

How to Start a “Carinderia” Business?

STARTING CAPITAL: ₱80K - ₱110K*

₱20,000 – Furniture, Cooking Wares & Tools

₱20,000 – Raw Materials/Ingredients

₱10,000 – Permits & Licenses

MONTHLY OVERHEAD:

₱15,000 – Salary for 2-3 Crews/Staffs

₱15,000 – Space/Shop Rental, Utility Bills

**for first 2-3 months operation only, includes overhead*

ANNUAL ROI: 20% – 80%

BUSINESS MODEL

Carinderia or canteen business generates revenue from value meals, viands and beverages serve at affordable prices. Customers mainly are students, office workers, factory workers, and typically people from all walks of life. Quality menus coupled with great service can double up your sales in months, if not weeks.



BUSINESS OVERVIEW

Starting with 8 to 10 menus, a carinderia business that caters 50 to 100 customers a day can make you profitable. Serving breakfast, lunch and dinner meals priced from ₱50 to ₱100 would be equivalent to ₱2,500 to ₱10,000 daily revenue or about ₱60,000 to ₱250,000 a month. Great focus on food quality could mean great profitability.

RECIPE FOR SUCCESS

With a plethora of fast food chains, restaurants and food stands, competition is always a part of this business. Your strategy then is to incorporate differentiation moves like valuable meal packages, discounts to regular clients and lively canteen atmosphere. You may not win over pricing but food quality mainly the taste, presentation and ingredients can keep your customers on coming back. Also, ensure that you have a well-coordinated day-to-day action plans among your staffs.

Let's build your business.

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Knowriel can guide you more in the startup aspects and operational strategies. [Talk to Us](#) today. Grow your Carinderia business!

Build Your Dream Business

Towards Success.

Let's talk about it.

1

We'll evaluate your idea.

Any business idea will do. But business idea should be carefully tested before that decision to make it happen. Business viability or feasibility is analyzed against available resources, market condition, and the five startup success factors – timing, team, idea, model and funding.

2

We'll create a plan.

Business planning is about understanding and writing down the product development, marketing, management, and financial aspects of your business. It is more on answering the "How" question. Business plan is the formal documentation of your business idea so you're always on track.



We'll dive into finances.

3

Any business cannot start without that capital. This capital has to be allocated properly to the starting inventory and operating expenditures. Identifying the assets and liabilities, costs and gains, and maintaining an honest record of them in the ledger or journal are important business practices to observe.



4

We'll device strategies.

Good strategy is key to winning success in any business. Strategy is mainly that action plan to outcompete competitors but is also a sensible approach to get customers to love your products and services. Formulating strategy is always an edge is achieving growth and profitability.

5

We'll review and improve our actions.

Business is an on-going endeavor. Customer demand changes over time, and so are the technology and economy. We need to adjust to the demand of times.



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