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SUMMIT
MEDIA

I → packaging . . .

"Packaging shouldn't be viewed as cost but as an investment," says Daisy Tañafranca, program leader of the Packaging Research and Development Center (PRDC) of the Department of Science and Technology (DOST). She is also the project manager of a program called "Improvement of Packaging Technology for Philippine Food Products in the Regions," which is sponsored by the Japan International Cooperation Agency (JICA).

Since 1999, the PRDC has been tasked to make local industries and their products globally competitive through world-class, innovative, and sustainable packaging technology. It has been providing small and medium enterprises (SMEs) assistance on packaging technology, particularly to reduce the 20-50 per cent spoilage rate of local packaged food products.

"Packaging is a vehicle of trade and industry," says Tañafranca. "One can gauge the extent of progress of a country by the degree of sophistication and by the number of packaging that's available in its market."

She adds: "Packaging cost is also relative to the cost of product to be packaged, minimum volume order, and type of packaging, such as, say, metal, paper, plastic, glass or composite. The main factors that need to be considered when designing a package for food products are the market destinations, consumer behavior, safety and regulations, shelf life and economic feasibility." ■

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THE *right*

food
BUSINESS

Two successful restaurateurs discuss the most important things you need to consider in order to succeed in the restaurant business

By MARIE ANNE FAJARDO

Good food and good customer service are absolute musts in running a restaurant, but they are not all you need to succeed in business. You also have to find the right location for your restaurant, then create and sustain a suitable dining atmosphere and image for your specific target customers.

This about sums up the experience of two successful Metro Manila restaurateurs, Ricky Gutierrez of the Chateau 1771 group of restaurants and the husband-and-wife team of Chito and Lizzie Guerrero of The Old Spaghetti House and Grilla.

Chateau 1771 is an upscale fine dining restaurant located at El Pueblo Real de Manila along ADB Avenue at the corner Julia Vargas Avenue, right at the heart of the Ortigas Center in Pasig City. This restaurant serves what it bills as "French No Borders Cuisine," which includes all-time favorite entrees like potence steak *flambé*, seafood *jambalaya*, *callos pastel*, and cheese beef *fondue*.

In the business for almost 15 years now, Chateau 1771 is the flagship of the restaurant group that also runs Sentro 1771 at Greenbelt 3 in Makati City, Portico 1771 at Serendra at the Bonifacio Global City in Taguig, and Sidebar Café, which is also located at El Pueblo Real de Manila.

On the other hand, The Old Spaghetti House is a 15-outlet chain of



INGREDIENTS



CHITO AND LIZZIE GUERRERO: They designed TOSH in such a way that its customers would have a memorable experience

restaurants in various locations in Metro Manila, serving quality yet affordable pasta specialties and a wide range of rice meals, American baked spareribs, pizza, and sandwiches. It is the Guerrero couple's second restaurant venture after Grilla, a barbecue restaurant and bar that they opened in Antipolo in 1998. Grilla's specialties include the crispy pata, Australian rib-eye steak, grilled smoked chicken and other seafood

grilled varieties, as well as big servings of popular Filipino and Asian foods for sharing.

Chateau 1771 hasn't stayed put in just one place, moving to different locations to the pulse of Metro Manila's upscale commercial developments. It used to be located along M. Adriatico St. in Malate, Manila, where Ricky Gutierrez had put it up in 1988 during Malate's boom years as a commercial district. It was right beside

Malate Pensionne, a 60-bedroom inn owned by the Gutierrez family that he was helping manage at the time.

When the commercial development of the Ortigas Center went into full gear in the 1990s, however, Gutierrez moved Chateau 1771 to its present location, right beside the head offices of such majors as the Asian Development Bank, San Miguel Corp., and Banco de Oro and just a block away from the

