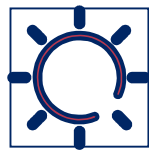


TAMAR CHALLENGE

- In 1975 the businessman Javier Acha founded one of the first self-service establishments in Spain and, after its success, he later launched another innovative food project.
- Tamar started by preparing menus for the clients' headquarters. Since then, he has grown his business gradually and has made a clear commitment to quality, personalized service and innovation. Now it has become one of the benchmarks in catering services nationwide.
- Tamar is a company specialized in restaurant and catering services for communities. It provides flexible and close proposals that offer a varied, healthy, balanced and current diet.
- It develops solutions in the comprehensive management of dining rooms for companies, educational centers, Administrations, nursing homes and hospitals.
- In recent years it has continued to innovate with a professional line for hotels, restaurants and companies that lack adequate facilities to produce their own products.



CHALLENGE



TAMAR IS READY FOR A NEW BUSINESS LINE

- 1 Tamar currently works in the following business areas:
 - Educative sector
 - Services for Enterprises
 - Health sector
 - Other services
- 2 In Vizcaya Tamar has two main production lines which supply its businesses providing around 12.000 daily meals.
- 3 In addition to the aforementioned business lines, there are other types of possible clients which may want to have their daily food at home. A possible new market niche has been identified.
- 4 Tamar believes it can be an opportunity to become one of the key players in this market segment and enhance the revenues. It can increase the production capacity up to 15.000 daily meals.
- 5 Would you be able to help Tamar develop its business plan while still meeting the expected quality standards?



DEVELOP A NEW BUSINESS PLAN

- Tamar continues to innovate and is developing a new business line to cover a possible gap in the market.
- The participating students will have to develop the business plan which will contain the following deliverables:
 - Competence & market study
 - Product proposal
 - Diet and quality compliance
 - Distribution Strategy
 - Sales strategy
 - Pricing document

