



KIOSCO MI TIENDA

Miami University of Ohio
& Tulane University

May 2015



KIOSCO MI TIENDA (MAY 2015)



NAME	Nereida Vasquez & Carolina Landecho
AGE	70 and 19
PROFESSION	Business owners
STATUS	Open since January 3 rd 2015
NUMBER OF CHILDREN	N/A
BUSINESS	Mi tienda
NUMBER OF EMPLOYEES	The two owners



BUSINESS OVERVIEW

General store that sells staples to the community and surrounding areas. Sells goods subsidized by the government and other non-subsidized goods.

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	FACTOR 1	FACTOR 2	FACTOR 3	FACTOR 4
STRENGTHS	Electricity is present in the form of a refrigerator for the perishable goods along with a light on the ceiling of the store.	Great central location in Canglón with lower prices in comparison to other nearby kiosks.	Ms. Vazquez and Carolina both know how to read and write.	There is a future for the growth of the business with Carolina.

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	FACTOR 1	FACTOR 2	FACTOR 3	FACTOR 4
CHALLENGES	Lack of organization within the store including the products on shelves and no visible sign on the store.	No form of record keeping for monetary purposes, everything was in her head. Also, this did not accurately her profits versus costs.	Very low prices which prevented them from bringing in large profits. Some of the product prices couldn't be adjusted due to government standards but the other products were barely making a couple of cents.	Ms. Vasquesz was somewhat stuck in her ways and first, had reservations to change the way she ran the business.

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	Day 3 – 5/25/2015	Day 4 – 5/26/2015	Day 5 – 5/27/2015
<ul style="list-style-type: none">- Describe meeting- What did you and the business owner(s) do?- How did the business owner(s) react?- What questions did the business owner(s) have?- What specific requests did the business owner(s) have?- What recommendations did you provide?- What are some next steps?- etc.	<ul style="list-style-type: none">• We introduced ourselves and got to know a lot about her and the store in general. Also, we asked her what she thinks the business needs the most improvement on.• We are considering how we can use all the info she gave us and come up with great questions for tomorrow to help us with the final project.	<ul style="list-style-type: none">• We asked her a lot of questions focused on profits and products. We also talked to her granddaughter who is the future of the business and got her view on the best way to help the store as well as her personal dream.• This was the first day we talked one on one with the granddaughter which was very important. She was very open minded and determined to improve the store.	<ul style="list-style-type: none">• We delivered our suggestions for her business. We covered organization of receipts, using post it notes for each product to tally sales and gave her a ledger with all products listed for her to fill out every week.• For the future, make sure your ideas that you present are not too confusing and well explained bringing supplies for then to use for their business is very helpful as well.

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	SOLUTION 1	SOLUTION 2	SOLUTION 3	SOLUTION 4
PROPOSED SOLUTIONS	One of our solutions was improving the organization of the store, in relation to signs and display of products. We made her a poster for the front of the store listing the cheaper priced products.	Another one of our solutions was improving the organization of the records kept in the store. We created a ledger with a list of all the products and their specific information for her to keep updated weekly. We also supplied her with a binder and folder to keep everything together.	Because Ms. Vasquez was older and more stuck in her ways of how she liked to run the business, we worked a lot with her granddaughter. She seemed very open to our ideas and determined to implement them on a constant basis in the store.	Before Ms. Vasquez would fill out the ledger, we also incorporated a system into the business in order to easily keep track of the number of times the products were selling. By placing post it notes next to each product, they can just mark a tally each time that product sells.

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NEXT STEPS	
IMMEDIATE CHANGES	<ul style="list-style-type: none">• Accounting ledger• Sign on the front of the store• New tally system for sales of products• Suggestions on organization (supplied a binder and folder)
SHORT TERM CHANGES (WITHIN 3 MONTHS)	<ul style="list-style-type: none">• Satisfaction of seeing the tallies showing the sales of products.• Practice of writing things down and keeping things documented.• Creating a new sign for the street and making it more visible.
MEDIUM – LONGER TERM CHANGES (+3 MONTHS)	<ul style="list-style-type: none">• Larger profits due to increased knowledge of what products are selling the best.• More out of town customers will know about the business because of the signs.• Larger products will also allow Ms. Vasquez to restock inventory more frequently.

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BEST PRACTICES FOR DELIVERING WORKSHOPS

Make sure to thoroughly plan the nights before, remain positive and upbeat with the community members, go through the entire presentations before, be prepared to work on your feet and improvise, have other group members critique your work and have fun!

ADVICE FOR FUTURE BRIGADES

Our advice for future brigaders include looking at the competitor prices and see if you can raise prices for non-government subsidized goods. Also, check how they are doing with the ledger and see if it is working for them, and if they are correctly and constantly updating it.

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CONTACT DETAILS		
BUSINESS OWNER(S)	Name: Nereida Vasquez	Name: Jennifer Carolina Landecho
COORDINATOR	Name: Juan David Colorado Villegas	
TRANSLATOR(S)	Name: Lissie, Sarah Emptage	
[UNIVERSITY] BUSINESS BRIGADE	Names of all students: Max Maiale, Cameron Berthelsen, Avery Swift, Alex Martin, Marissa Humayun	