

Casa Latina

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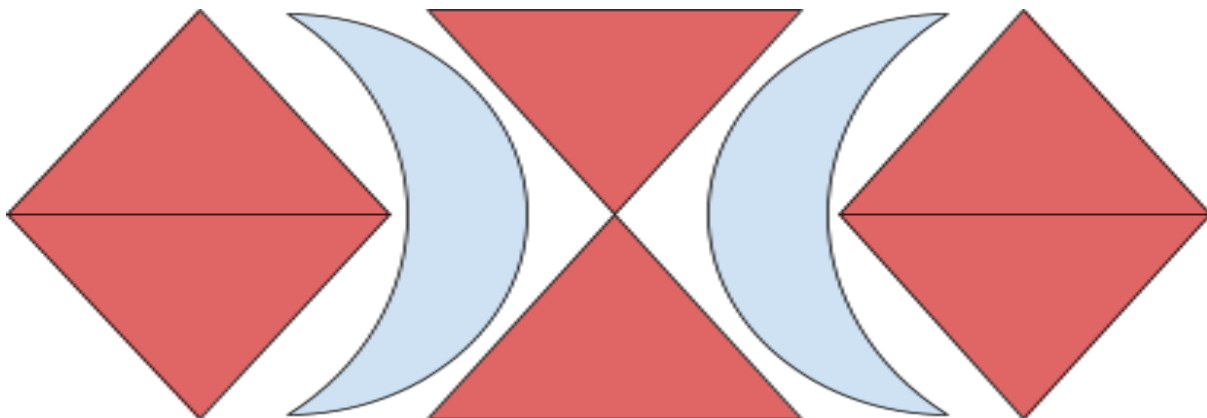
AREPAS	CEVICHE	SOPAIPILLAS	DRINKS
<ul style="list-style-type: none"> Reina Pepiada \$9.50 Shredded Beef \$9.50 Grilled Cheese \$7.00 Chicken \$9.00 Vegetarian \$8.50 	<ul style="list-style-type: none"> Shrimp Ceviche \$10.00 Fish Ceviche \$9.50 	<ul style="list-style-type: none"> Sopaipillas \$6.50 Sopaipillas & Pebre \$7.50 	<ul style="list-style-type: none"> Malta \$3.50 Frescolita \$3.50 Coca-Cola \$3.00 Jarritos \$3.00 Natural Juices \$4.00
EMPANADAS	CHORIPÁN	DESSERTS	
<ul style="list-style-type: none"> Beef Empanada \$4.50 Chicken Empanada \$4.50 Cheese Empanada \$4.00 Party Tray (12) \$48.00 	<ul style="list-style-type: none"> Choripán \$8.50 Loaded Choripán \$9.50 	<ul style="list-style-type: none"> Tres Leches Cake \$5.50 Churros \$5.00 Alfajores (2) \$4.00 	

Traditional Latin Cuisine • Food Truck & Catering

Prepared by: Jesus Date: May 2026

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Executive Summary Business Name: Casa Latina

Casa Latina is a Latin American food truck based in Parker, Colorado, dedicated to serving authentic, homemade-style Latin cuisine with fast service and a warm, welcoming atmosphere. The business provides a diverse menu inspired by traditional recipes from multiple Latin American countries, offering customers a genuine cultural and culinary experience.

Casa Latina serves families, workers, students, and community members of all ages who are looking for flavorful, high-quality food that feels homemade. The business especially appeals to Latin American residents who miss the authentic flavors of home, as well as non-Latino customers who want to explore new dishes and cultural experiences.

The problem Casa Latina solves is the lack of truly authentic Latin food options in Parker. While the area offers American, Mexican, and fusion-style restaurants, there are few places where customers can find real Latin American dishes prepared with traditional methods and fresh ingredients. Casa Latina fills this gap by delivering genuine flavors, cultural identity, and consistent quality.

The main products and services include arepas, empanadas, tacos, bowls, homemade sauces, sides, and seasonal specials that highlight different Latin American traditions. The food truck also provides catering for small events, school functions, and community gatherings, expanding its reach beyond daily street service.

Casa Latina generates revenue through daily food truck sales, catering services, special events, and participation in local festivals. The business maintains manageable operating costs through efficient sourcing, controlled waste, and a streamlined mobile operation that allows flexibility and high customer visibility.

The biggest goals for Casa Latina are to build a strong, recognizable brand in the region, expand into multiple food trucks, and eventually open a permanent restaurant location. Long-term objectives include increasing community presence, strengthening customer loyalty, and becoming the leading provider of authentic Latin cuisine in the area while preserving the homemade quality and cultural essence that define the brand.

Mission and Vision

Business Name: *Casa Latina*

Tagline: *Authentic Latin flavors that feel like home.*

Mission Statement

Casa Latina's mission is to share the richness of Latin American culture through authentic, homemade-style food prepared with fresh ingredients and traditional recipes. We aim to create a warm, welcoming environment where every customer feels valued and connected to the flavors, stories, and traditions that define our identity. Our mission is rooted in quality, hospitality, and cultural pride.

Vision Statement

Casa Latina's vision is to become the leading Latin food brand in the region, recognized for authenticity, consistency, and community connection. We aspire to expand from a single food truck into multiple units and eventually a permanent restaurant location, all while preserving the homemade quality and cultural essence that define our brand. Our long-term vision includes becoming a cultural hub that celebrates Latin heritage through food, service, and community involvement.

Company Identity & Values

Casa Latina is built on authenticity, warmth, and respect for tradition. Our identity reflects vibrant flavors, cultural pride, and a commitment to delivering real Latin food without compromise. We value integrity, consistency, and genuine hospitality. We believe in treating customers like family, honoring our roots, and creating a brand that represents joy, community, and the feeling of home. Our values guide every decision—from sourcing ingredients to serving each plate with care.

Business Description

Casa Latina is a mobile food business that operates as a Latin American food truck in Parker, Colorado. The business exists to provide authentic, homemade-style Latin cuisine in a community where true Latin flavors are limited or missing. Casa Latina prepares and serves traditional dishes inspired by multiple Latin American countries, focusing on freshness, cultural identity, and fast service.

The customer problem Casa Latina addresses is the lack of real, traditional Latin food options in the area. Many available restaurants offer Americanized or fusion versions of Latin dishes, which do not represent the authentic flavors that customers, especially Latin American residents are looking for. Casa Latina solves this by offering genuine recipes, homemade sauces, and a menu that reflects real Latin culture.

The business operates through a food truck model, allowing mobility, lower overhead costs, and the ability to serve customers in high-traffic areas, events, and community gatherings. Daily operations include food preparation, cooking, customer service, and maintaining consistent quality. Casa Latina emphasizes efficiency, cleanliness, and a welcoming environment that reflects Latin hospitality.

Market Analysis

Casa Latina serves a diverse customer base in Parker, Colorado, including families, workers, students, and community members who want fast, flavorful, and authentic Latin American food. The primary target market includes Latin American residents seeking the traditional flavors they grew up with, as well as non-Latino customers interested in exploring new cultural foods. These customers value convenience, authenticity, and consistent quality.

The customer profile includes individuals aged 5–75 who eat out frequently, enjoy street-food style meals, and prefer affordable options with strong flavor. Many customers look for quick lunch or dinner solutions, while others seek unique cultural food experiences not available in typical American or Tex-Mex restaurants.

Industry research shows that food trucks continue to grow in popularity due to lower prices, mobility, and the ability to offer specialized cuisine. Parker and surrounding areas have a strong demand for diverse food options, but limited access to authentic Latin American dishes. This creates a clear opportunity for Casa Latina to stand out.

Competitors include local Mexican restaurants, fast-casual chains, and other food trucks offering general street food. However, most competitors do not provide true Latin American cuisine from multiple countries, nor do they focus on homemade flavors and cultural authenticity. Casa Latina differentiates itself through traditional recipes, fresh ingredients, homemade sauces, and a brand identity centered on Latin culture and community connection.

Casa Latina's competitive advantage comes from its authenticity, mobility, cultural appeal, and ability to serve customers quickly while maintaining homemade quality. This positioning allows the business to attract loyal customers and stand out in a market where genuine Latin food is limited.

Products and Services

Casa Latina offers a menu of authentic Latin American dishes prepared with traditional methods and homemade flavors. The business focuses on delivering fresh, fast, and culturally rooted food that represents multiple Latin American countries. The main products include arepas, empanadas, hervidos, bowls, homemade sauces, sides, and rotating seasonal specials that highlight different regions and traditions. Each item is designed to provide customers with a genuine taste of Latin culture, using real ingredients and recipes passed down through generations.

The services include daily food truck operations, where customers can order meals quickly and conveniently, as well as catering for small events, school functions, and community gatherings. Catering allows Casa Latina to reach larger groups and participate in local celebrations while showcasing its authentic menu. The food truck model provides flexibility, mobility, and the ability to serve customers in high-traffic areas, festivals, and community events.

Casa Latina's products and services emphasize authenticity, cultural identity, and homemade quality. The business stands out by offering real Latin American flavors that are not commonly available in the area, giving customers a unique and memorable food experience.

Organization and Management

Casa Latina is owned and operated by its founder, who manages all major decisions, daily operations, menu development, purchasing, cooking, customer service, and financial oversight. The owner currently performs all primary tasks to maintain quality and consistency.

Team members will include a cook, a cashier/server, and part-time event support as the business grows. Key roles include food preparation and cooking (cook), taking orders and handling payments (cashier/server), and assisting with setup and service during catering events (event support).

Responsibilities are divided to keep operations efficient: the owner oversees quality control, inventory, scheduling, finances, and overall management; the cook focuses on preparing and cooking food; the cashier/server handles customer service and payments; and event support assists during large events.

Estimated wages are based on local food-service rates: cook at \$18–\$20 per hour, cashier/server at \$16–\$18 per hour, and event support at \$16 per hour. Future hiring needs include one consistent cook, one cashier/server, and additional part-time staff for festivals, school events, and large catering jobs as demand increases.

Marketing and Sales

Casa Latina builds its customer base through authentic Latin flavor, strong cultural identity, and consistent visibility in the community. The marketing strategy follows the Four P's: **Product** (authentic homemade Latin dishes), **Price** (competitive and affordable), **Place** (high-traffic areas, events, and community locations), and **Promotion** (social media, community engagement, and local partnerships).

Marketing activities include posting daily locations and menu items on social media, sharing photos of dishes, participating in local events and festivals, distributing flyers, and engaging with neighborhood groups. These actions increase visibility and help attract both new and returning customers. The sales process is fast and simple: customers order at the truck, receive their food quickly, and enjoy a friendly, welcoming experience. Customer retention is built through consistent quality, authentic flavors, and strong community presence.

The **marketing budget** covers small social media ads, printed materials, signage, and event participation fees. These costs support brand visibility and help Casa Latina reach more customers without requiring a large investment.

Financials

Casa Latina generates revenue through two main sources: daily food-truck sales and catering for community events, schools, and private gatherings. The average ticket price is designed to stay competitive while covering ingredient costs, labor, and operational expenses. Daily sales expectations are based on consistent customer traffic in high-visibility locations and participation in local events.

Startup costs include the purchase and outfitting of the food truck, permits, licenses, initial inventory, equipment, branding materials, and operational supplies. Fixed monthly expenses include commissary rent, insurance, fuel, phone/internet, maintenance, and permit amortization. Variable expenses include ingredients, packaging, cleaning supplies, and payment-processing fees, which increase or decrease depending on sales volume.

Profit estimates are based on steady daily sales and additional revenue from catering. A basic sales forecast includes expected daily revenue, average customer count, and the number of operating days per month. The break-even point is calculated by comparing fixed monthly costs with the profit margin per meal to determine the minimum number of meals needed to cover all expenses.

Revenue Source	Description
Daily food-truck sales	Main income from individual meals
Catering	Events, schools, private gatherings

Item	Cost
Food Truck (used + equipment)	\$45.000
Permits & licenses	\$1.200
Initial Inventory	\$1.000
Kitchen equipment	\$2.500
Branding & Signage	\$1.000
POS system	\$800
Commissary deposit	\$500
Cleaning & safety supplies	\$300
Total Startup Cost	\$52.300

Variable Cost	Cost per Unit
Ingredients	\$2.00
Packaging	\$0.50
Cleaning supplies	\$0.10
Processing fees	\$0.20
TOTAL VARIABLE COST PER MEAL	\$2.80

Expense	Monthly Cost
Commissary rent	\$600
Insurance	\$350
Fuel	\$300
Phone/internet	\$80
Maintenance reserve	\$200
Permit amortization	\$50
TOTAL FIXED MONTHLY EXPENSES	\$1,580

Category	Amount
Total monthly revenue	\$16,640
Variable costs (60×\$2.80×22)	\$3,696
Fixed costs	\$1,580
Estimated monthly profit	\$11,364

Demographics Paragraph

Casa Latina serves a diverse customer base in Parker, Colorado, primarily adults between the ages of 5 and 75. Most customers come from middle-income households seeking authentic, homemade Latin food at an affordable price. The area includes families, local employees, and young professionals who rely on quick-service options during lunch and dinner hours. Parker's growing Latino community also contributes to steady demand for traditional dishes that feel familiar and culturally meaningful. The town's population is highly active in community events, which increases visibility and foot traffic for food trucks. Many residents value small businesses with strong cultural identity, making Casa Latina a natural fit for the local market. This demographic mix creates consistent weekday sales and strong weekend peaks driven by families and event attendees.

Psychographics Paragraph

Casa Latina attracts customers who value authentic, homemade food that reminds them of cultural traditions and family meals. Many of them prioritize quality over convenience and actively seek out businesses that feel genuine and community-driven. They enjoy trying new flavors but prefer dishes that feel comforting, familiar, and rooted in Latin heritage. This audience appreciates small local businesses and often chooses places with strong identity over large commercial chains. They are socially active, frequently attending community events, farmers markets, and local gatherings where food trucks are present. Many customers also care about supporting minority-owned businesses and feel connected to brands that represent culture and pride. Overall, Casa Latina appeals to people who value authenticity, warmth, and meaningful food experiences.

Needs & Problems Paragraph

Customers in Parker often struggle to find authentic Latin food that tastes homemade and reflects real cultural traditions. Many rely on fast-food options because there are limited local restaurants offering fresh, traditional Latin dishes. Busy families and workers also need quick meals that are flavorful, affordable, and convenient during lunch and dinner hours. People who grew up with Latin cuisine miss the comfort and familiarity of the food they know but don't have the time or ingredients to cook it at home. Event organizers in the area also lack culturally focused food vendors who can serve large groups with consistency and quality. New residents and food-curious customers want to explore Latin flavors but have few trustworthy options nearby. Casa Latina solves these needs by providing authentic, fast, and accessible Latin meals that fill a major gap in the local market.

Buying Behavior Paragraph

Customers who visit Casa Latina tend to make purchase decisions based on authenticity, flavor, and the emotional connection they feel to traditional Latin food. Many prefer businesses that offer homemade-style meals and are willing to pay slightly more for quality and freshness. They often choose items they already know, such as arepas or empanadas, but are open to trying new dishes when they trust the brand. Most customers buy during lunch and dinner hours, valuing quick service and consistent portion sizes. Repeat buyers return because they appreciate the friendly service, cultural identity, and reliability of the food truck. Event attendees and families tend to purchase multiple items at once, increasing average ticket size. Overall, Casa Latina attracts customers who prioritize genuine flavors, convenience, and a strong sense of cultural authenticity in their food choices.
