

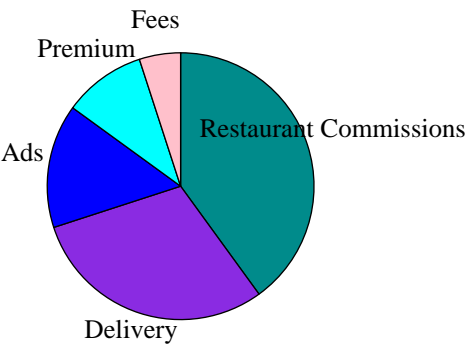
# Kechow Business & Financial Strategy

Location: Jiménez, Chihuahua  
Model: Food Delivery Platform with Web + Mobile Apps

## Revenue Model

Source	Rate/Amount
Restaurant Commission	20% per order
Delivery Fee	MXN \$25–35 + distance
Customer Service Fee	5%
Ad Placements	Paid boosts
Premium Listing	MXN \$499/month

## Projected Revenue Distribution



## **Growth Strategy**

Phase 1: Onboard 20 local restaurants in Jiménez.

Phase 2: Expand to Parral and Chihuahua City.

Phase 3: Add logistics partnerships and subscription tiers.

## **Marketing & Funding**

Focus on digital marketing (Instagram, TikTok, Facebook) and local partnerships.

Initial funding target: MXN \$750,000 to cover development and 6 months of operations.