

Client Engagement Update: Final Presentation

**Presented by J-RAE: James, Ryan, Adrian, & Elaine
on the behalf of Mr. Irving Hernandez of Chiken's Tamales**

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Client and Business Overview

About the Client: Mr. Irving Hernandez

Mr. Irving Hernandez:

- Mexican-American Immigrant
- Proud Family Man and Father of 3 Daughters
- **Owner-Operator of Chiken's Tamales since 2023**, a sole proprietorship based in Blossom Hill/West San Jose supporting him and his family



About the Business: Chiken's Tamales

Handmade Traditional Mexican Tamales and Drinks Pop-up at Local San Jose Farmer's Market:

- Camden and Meridian
- Blossom Hill and Meridian

Food and Drinks Produced in Commissary Kitchen near the Plant/Fairgrounds



Business Goals

Summary of Business Goals and Breakdown

Summary of Business Goals:

1. Strategic Marketing Communications and Branding:

Build a Brand and Implement Effective Marketing Communications Strategy for Chiken's Tamales

2. Business Operations:

Streamline and Update Existing Chiken's Tamales Business Operations for Longevity, Growth, and Efficiency

3. Long-Term Strategy and Research:

Design and Create a Long-Term Strategy to Help Chiken's Tamales to Richest its Fullest Potential, including to More Mobile and Brick and Mortar Options

Business Goal 1:

Strategic Marketing Communication & Branding



- 1. Business Profile & Online Presence:**
 - Wix Business Website
 - Yelp pages for both locations
- 2. Social Media Strategy:**
 - Instagram Profiles & Posting
 - Business Facebook Page
 - Professional Photography
- 3. SEO optimization & customer communication avenues:**
 - Adding keywords & filling out information to be found on Google
 - Linking Social Media
 - Adding Business Hours

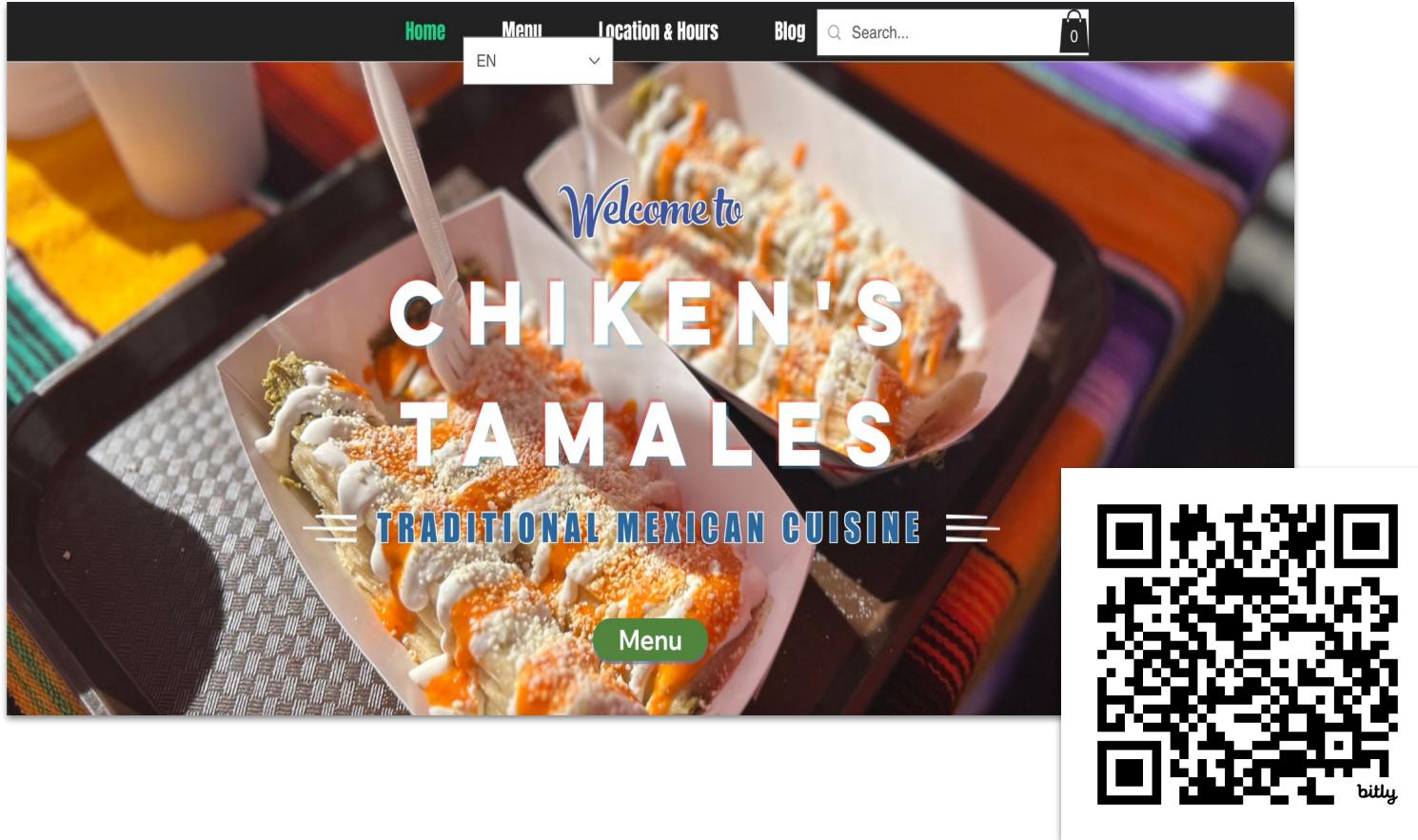
Business Goal 1: Business Profile for Social Media & Yelp Updates

The image shows the Facebook Business Page and Instagram profile for Chiken's Tamales. The Facebook page includes a profile picture of a man in an apron, a cover photo of tamales, and a sidebar with management tools like 'Manage Page' and 'Professional dashboard'. The Instagram profile has a bio describing it as a restaurant specializing in traditional Mexican tamales and bebidas, located at W. San Carlos St. and Blossom Hill Farmers Market, owned by a family since 2023. It shows 5 posts, 464 followers, and 45 following.

The image shows the Yelp business profile for Chiken's Tamales, listing two locations: one at 1744 W San Carlos St, San Jose, CA 95128, and another at 1375 Blossom Hill Rd, San Jose, CA 95118. It includes a 'Locations (2)' section, a search bar, and a 'Manage' button.

Business Goal 1:

Business Profile for Social Media & Yelp Updates



What we've included:

- Background Information
- Location of Pop-Ups
- Links to Yelp & Social Media
- Contact Methods
- Menu (English & Spanish)

Business Goal 2: Business Operations

- 1. Payment Processing:** Square POS System Implementation
- 2. Schedule Creation:** Consistent, Advertised Hours of Operation
- 3. Menu/ Price Optimization:** Margin Analysis & Competitors Price Breakdown
- 4. Financing:** Equipment Financing through Excite

Mon	Closed
Tue	Closed
Wed	9:00 AM - 1:00 PM
Thu	Closed
Fri	Closed
Sat	Closed
Sun	9:00 AM - 1:00 PM



Business Goal 3: **Long-term Strategy & Research**



- 1. New Industrial Kitchen**
- 2. Research Small Business Loans**
to move Chiken's Tamales to
more Mobile and Long-Term
Operations
- 3. Establishing a 1-year Plan with
Actionable Goals**
- 4. Research for Purchasing food
Cart**
- 5. Created a Contingency Plan for
Engagement Conclusion**

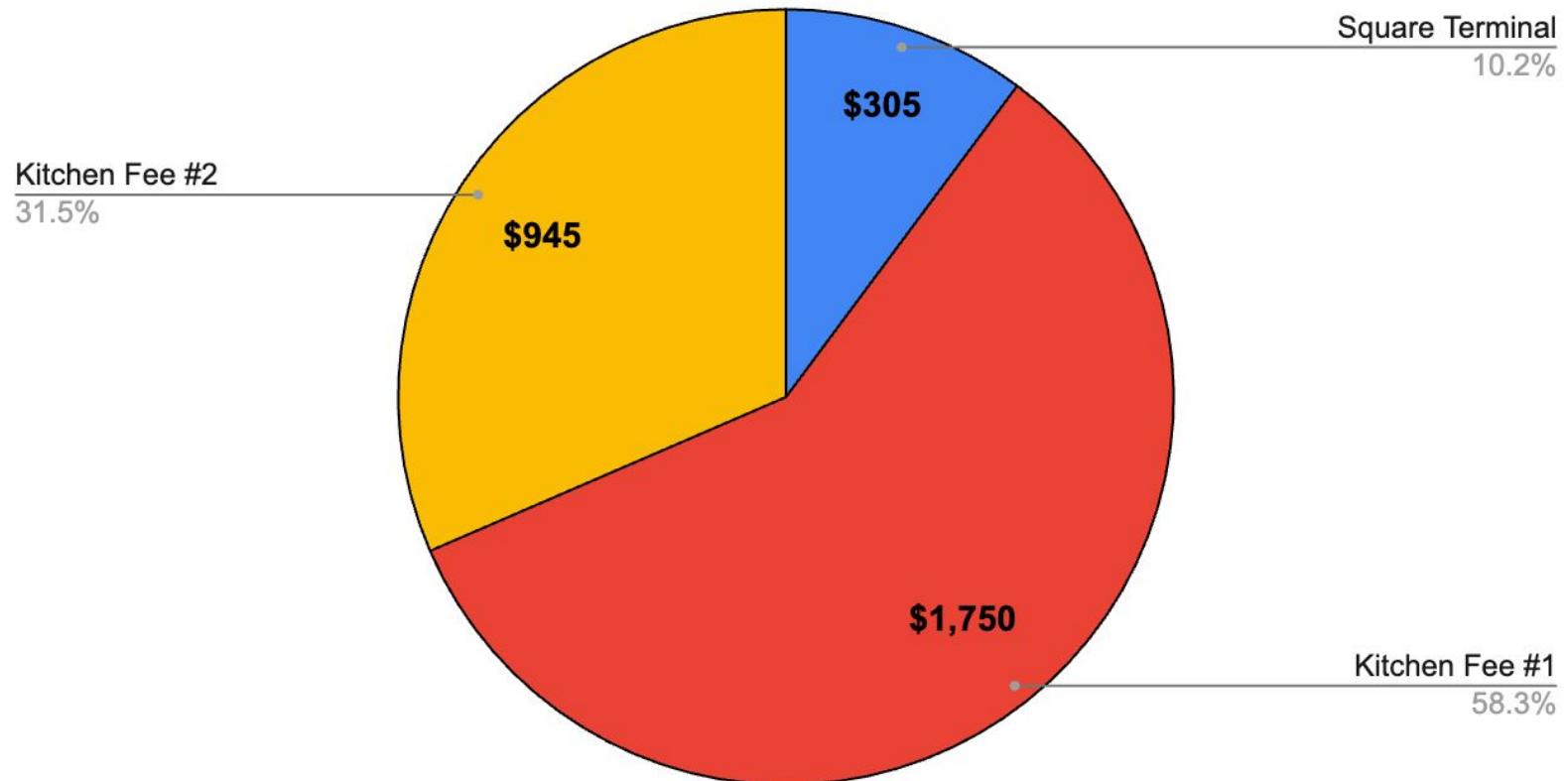
Summary of Funds Spent

Breakdown of Funding Generously Provided by **eXcite Credit Union**

Summary of Funds Spent

Budget Breakdown

Excite Credit Union's Positive Impact on Chiken's Tamales



Conclusion

Future Outlook, Lesson Learned, Q&A

Future Outlook

As we conclude our time with the engagement, we consider the following, as we make our future outlook for Chiken's Tamales:

Despite Chiken's Tamales relative newest, it has already **set-up itself for long term success with a loyal customer base and sustainable product/business model**

Led by a strong and resilient owner-operator, Irving, Chicken's Tamales is the **definition and realization of the American Dream** with aspirations for Brick and Mortar locations in the coming years

The **entrepreneurial spirit as well as resourcefulness** of Chiken's Tamales with local organizations, governments, and other business can help realize these dreams sooner, and maybe, even nationwide.

Lesson Learned

Necessity for Effective Organization and Management for both the Front and Back House Operations

Difficulties Associated with the **Permitting Process**

Lack of Capital to enable Short-Term and Long-Term Growth

Lack of Time for to Research for Resources for Small Business, particularly in Spanish, to ensure Businesses Remain Compliant and Find Opportunities for Investment

A Sincere and Special Thanks Again, Mr. Irving Hernandez

For allowing us into your business, life, and family.

We could have not wished for a better client than you to collaborate with, learn from, be and inspired by.

Thank you for showing us all that the *American Dream* can still be realized and achieved even today.



Thank You!

Any Questions?