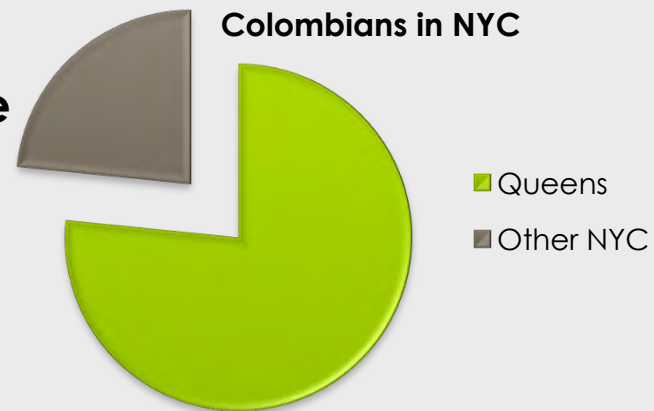


LOS VERDES NEW YORK
BUSINESS PITCH



With over 240,000 Colombian immigrants in the New York City area, there has yet to be established a delicious and high-quality Colombian quick service restaurant.

The majority of Colombians in the NYC area live in Queens County.



There is also a need in the overall market due to the increased demand of global cuisine.

THE SOLUTION



Javier Quezada will open a Los Verdes Colombian Restaurant franchise in Queens, New York.



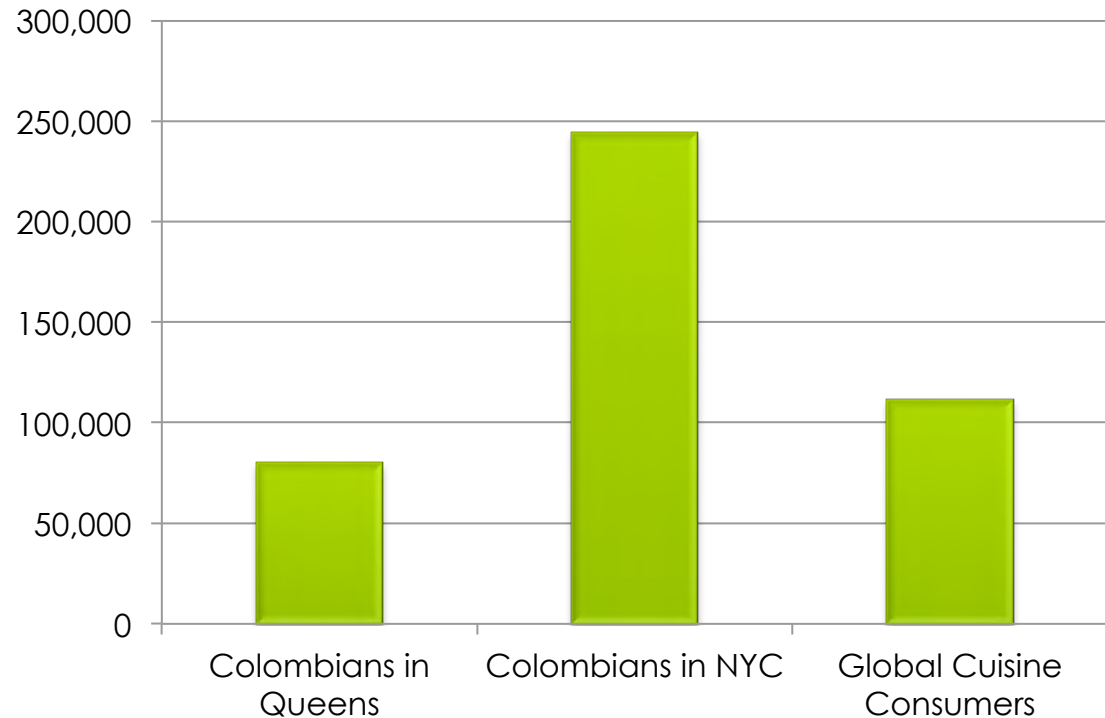


- The Los Verdes Colombian Restaurant franchise was founded by Daniel Giraldo in Miami in 2006.
- In 6 years, the demand required the opening of three stores in the Miami metro area.
- The company mission is to highlight the splendor of the Colombian culture through food and communion.

THE INDUSTRY

*In 2012, New York's restaurants are projected to register **\$31.9 billion** in sales.*

TARGET MARKET



- THE TARGET CONSUMER IS GLOBALLY MINDED AND DESIRES FLAVORFUL FOOD.
- THE TARGET MARKET GROWS EVERY YEAR IN THE NEW YORK CITY AREA.
- THE DEMAND FOR LOS VERDES ALSO GROWS THROUGH WORD OF MOUTH.

- **COMMUNITY ADVERTISING & INVOLVEMENT**
 - **TARGET MARKET ADVERTISING**
 - **WORD OF MOUTH / SOCIAL MEDIA**
- **THE COMPANY ALREADY HAS A HUGE ONLINE PRESCENSE!**

SOCIAL MEDIA



Instagram

Los Verdes Restaurant
Los Verdes Restaurant

kendall losverdesresta
quesadilla burgers w
miamilakes

350 Like

rollita5308 russoslxty9 unicelopez16
chelley_19 missionaryjen kingdavid0313
jan_ilsman > VIEW ALL

9 Comments

@losverdesmiami colombiana!!!! Haha
mannyyamac - about 20 hours ago

Yummy!
amber_balg - about 20 hours ago

I would live in an area where they don't deliver --
gabriela_lucia - about 20 hours ago

Arepaaaa!!! Uff
elvis01 - about 18 hours ago

I have to try this looks better than Los Perros and Maos
hmmmm...
3ichnohd - about 18 hours ago

Chuzo de Pollo, acompañado de nuestra deliciosa ensalada y arepa!! Come try it tonight!! @LOSVERDESMIAMI (twitter) #losverdes #losverdesrestaurant #burgers #maicitos #quesadilla #miamilakes #kendall #broward #WestonComingSoon

REVENUE MODEL

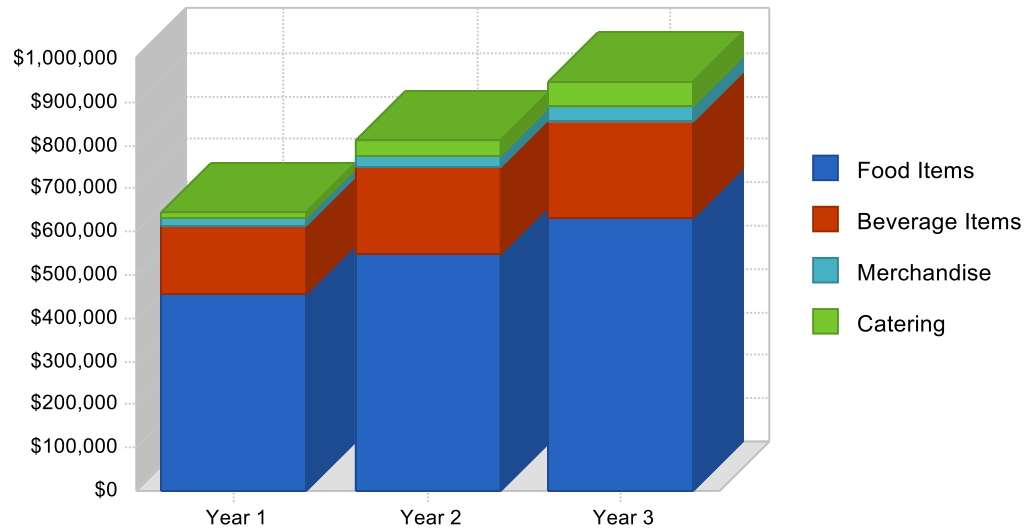
LOS VERDES WILL SELL FOOD, BEVERAGES AND MERCHANDISE

FOOD
70%

BEVERAGES
25%

MERCHANDISE
5%

Sales by Year



AVERAGE MEAL PRICE

\$6.00

COMPETITION

LOS VERDES HAS DIRECT COMPETITION IN THE NEW YORK CITY AREA, BUT HAS A COMPETITIVE ADVANTAGE IN BRANDING, QUALITY, TASTE AND OVERALL DINING EXPERIENCE.

SWOT ANALYSIS	QUESAN CORPORATION, LOS VERDES NY
Strengths	<ul style="list-style-type: none">• Brand Recognition within Target Market• Great Tasting, Quality Products• Strong Franchise Support• Great Value – Satisfying Amount of Food for the Price
Weaknesses	<ul style="list-style-type: none">• Small size of restaurant chain
Opportunities	<ul style="list-style-type: none">• After first NY Location, more Locations can be Opened• Trends in Global Cuisine for all Ethnicities of People• Continued Growth in the Quick Service Industry
Threats	<ul style="list-style-type: none">• Other Colombian Food Restaurants• Nutritional Trends• Capital Required for Growth

THE MANAGEMENT

Javier Quezada, Owner and CEO

- Grew up running around his parents' Colombian restaurant.
- Spent six years in the military learning strong leadership skills.
- Graduated from the International Culinary Center.

John Quezada, Consultant

- Is a successful and talented project manager.
- Has a Masters degree in Project Management.

Daniel Giraldo, Consultant

- Owner of the Los Verdes franchise.
- Currently owns three restaurants.
- Made a food cart into a multi-million dollar company!

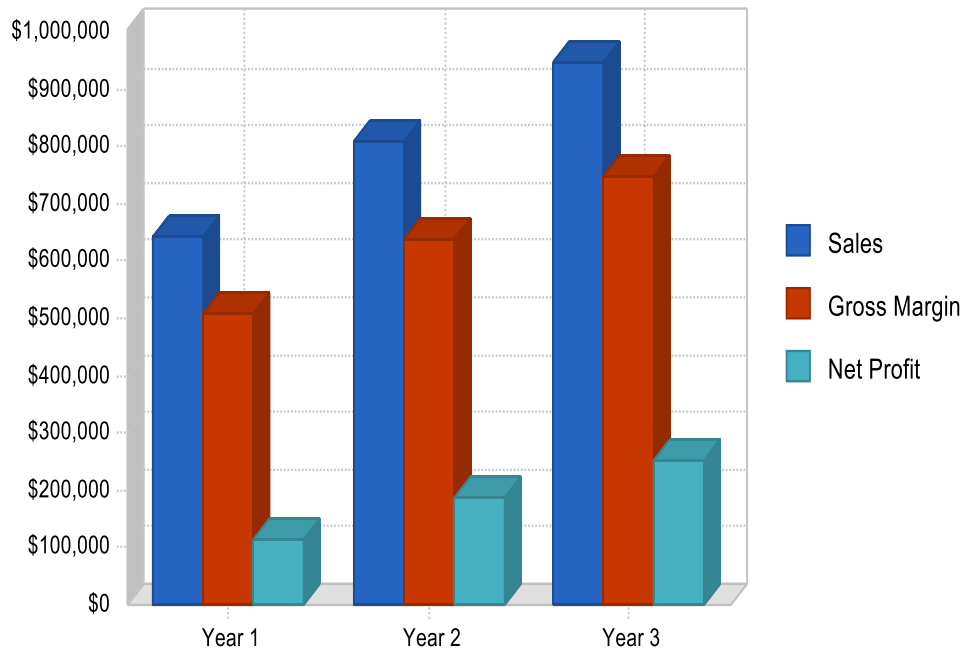


THE TEAM

- Los Verdes will employ 8 employees.
- Each employee will meet the culture and standards of the Los Verdes franchise!

3 YEARS OF FINANCIAL PROJECTIONS

Highlights



FINANCIAL HIGHLIGHTS

- The restaurant will gross over 600K in year one.
- Los Verdes New York will become cash flow positive after one year.
- The company will not need to take on any new loans or investments after the initial funding.

THE INVESTMENT



EXIT STRATEGY

Los Verdes has had several offers to open franchises in the NYC metro area. An exit strategy will be to sell to one of these interested parties.

**TOTAL FUNDING
REQUIRED: \$225,000**

**TOTAL FUNDED BY
OWNER: \$40,000**

**RETURN ON
INVESTMENT: 200% in 3
YEARS**

- *Open two to three more Los Verdes restaurants in the NYC metro area.*
- *These will be located in New Jersey and Long Island where there is a large Colombian population as well as communities interested in International cuisine.*



FOR MORE INFORMATION

Javier Quesada

999-555-67676

javier@losverdes.com

