

# ***Building your Businesses Performance using Quality Key Points***

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**Abstract** — *The problem with today's and yesterday's businesses is the lack of innovative ideas because everything was built and presented at the same time and not in stages. Today all you see is what is left of what was once thriving businesses and suddenly after a couple of years just closed their doors. The idea of what I am proposing is the idea of what big electronic companies do to attract new and old clients. By using DMAIC, LEAN and the SWOT process I was able to build a business on paper with the potential of growing and lasting longer than the competition has lasted. Businesses that have similar vibes show a high rate of being successful and will keep being in the profitable future. The business being presented will begin its stages with a restaurant, 4X4 trails and a parking lot zip-line.*

**Key Terms** — *DMAIC, Lean Manufacturing, Process Improvement, SWOT.*

## **INTRODUCTION**

Undisclosed mountain restaurants have been on the uphill these last few years with people and potential clients looking for a good place to eat and have fun at the same time, a place with a wild factor. Yes, these restaurants do offer the wild factor people are going and looking for, but they do lack the idea of innovation and sustainability, for the reasons being not able to overcome the ideas already planted. In this article you will read about how to overcome the innovation and sustainability slump.

### **Research Description**

Creating a business is difficult and in some cases seem impossible, which as I have found the most difficult part is crafting the idea or better known as the vision of what your company is going to be or is going to offer. The company I have

planned on building offers all of the activities of the outdoors in one confined area, for example the 200 acres have the ability to house a mountain top restaurant, 4x4 trails, pig farm, lettuce, potatoes and tomato growth, paintball rings and alligator hunting for those adrenaline rushes and for those people looking for just a simple relaxed nature hike, we can offer it.

As a final good bye a zip-line that runs from the restaurant to the parking lot. What we have found is that places that offer both 4x4 trails and food have a good comeback, but if we offer more opportunities we can be able to provide everything of everything referring to the activities offered and making a boom in the market place.

### **Research Objectives**

This project goal is to recognize an opportunity, study the services where it would be growing as a family restaurant, moreover, the financial viability of the project including initial capital cost of the project and its revenue. Create analysis of factors such as the cost associated with farming equipment, permits for the restaurant, and permits for the use of privately own 4x4 vehicles on a closed areas.

The main purpose of this project is to move the idea of wild factor themed restaurants in Puerto Rico by presenting the idea of being self-sustainable and being able to provide everything needed to move a company forward using the best resources available which are the ones we produce and what our beautiful island has to offer..

### **Research Contributions**

The whole idea and concept behind this potential money making idea and lucrative journey comes with the background of creating a new business producing a new service of standardize

quality for market competitiveness. At an affordable and luring price, in which a family can both eat comfortably and have a full 4x4 area to make their own mud pit.. Helps to obtain fundamental information for the construction of a Business Plan which has already been prepared, the only thing missing are the operating costs, which in the business aspect provides a well-rounded base to implement the final project.

## LITERATURE REVIEW

There are several different open nature restaurant type ideas, which had been created to form a type of adventure or wild factor. This idea does possess a similar characteristic to other restaurants, the fact that it is a restaurant, but the key factors are totally different. The main attraction is the 360 degree view of “Vega Baja” and “Arecibo”, where you will enjoy a nice and fun ride on a 4x4, then end up at the mountain top restaurant where fresh meat and vegetables will be proudly served from our own cattle, pigs and green houses. After the client finishes and is ready to leave, he or she could either take a ride back down on a 4x4 vehicle or take a ride on a zip-line that escorts you right on to the parking lot. The reason why we can say that our prices are the most affordable than the competition is because we offer self-sustainability, by producing our own 100% home grown vegetables and 100% home grown and raised beef and pork meats.



**Figure 1**  
**View of Future Restaurant**

## History

The wild factor themed restaurants started appearing in Puerto Rico, nearly 10 to 15 years ago. The market is still considered pretty new. The idea behind wild factor themed restaurants is basically to use what the land has to offer to provide an extreme experience for those thrill seekers and family outings at the same time.

The first restaurants that offered this type of atmosphere started opening near the coast lines, because it was made to attract tourists and locals. Soon after lots of restaurants followed but ended up closing their doors. The reason behind their failures was because every restaurant offered the same type of atmosphere and people got tired of the same thing over and over. That was soon recognized by the ones who decided to move their operations to the mountain regions. That's where the wild-factor themed restaurants really started gaining momentum and began appearing all over the mountain regions.

The difference between a wild factor restaurants in the coast versus one from the mountains is that they have so much more to offer for all of the family. The ones in the coast were only water based, restaurants in the mountain region are full of animal adventures, 4x4 adventures, high altitude adventures and best of all the Latin food culture mixed with the nature aspect is a better mix than sea food.

## Market Analysis

The first restaurant to open using the wild factor theme was “La Loma de Pedro”, which was located in the mountain top of “Coamo” but was known as a “chinchorro”. What made the restaurant different was that it could only be reached by 4x4 vehicles, mountain climbers, horseback riding or helicopter. The second most recognized for its 4x4 accessibility is “El Cerro de Nandi” another “chinchorro”, but one of the most recognized is “La Vaca Brava” which offered a mechanical bull as entertainment [1]. One of the newest addition is “El Toro Verde”, which offers mountain biking, zip-lines and hiking [2]. Carabali is a competing

restaurant, which also offers similar activities but at a high cost [3]. La Vecindad Del Chavo is another restaurant with a large family attractions [4].

The differences between these restaurants and the expected restaurant are the location and the ambience. What this one offers is a total jungle, country feel, every trail is untamed, wild life is in abundance and actual real Indian rock drawings could be seen around the property and since the area is considered a national park, nothing can be build close to the property, leaving the nature aspect of it safe for years to come.

## **METHODOLOGY**

During this chapter we will be designing and selecting the prime location for the restaurant, zip-line and the parking area. Also the ways on how the lean and quality key points where put to use during the design of the restaurant and future areas of activities to come

### **Descriptive Phase**

During this phase, we'll be pursuing to accomplish 3 things. The first is to segregate where the parking area would be, the second is to analyze and measure how the Zip-line would be built and third where the restaurant would be located. This phase is expected to last a couple of weeks in order to implement a thorough ground inspection.

The reason for the need of a ground inspection, is because the soil in the property is mixed with sand, which makes it more fragile and supports less weight.

Also as part of the step will be to map out the routs and select the best possible locations for the attractions to have a better public access.

### **Phase 2**

During this phase, the actual foundations and permits will be in play. The finishing and presenting of the business plan will be present in order to sell the idea of the restaurant and presented to the public. The main purpose of coming up with this ideas and presenting it to the public is to create public awareness and build up that excitement. The

planning of the marketing deals for the release will take a couple of months.

### **Phase 3**

After the designs and permits have been presented and signed off. Actual work of the restaurant and other building required areas will be commencing. The marking of the 4x4 trails will be opened to the 4x4 companies to select the best possible routes, by doing so I set the grounds for potential investors and possible clients. This phase will take approximately four months adding weather anomalies to the time completion.

### **Phase 4**

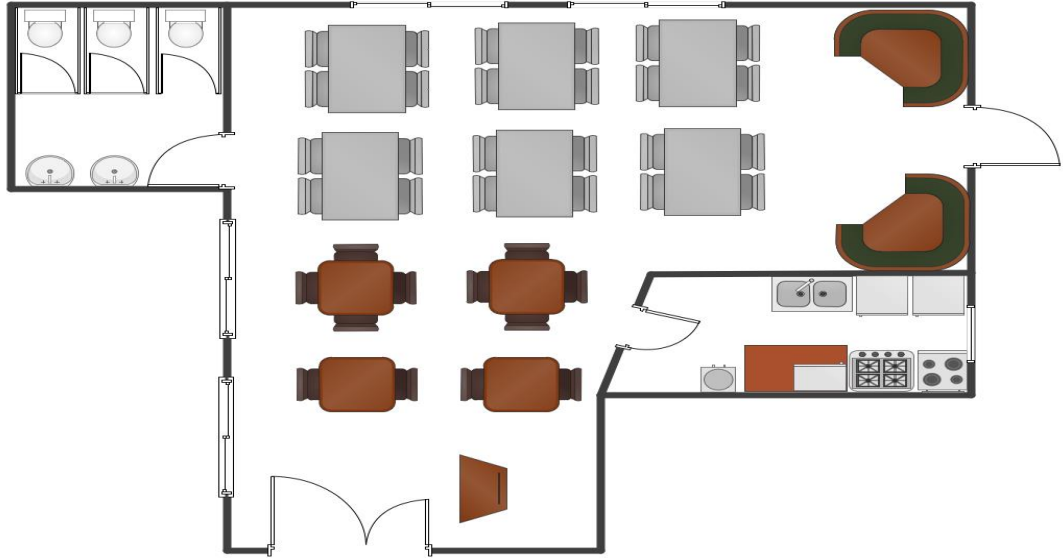
During this phase will be dedicated to semi-opening of the facilities to potential investors. The idea is to invite the 4x4 company owners or people who represent those companies. We also invite potential clients to enjoy and explore what the property has to offer, it also opens the door to free marketing because of the potential investors using the facilities for new product unveiling and potential sale agreements.

This phase would last a month at the most, after everything possible had been done and offered the facilities will open to the entire public and normal set operations would commence.

## **RESULTS AND DISCUSSION**

I have reached the conclusion, that creating the idea of a business is not easy, but the implementing of it is another story. In other words the wild factor restaurants are a big hit hear in Puerto Rico, but none are like we plan to be.

In all cases, I am determined to maintain and be well known as the best restaurant, because of how fresh our products are. In other aspects I am certain that by implementing the time by time effect of implementing new ideas and attraction a little at a time, instead of bringing them all together at once we will last and maintain a competitive edge over every other company that is in the same industry as we are. Which I think is going to be difficult for another company in Puerto Rico to top us, we will



**Figure 1**  
**Restaurant Layout**

be the one that people talk about and that people want to visit from all over.

**Restaurant Day to Day Preparations**

All of the operations start the day before, with the pre-selection of the prime cut of meats and stored in a refrigerator at a temperature right below freezing, but never frozen and the vegetables are handpicked and sliced every morning and stored in the same refrigerator as the meats and maintained fresh. The steps taken to prepare for a day to day of operations always start with using the FIFO system which means that the first sliced produce which will be located closest to the door will be the first to be used as ingredients on a customer’s plate. Using the FIFO system with the meat department will be used in a way where the meat going out of the refrigerator was the meat that was first out of the meat grinder [5].

The kitchen will hold an average of enough food for 150 customers per opening, the openings are divided in two stages. The first opening will be during lunch hours and the second opening will be for dinner. Since restaurant will open for lunch and and dinner the 150 people food average will be sufficient for the first openings. After a few days

after we make a name in the adventure and food business we will make a change.



**Figure 2**  
**Kitchen Storage (Meat and Vegetables)**

In case the 150 people average falls short, we can always go to our back yard and re-stock on our main ingredients and make do. The meat cuts will take more time to prepare but time management and hourly inventory counts can help solve that. That is what I call a successful kitchen,

## SWOT ANALYSIS

The SWOT Analysis is a technique used to evaluate the market and the competitors. This technique helps to comprehend the project Strengths, Weaknesses, Opportunities, and Threats for the proposed service [6].

### Strength

- 90 percent of our food is grown and prepared in house.
- Fresh food will be prepared each day with fresh ingredients.
- Since we provide all of the food ingredients, our prices don't have to be as competitive.
- We will be known as the only ones who provide food this fresh.
- All areas will be located in one property and are all open to the public.
- We provide all types of people with an attraction.

### Weaknesses

- In rough weather our property becomes inaccessible, only off-road vehicles can access the area.
- Since we are located closer to the coast than the mountains, our soil is mixed with sand, which makes it great for off-roading but a little challenging for building constructions.
- Since the property is located right next to a river, in rainy days it can flood the property.
- Property requires a lot of upkeep.

### Opportunities

- We can offer our facilities to 4x4 companies, in order for them to unveil new products.
- As new connections are made, new probabilities arise, we can later open a store carrying those companies' products, which leads to free publicity for those companies. Who turns down free and good publicity?
- Since the property is big, new attractions can be added in the future and keeps it from

becoming just another hit and miss in the market place.

### Threats

- Weather anomalies.
- Civil suites, which are absurd, because people sign a contract when they enter the grounds waving any right to sue the company for damages caused by their own doing.

We would only answer to accidents caused by our own doing, which includes:

1. Food Poisoning.
2. Animal Damage (Cattle, Pigs).
3. Staff negligence.

## CONCLUSION & DISCUSSION

I have reached the conclusion, that creating the idea of a business is not easy, but the implementing of it is another story. In other words the wild factor restaurants are a big hit here in Puerto Rico, but none are like we plan to be.

In all cases, I am determined to maintain and be well known as the best restaurant, because of how fresh our products are. In other aspects I am certain that by implementing the time by time effect of implementing new ideas and attraction a little at a time, instead of bringing them all together at once we will last and maintain a competitive edge over every other company that is in the same industry as we are. Which I think is going to be difficult for another company in Puerto Rico to top us, we will be the one that people talk about and that people want to visit from all over.

Puerto Rico is an island where its resources are taken for granted for the most part. What I am trying to say is that we as a small island have as much as potential as most of the other countries or continents combined, we have good farming soil, good weather and most of all we are in the heart of the Caribbean, most of us say we are the heart of the Caribbean. We import 95% of our foods, which in a stand point, we are not producing. Not every place has the luxury of planting something and getting something in return. That is why I believe

an idea like my restaurant is what the island needs so that people get the idea and start producing from what our rich lands have to offer. You could go to the coast, if you build it, the view will sell it, if you go to the mountains the view will sell it. Who else has that luxury, to a point I do not care if people copy my idea, I just want to see my home place reach the potential it should.

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