# Branding Questions

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These are questions I would have prepared for meeting with a client whose business plan is to launch Ladino Kitchen. The responses are notes I took from my clients initial answers to these questions.

### What are your concrete goals? [Effectiveness]

Goal is to be able to reach any customer in the world virtually, as a priority over in person events, with a wonderful learning experience.

### What's your audience's language? [Description]

Mostly English, with possibility of Spanish or Hebrew as a primary or second language. Short form content is ideal for comprehension and sustaining attention.

### What is unique about this business? [Assessment]

Making the relearning of an endangered language profitable.

### Who is your ideal client being reached? [Prediction]

Families interested in Jewish Language education, lifestyle tips, and eating well.

### What long term problems is this building to solve? [Prevention]

Reviving the death of a language very special to many people based in the kitchen and private homelife.

### What initial investments are required to start? [Risk]

None are absolutely required to start. To start all that is required is making short-form educational language content to share at events and online. There may be hosting fees with a business website. For events, equipment and liability insurance is required. For coins pressing there may be benefit in the long run of investing in a hydraulic press and custom metal dies made, or leasing out a commercial kitchen. It would be good to have contracts and terms and conditions reviewed by a business attorney.

### What is the biggest weakness of this structure of business? [Harm]

It’s too open ended. There aren’t enough stablished procedural policies, and may be best suited to a sole proprietorship of someone who is a wild card and loose cannon. Too many kitchens, not enough cooks.

### Is this a viable structure for a profitable and prosperous business? [Cost-benefit]

Yes, and it is open-source of a structure, that someone else in the world could be gainfully employed from trading coins, or teaching language, or private cooking services.

### What products, services, and memorabilia will be sold? [Bonus]

* Graphic Designs of language learning materials, proverbs written in four different language scripts related to Ladino. Printed as Stickers, Business Cards, and custom pressed Coins.
* Dried fruit snack products prepared with overstock fruit from food recovery initiatives in the community.
* Coins with Ladino language learning insignia printed at every level, from Sterling Silver, to recycled Nickels, to bags of aluminum wrapped chocolate coins to keep in the fridge indefinitely.
* Consultations and meal party planning services for big lavish Ladino family events where no one leaves hungry.
* Workshops on cooking, language, and homeschooling that are accessible and inclusive to kids, special needs adults, and single-parent families.