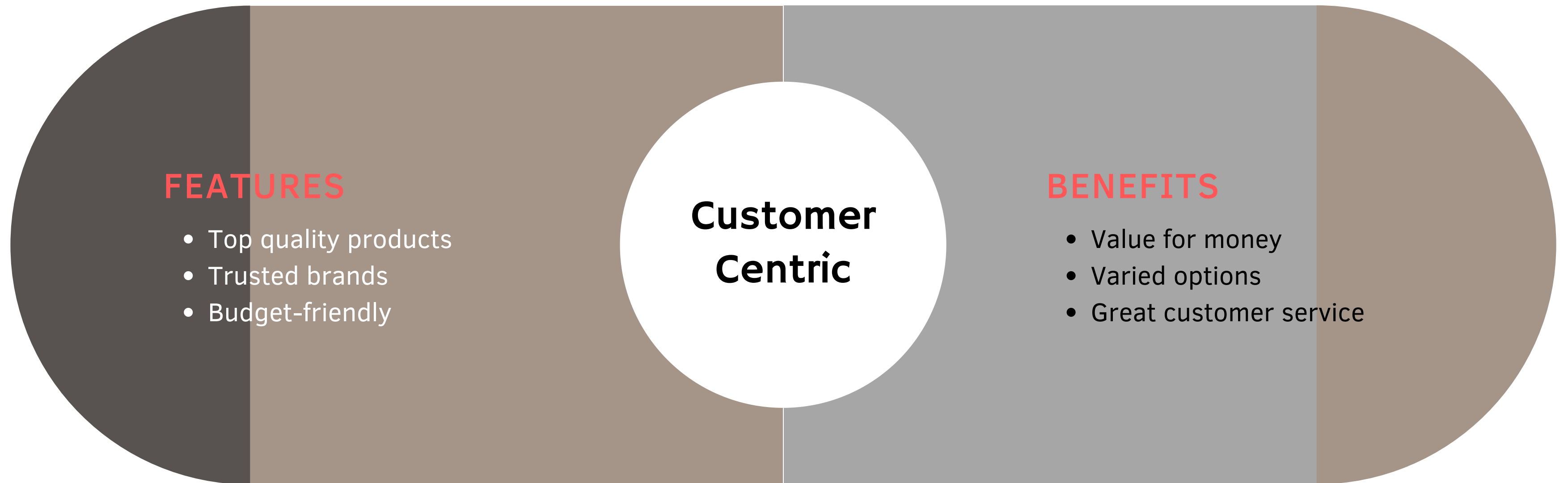
The business will provide a "complete, high-quality" an experience for those searching for something that is rapidly becoming popular among diners. We aim to provide our customers with a top-rate food and beverage experience





# Our Value Proposition

We are a customer-centric business.





# Project Scope



## Awareness

To initiate operation, recognizing duties and responsibilities of the staff and to construct food facts sheet, labelling, portioning and costing. To formulate the all type of beverages. To Identify budget costs and itemized accounts

## Acquisition

To integrate with the technology of food and beverage business for internal and outdoor consumption of customers, management, marketing and to maintain the quality control of the food and beverage as the main source of business.. To provide a good and qualified chef to formulate the food type market.. To conduct monthly staff standard service training to maintain quality customer service. To conduct monthly seminar for product promos and product knowledge

## Activation

To handle the marketing aspect of the business, promos, discounts, tie-ups with other companies, the marketing strategy will appeal to the urban professionals, downtown hotel visitors, conventioners, employees who desire a sophisticated yet casual eating with good selection of food and beverage to the guests. Regularly monitor the performance of the food and beverage and maintenance. Check and balance of the sourced-out raw materials and supplies. Understanding and execute reports of profit and loss



# Project and Target Market

## Retention

The company's venue should sell moderately-priced food to an upscale casual dining market. The venue features gastronomes food and bespoke beverages. A dessert bar will serve a range of freshly prepared desserts, and baked goods associated with breakfast. i. Luncheon offerings contain both carry-out and dine-in menu selections, while evening hours will accommodate full- service dining offering to any type of course meals service, weekend live entertainment or acoustic lounge music is a plus factor

## Revenue

Reflecting a specialized segment of the market for a particular kind of product or services, a limited selection of out-of-town newspapers, art, design and lifestyle magazines will be sold. Additionally, the venue will feature a signature type of products for sale, providing a cross selling opportunity.

## Referral

To help business stay ahead of customer satisfaction trends and to fully realize the benefits of improvement productivity throughout the entire sales cycle





# Personal Overview



Worked for 20 years in the field of Food and Beverage, Customer Service, Bar and Hotel Industry. Travelled across ASIA and competed in the International Bartending Competition. He is also the founder of the Bar Chef competition originated in Cebu City and recognized by South Korea, regularly conducts seminars and consultation for Korean students. He also attended Molecular Mixology Training, USA Torani Global Mixology, Elite Bar Solution in Singapore, Tea Mixology Training in Shangrila, Makati and Mixology Training in India. He also conducted consultations at Popins Gastro Pub, Tiki Bar, Fusion Café, Boss Bebeh Bistro Cafe, Alberto Bed and Dine, Shangrila Hotel for Tea Mixology, Marriot Hotel for craft cocktails, Radisson Blu Hotel for Tea Mixology and craft cocktails in India, Singapore, Jeddah, Riyadh, Thailand and USA.

**Marlon J. Casino**





# Personal Overview



Has 15 years of hotel industry experience and currently works as a consultant. She is the operations manager of Kettle and Shaker Inc., as well as in experiencing Manager level of the Rise Restaurant at Sky 57 for 7 years, which serves French and Asian cuisine, and the International Buffet at the Marina Bay Sands Hotel in Singapore, which serves 5,000 people every day. She has won best practices and achievement distinctions like the Best of the Best 2016 winner in Leadership and Communication, Employee of the Year, and UP Your Service Session by RON KAUFMAN.

**Jane Frances R. Salape**







# Contact Us

Reach out to us for inquiries  
or comments.



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Consultancy | Certification**