

Panaderia Tio Ale

PANADERIA TIO ALE

10500 S Inglewood Ave.
Inglewood, CA 90304
Co-Founder & Co-Operator
April 2018 – September 2020



Jesus Delgado

OVERVIEW

Panaderia Tio Ale was a Mexican bakery that I built from the ground up, managing everything from site selection and store layout to financial planning and operations. I handled the startup process, ensuring compliance with permits, licenses, and supplier contracts, while also overseeing day-to-day operations and marketing efforts to establish a strong customer base. Through branding, in-store displays, and community engagement, I helped create a welcoming and authentic experience for customers.



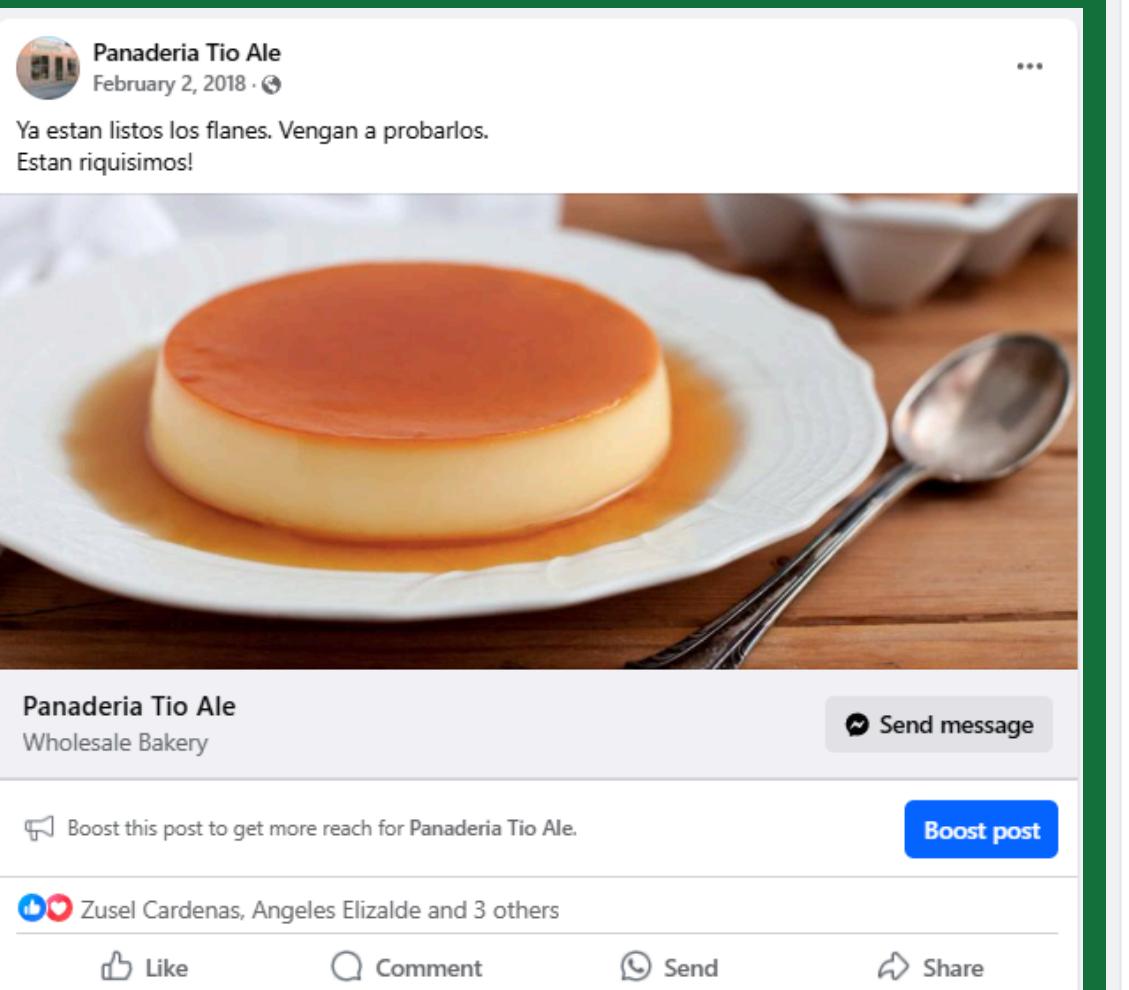


Business Operations & Financial Management

- Led all startup operations, including site selection, lease negotiations, and store layout design.
- Managed inventory, budgeting, and financial planning, ensuring the business reached financial breakeven.
- Oversaw supplier contracts and pricing negotiations, optimizing costs while maintaining product quality.

Marketing & Customer Engagement

- Developed and executed marketing strategies, increasing brand awareness and customer traffic.
- Oversaw promotions and in-store advertising, ensuring strong customer engagement.
- Built relationships with local businesses and community members, driving word-of-mouth growth.



Crepas

Relleno:
Nutella o Hershey's
Chocolate Syrup

Fruta: Banana, Fresas,
Frambruesas, Arandanos,
Moras

3.00



NEW

Panaderia Tio Ale		Crepas	3.00
Pan Dulce	Bolillo		
0.50	0.25		
Bedidas Calientes		Jugo De Zanahoria	
Cafe		100% Natural, Delicioso, y Saludable	
1.25	1.50	12 oz 16 oz	
Canela		1.50 1.75	
Chocolate		Flan 2.00	
Champurado		Chocoflan 2.00	
1.50	1.75	Budin 1.75	
1.50	1.75	Cheesecake 1.75	
		25 Personas 45	
		50 Personas 65	
		75 Personas 75	
		100 Personas 90	
		Pasteles	
		Rebanadas	



Chocoflan

2.00

In-Store Signage & Displays

- Designed and created all store signage, ensuring a cohesive and visually appealing brand identity.
- Developed product displays and menu boards, making pricing and offerings clear for customers.
- Strategically placed promotional materials to highlight best-selling items and seasonal specials.

Legal & Regulatory Compliance

- Handled all permits, licenses, and certifications, ensuring full compliance with legal and health regulations.
- Successfully negotiated and re-negotiated commercial leases, securing favorable terms for long-term business sustainability.

APPLICATION FOR INDUSTRIAL WASTE DISPOSAL PERMIT		TO BE COMPLETED BY DPW ONLY	
 <p>COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC WORKS Environmental Programs Division 900 South Fremont Avenue, 3rd Floor Annex Building Alhambra, CA 91803-1331 Telephone: (626) 458-3517 Fax: (626) 458-3569 http://www.CleanLA.com</p>			
<p>CHECK ONE: <input checked="" type="checkbox"/> New Permit <input type="checkbox"/> Permit Revision <input type="checkbox"/> Non-Use Permit <input type="checkbox"/> Change of Ownership (Effective Date: _____)</p> <p>BUSINESS NAME _____ Tel. _____</p> <p>LEGAL COMPANY NAME _____ <input type="checkbox"/> Corporation / LLC <input type="checkbox"/> Partnership <input type="checkbox"/> Individual <input type="checkbox"/> Government Agency</p> <p>LOCATION ADDRESS _____ Street _____ Unit _____ City _____ ZIP+4</p> <p>MAILING ADDRESS _____ Street _____ Unit _____ City _____ State _____ ZIP+4</p> <p>TYPE OF INDUSTRY <i>Restaurant / Bakery</i> General Description _____ Federal SIC Number(s) _____ NAICS Number(s) _____</p> <p>PROPERTY OWNER NAME _____ Tel: _____</p> <p>PROPERTY OWNER ADDRESS _____</p> <p>ASSESSOR'S PARCEL IDENTIFICATION: Map Book _____ Page _____ Parcel # _____ (From tax bill)</p>			
<p>GENERAL DESCRIPTION: Describe each disposal method. Multiple disposal methods may require separate permits.</p> <p>Method of disposal: <input checked="" type="checkbox"/> Sanitary sewer <input type="checkbox"/> Private underground disposal system <input type="checkbox"/> Haul to legal disposal point <input type="checkbox"/> Surface waters, stream or storm drain (provide NPDES Permit, if required) <input type="checkbox"/> Rain Diversion System (RDS)</p> <p>Subject to stormwater treatment BMP approval? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Type(s) of BMPs: _____</p> <p>Raw materials used (attach MSDS's, where appropriate): _____</p> <p>Products produced: _____</p> <p>Wastewater producing operations (describe): <i>Dishwashing</i></p> <p>Constituents of waste discharge: _____</p> <p>Hours of operation: _____ to _____ Days per week (Check days): <input type="checkbox"/> M <input type="checkbox"/> T <input type="checkbox"/> W <input type="checkbox"/> Th <input type="checkbox"/> F <input type="checkbox"/> Sa <input type="checkbox"/> Su</p> <p>Average daily wastewater flow rate (gal per day): <i>100</i> Time of discharge: _____ to _____</p> <p>Estimated five-minute peak wastewater flow rate (gal per min): <i>7.5</i> <input type="checkbox"/> Trade secret</p>			
<p>PERSON RESPONSIBLE FOR INDUSTRIAL WASTE DISCHARGE:</p> <p>AS A CONDITION OF THE ISSUANCE OF THE PERMIT HEREIN APPLIED FOR, THE APPLICANT AGREES TO SUBMIT ADDITIONAL INFORMATION AS MAY BE REQUIRED BY THE DIRECTOR OF PUBLIC WORKS. PERMITS MAY BE SUBJECT TO ADDITIONAL CONDITIONS AND LIMITATIONS. AN ANNUAL FEE MAY BE REQUIRED UPON PERMIT ISSUANCE. I AFFIRM THAT ALL INFORMATION FURNISHED IS TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE.</p> <p>NAME (Please print) _____ TITLE _____</p> <p>SIGNATURE _____ DATE _____ TEL. _____</p>			
<p>RETURN THIS APPLICATION, REQUIRED PLANS, SUPPORTING INFORMATION, AND AN APPLICATION/PLAN REVIEW FEE (CHECK FOR FEE AMOUNT) OF: \$ <i>1,277.50</i></p>		<p>PAYABLE TO: COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC WORKS</p>	
<p>Complete Certification of Compliance with Los Angeles County Lobbyist Ordinance on the back of this form</p>			
<p>IWDP-DPW Rev. 04/2016 1 of 2</p>			

CONCLUSION

Running Panaderia Tio Ale was a valuable experience that taught me the complexities of business management, financial planning, and customer engagement. I navigated everything from operations and supplier negotiations to marketing and in-store experience, gaining firsthand knowledge of what it takes to build and sustain a business. Despite our efforts, we ultimately had to shut down, but the experience strengthened my ability to problem-solve, adapt to challenges, and make strategic decisions under pressure.