

**CONCEPT: HOLE-IN-THE-WALL FOOD KIOSK**

**CATEGORY: SISIG & TACO SHOP**

**PEG: SENOR SISIG**

- Simple menu, known for sisig and tacos.
- Streamlined operations and production.

**BRAND IMAGE**

- Fun, non-intimidating, rustic, homey

**PLACE/LOCATION: #78 ESTRELLA STREET, BEL-AIR VILLAGE, MAKATI CITY, 1200**

Distribution of our products will be through our physical store and through delivery.

**PRICE**

Price target range is at average of 90/150 pesos more or less.

**PROMOTION**

- Flyering for condominiums and offices nearby.
- Blogs
- Facebook
- Sali sa Food Bazaars or Sunday Markets