

## Hoja 3.3: Case Study para Sleeptight Maternity Centre

### Resumen Overview of Business

Sleeptight Maternity Centre proporciona servicios de pre/post maternidad y bienestar familiar bajo un mismo techo. El centro de negocios tiene un ambiente familiar con una gran calidad de atención al cliente para satisfacer diariamente las necesidades emocionales, físicas y sociales de madres, recién nacidos y otros miembros de la familia. El centro también proporciona espacio para que otras empresas puedan alquilar habitaciones por horas, día completo o por tarifa mensual. provides pre/post natal maternity & family wellbeing services together under one roof. The business centre has a family-friendly environment with high quality customer service to meet the daily emotional, physical and social well-being needs of mothers, new-born children, and other family members. The centre also provides space for other businesses to hire rooms on an hourly, full day or monthly rate.

La dueña de la empresa, Rachel, es una orgullosa madre de 3 niños y quiere cumplir con su sueño de ayudar y apoyar a otras madres de la comunidad. Tiene una gran riqueza de conocimientos y experiencia que obtuvo en The business owner Rachel is the proud mother of 3 children, and wants to fulfill her passion to help and support other mothers in the community. She has a wealth of knowledge and experience and has attained a Montessori junto con la fundación combined NNEB (National Nursery Education Broad) foundation y certificado de enseñanza and Teaching Diploma. Con estos conocimientos y cualidades Rachel ha trabajado en el campo de la enseñanza pero su prioridad reside en cuidados maternos a los que ha dedicado su trayectoria profesional tanto nacional (UK) como internacionalmente. With knowledge and qualifications Rachel has worked in the field of teaching but primarily her first love is Maternity Nursing, and has spent her career working both nationally (UK) and internationally.

Con el paso del tiempo, Rachel ha trabajado con numerosas familias que le dieron una gran experiencia y entendimiento de las demandas de sus clientes, durante los últimos diez años ofrece tutorización para entrenar el sueño y sobre lactancia maternal. Over the years, Rachel has worked with many families of which she has gained extensive experience and fully understands the demands and needs of her clients, offering sleep training and breast feeding mentoring as part of her business for the last ten years.

### Problema Identification & Diagnóstico

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

La prioridad principal de Rachel en este momento es concentrarse en las generaciones venideras, particularmente en el alquiler de habitaciones para el bienestar. Aún no alcanzó su plena capacidad ya que se agobia organizando las tareas y carece de un sistema estructurado en orden para la reserva de habitaciones, procedimientos de pago, y el negocio está perdiendo estrategia comercial. Por todo esto Rachel buscó la ayuda de un asesor para que la ayude con el funcionamiento y manejo del sistema ya que a día de hoy se está haciendo incontrolable. Rachel's main priority at the moment is to focus on income generation, particularly on room hire services at the wellbeing-centre. She has not yet reached full capacity due to becoming overwhelmed with managing and organising workloads as she has no structured system in place for room booking, payment procedures and the business is lacking marketing strategy. Therefore, Rachel sought out a business advisor for help and advice regarding operation-system and management as she is concerned that day to day activities are becoming uncontrollable.

Formatted: Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

## Actividad en Grupo ~~Group Activity~~

Formatted: Font: (Default) Calibri

### Actividad en Grupo ~~Group Activity~~

- What further information do you need from the entrepreneur? ¿Qué más información necesitas por parte del empresario?
- What questions would you ask and why? ¿Qué preguntas harías y por qué?

Formatted: Font: (Default) Calibri

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

## Enfoque del asesor de negocios. ~~Business Advisors Approach~~

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

**Question 1** ~~¿Qué te llevo a crear este centro? ¿Has realizado alguna investigación sobre la demanda de mercados de competencia? What brought you to this business idea of creating a centre? Have you conducted any market research to look at the demand and your competitors?~~

Formatted ... [1]

~~Según Rachel aproximadamente un 48% de los padres que recibieron atención prenatal NHS(Nursing and Health Studies) no estuvieron contentos con el servicio. Esto ayudó al hecho de que las mujeres pagaran alrededor de £200 para realizar un curso privado de atención prenatal impartido por el National Childbirth Trust (NCT) – aumentó de 25,000 en 2005/6 a 40,000 en 2010/11. La maternidad es una época de cambios, sobre todo para madres primerizas sin experiencia y confianza. Por lo tanto recurren a consejos de expertos (y reuniones individuales con padres con hijos que viven cerca) que les echan una mano durante el embarazo y nacimiento del bebé. Motherhood can be a challenging experience, especially for new mums lacking in experience and confidence. Therefore being able to access expert advice and support (and meeting individuals with young children living locally) can be a life-line during pregnancy and following the birth of a child. Por desgracia parece ser que la gente sigue acudiendo a los servicios de atención prenatal. Unfortunately the current trends towards cutting NHS antenatal services appear to be set to continue, seguido de la eliminación de la subvención durante el embarazo, fondo fiduciario del niño y la subvención Sure Star, particularly following the scrapping of the Health in Pregnancy Grant, Child Trust Funds and Sure Start maternity grant. Sleeptight Maternity Centre busca proporcionar a padres y madres una fuente invaluable de apoyo, confortación y conocimiento durante el embarazo y nacimiento del bebé. Apoya ofrecer los mejores servicios y productos comprometiéndose a añadirle valor al dinero y a la accesibilidad. También tiene una ventaja competitiva mediante la prestación de una gran gama de productos pre y post natal. is looking to provide new mothers and parents with access to an invaluable source of support, reassurance and knowledge during pregnancy and following the birth of a child. Underpinning the services and products offered is a commitment to offering value for money and affordability. It also have a competitive edge over competitors through provision of a full range of complementary pre and post natal services and products at a single location. Sleeptight Maternity Centre sería el único centro en los alrededores de Liverpool y Sefton que proporcione todos estos servicios en un mismo sitio con fácil acceso a autopistas, parking y una gran calidad de atención al cliente. area that provides all of these services in ONE location with easy access from motorways, convenient parking and high quality customer service.~~

Formatted ... [2]

Formatted: Space Before: 0 pt, After: 10 pt

**Question 2** ~~What are the key products and services of the business? ¿Cuáles son los productos y servicios claves?~~

Formatted ... [3]

Sleeptight Maternity Centre cuenta con una gran variedad de empresas y servicios, tales como clases prenatales, yoga prenatal/postnatal, tutorización lactancia materna, dar masajes al bebé, sesiones fotográficas (de embarazadas y recién nacidos) tutorización del sueño. Una gran variedad de tareas a realizar antes, durante y después del embarazo cubriendo una gran variedad de temas. ~~brings a range of businesses together to provide a full range of services, including Antenatal Classes, Antenatal Yoga, Postnatal Yoga, Breastfeeding Mentoring, baby Massage, Photographic sessions (Maternity Shoots—Newborn—Welcome To The World), Sleep Training. A comprehensive range of antenatal and postnatal workshops; covering a variety of topics such as sleep training, multiple births and breastfeeding;~~

Formatted ... [4]

**Question 3** How much do you need to generate to cover the overheads? ¿Cuánto dinero necesitas generar para cubrir los gastos generales?

Formatted ... [5]

£2000 al mes

Formatted: Font: (Default) Calibri

per month to cover all the overheads

Formatted: Font: (Default) Calibri

**Question 4** ¿Cuánto has generado en los últimos 2 meses? How much you have generated in the last 2 month?

Formatted ... [6]

El alquiler de 2 habitaciones por hora genera 2 Rooms rented on an hourly rate generated £300 al mes per month

Formatted ... [7]

El alquiler de una habitación alquilada mensualmente genera 1 Rooms rented on a monthly basis generated £400 al mes per month

Formatted ... [8]

La consulta de Rachel genera unos Rachel's own consultation generated £1500 al mes per month

Formatted ... [9]

Paquete Baby Shower Party Package – ningún ingreso no income

Formatted ... [10]

Venta al por menor Retail product – ningún ingreso e income

Formatted ... [11]

**Question 5** ¿Cómo promocionas el centro? How do you promote the centre?

Formatted ... [12]

Rachel sigue las siguientes actividades de marketing is carrying out the following marketing activities to promote the centre:

Formatted ... [13]

- Red de contactos Networking
- Tarjeta comercial Business Cards
- Anuncios en prensa Press Advertisements
- Distribución de panfletos a residentes locales, en centros de salud, de niños y tiendas de juguetes.

Formatted: Font: (Default) Calibri

Formatted: Font: (Default) Calibri

Formatted: Font: (Default) Calibri

Formatted ... [14]



• ~~La web está en desarrollo. Distributing leaflets to local residents, health centres, hospitals, children's centres, toy stores~~

• The company website – under developing

~~Redes sociales/Social Media – Página de Facebook para consultar con Rachel. Facebook page for Rachel's own consultation business~~

**Formatted:** Font: (Default) Calibri, Spanish (Spain)

**Formatted:** Font: (Default) Calibri

**Formatted:** Spanish (Spain)

**Formatted:** Font: (Default) Calibri, Spanish (Spain)

**Formatted:** Spanish (Spain)

**Formatted:** Font: (Default) Calibri, Spanish (Spain)

**Formatted:** Spanish (Spain)

**Formatted:** Font: (Default) Calibri, Spanish (Spain)

Basándonos en las preguntas anteriores, hago las siguientes preguntas: Based on the information above I asked the following further questions:

1. Question: ~~Do you have a database of the business engaged to promote room hire services?~~ ¿Tienes una base de datos dedicado a favorecer el alquiler de habitaciones?

Answer: ~~No hay base de datos. No hay un lugar con información esencial de la empresa. Client has no database of the businesses she has contact with and those she has engaged. There is no central place of any business essential information.~~

2. Question: ~~¿Cuál es tu estrategia de precios? ¿Por hora, mediodía, día entero, y mensualmente y que opciones de pago te generan más rentabilidad?~~ What is your pricing strategy?

2. Hourly rate, half day rate, full day rate and monthly rate and which payment option leads to higher profit margin?

3. Answer: ~~Client No hay estrategia de precios pero quiere atraer a clientes ofreciendo descuentos. Por el momento suelen pagar por transferencia bancaria o en efectivo.~~ has no pricing strategy in place and she wanted to bring new business and very often offered them with a discounted rate. At the moment client are paying via cash and bank transfer.

3-4 Question: Give me an example of how you spend your day. Explicame un día de tu vida.

Answer: ~~Aparte de dedicarse a su consulta, pasaba mucho tiempo promoviendo el centro y reclutando participantes para las clases impartidas en su centro.~~ Apart from delivering her sleepight consultation, she spent most of her time promoting the centre and recruiting attendees for the classes holding in the centre.

4-5 Question: What have you been promoting on your social media? ¿Qué promocionas en tus redes sociales?

Answer: ~~Todavía no existe una página en facebook sobre el centro.~~ Client has not got a business facebook page for her the centre yet.

5-6 Question: Do you have policy in place to cover different aspects of business e.g. health safety, data protection, file backup? ¿Tienes una política en vigor que cubra aspectos de la empresa como seguridad, protección de datos, copia de seguridad?

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted ... [15]

Formatted ... [16]

Formatted: Numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0,63 cm + Indent at: 1,27 cm

Formatted ... [17]

Formatted: Font: (Default) Calibri

Formatted: Font: (Default) Calibri

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0,63 cm + Indent at: 1,27 cm

Formatted ... [18]

Formatted ... [19]

Formatted ... [20]

Formatted ... [21]

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri

Formatted ... [22]

Answer: ~~Tiene política en vigor pero no un sistema Client has standard health and safety policy but no IT para acceder al fichero y a la copia, system for file access and backup.~~

6-7. Question: ~~Did you look at the maximum capacity of the room? Has the current income reached the maximum capacity? ¿Has llegado a la capacidad máxima de las habitaciones? ¿Han alcanzado los ingresos la capacidad máxima?~~

Answer: ~~No puede contestar ya que no tiene los desgloses y números totales presentes Client cannot give me the answer and she has no breakdown and total figure to present.~~

7-8. Question: ~~Do you have any room empty or not used? ¿Tienes alguna habitación libre o en desuso? En caso afirmativo, ¿considerarías alquilarla mensualmente y así tener más ingresos entrantes? If yes, would you consider rent it on a monthly basis so you will have fixed income coming in?~~

Answer: ~~EL cliente desconoce los ingresos generados por cada habitación. Client has not looked at the income generation of each room.~~

8-9. Question: ~~¿Tienes una política en vigor de seguridad y salud a manos de los empleados? Do you have any policy in place with regarding to health safety, staff handbook?~~

Answer: ~~No hay política en vigor Client has no policy in place.~~

9-10. Question: ~~What is the role and responsibility of your staff? ¿Cuál es el papel y responsabilidad de tus empleados?~~

Answer: ~~Hay un recepcionista a tiempo parcial para cubrir la oficina y encargarse de los inquilinos pero no hay una descripción de su trabajo y responsabilidades. Client has a part time receptionist to cover the office and look after tenants but there is no job description of her/his role and responsibilities.~~

10-11. Question: ~~How do you keep financial record? ¿Cómo mantienes los registros financieros?~~

Answer: ~~El cliente mantiene los recibos en un sobre pero no hay recibos eléctricos. Client is currently keeping all the receipt in an envelope on the monthly basis but no electric recordkeeping.~~

11-12. Question: ~~How do you invoice your client? Do you have any cashflow problem? ¿Cómo haces las facturas? ¿Tienes problemas con la caja?~~

Formatted	... [23]
Formatted	... [24]
Formatted	... [25]
Formatted	... [26]
Formatted	... [27]
Formatted	... [28]
Formatted	... [29]
Formatted	... [30]
Formatted	... [31]
Formatted	... [32]
Formatted	... [33]
Formatted	... [34]
Formatted	... [35]
Formatted	... [36]
Formatted	... [37]
Formatted	... [38]
Formatted	... [39]
Formatted	... [40]
Formatted	... [41]
Formatted	... [42]
Formatted	... [43]
Formatted	... [44]
Formatted	... [45]
Formatted	... [46]
Formatted	... [47]
Formatted	... [48]
Formatted	... [49]
Formatted	... [50]
Formatted	... [51]
Formatted	... [52]
Formatted	... [53]
Formatted	... [54]

Answer: ~~Tiene problemas con la caja ya que las facturas no han sido pagadas a su debido tiempo. Client does suffer cashflow problem as the invoice has not been raised on time therefore the payment is always delayed.~~

Formatted: Font: (Default) Calibri

~~Trabajamos juntos para comparar la previsión y los ingresos reales que la empresa ha generado en los dos primeros meses. Analizamos como pasó su actividad empresarial y resulta que aparte de realizar su propia consulta pasó la mayor parte del tiempo en los medios sociales reclutando asistentes para los otros negocios que dirigen las tareas en su centro.~~

Formatted: Font: Calibri

Formatted: Font: Calibri

Formatted: Line spacing: Multiple 1,15 li

Formatted: Font: Calibri

~~Una gran sala fue originariamente pensada a celebrar a baby shower party pero no se ha utilizado y no se generó ningún ingreso. Los productos al por menor exhibidos no han generado ningún ingreso pero crearon más problemas para la seguridad, etc. Se acordó entonces que Rachel promoviera la habitación vacía para un alquiler mensual y dejará la parte de la venta al por menor del negocio para algo futuro.~~

Formatted: Font: Calibri

Formatted: Font: Calibri

~~El equipo no está bajo supervisión cuando ella está fuera de la oficina. El registro financiero se mantuvo manualmente.~~

Formatted: Font: Calibri

~~We worked together to compare the forecast and the actual income the business has generated in the first two month. We analysed how she spent her business activity and it turns out that apart from delivering her own consultation she spent most of time on social media recruiting attendees for the other businesses that run the workshop at her centre.~~

Formatted: Font: Calibri

Formatted: Font: Calibri

Formatted: Font: Calibri

~~One large room was original planned to hold baby shower party has not been used and no income was generated. The retail products displayed has not brought any income but created more issues around safety etc. It was agreed then that Rachel will promote the empty room for a monthly rent and leave the retail part of the business at a later stage.~~

Formatted: Font: Calibri, English (United Kingdom)

Formatted: Font: (Default) Calibri

Formatted: Font: (Default) Calibri

~~Team is under no supervision when she is away from office. The financial record was kept manually.~~

~~Como dueño de un negocio le sugiero que dedique su actividad a otros aspectos del negocio como administración, finanzas, personal y sistema IT.~~

Formatted: Spanish (Spain)

~~I suggested as a business owner she also need to allocate her activity to cover other aspects of business such as admin, finance, IT system and staff.~~

Formatted: Font: (Default) Calibri, Spanish (Spain)



~~Digital Solution to improve the overall operational system; Solución para mejorar el sistema operativo general;~~

Administración

1. ~~Reserva de habitaciones Room Booking~~ –

Tool: Microsoft Office Outlook

~~Beneficio: Un pronóstico diario de cada habitación necesita ser generado para saber el registro de reservas de las habitaciones. A diary outlook of each room needs to be generated to keep record of the room booking. Business can have an overview picture of the booking and adapt their marketing strategy accordingly.~~

2. ~~Base de datos Database~~ –

Tool: Excel Sheet or Microsoft Access

~~Beneficio: Una hoja excel puede ser usada como base de datos por ejemplo contactos comerciales, registros diarios manteniendo un horario y reemplazando los actuales métodos usando papel. Excel sheet can be used for any database e.g. business contacts and daily record keeping schedule to replace current paper method.~~

3. ~~Contrato de alquiler Tenancy Agreement~~ –

Tool: [www.lawdepot.co.uk](http://www.lawdepot.co.uk)

~~Beneficio: el cliente obtiene acuerdos de alquiler en vigor y puede descargar la plantilla desde Client is required to have Tenancy agreement in place and she can download the template from [www.lawdepot.co.uk](http://www.lawdepot.co.uk) y establecer los términos de pago para asegurarse de que los pagos se hagan a tiempo. and lay out the payment terms to make sure the payment is made promptly.~~

4. ~~Compartir archivos File Sharing~~ –

Tool: [www.dropbox.com](http://www.dropbox.com) or [www.google.co.uk/drive](http://www.google.co.uk/drive)

~~Beneficio: Se pueden instalar en el ordenador y en el móvil y permite tener los documentos importantes a salvo. También se puede acceder al archivo fácil y rápidamente.~~

~~Client can install on her computer or phone [www.dropbox.com](http://www.dropbox.com) or [www.google.co.uk/drive](http://www.google.co.uk/drive) to have important documents backed up and saved online. It will also allow the file to be accessed remotely when it is required.~~

5. ~~Sistema de servidor server system~~ –

Tool: Server

Formatted ... [55]

Formatted ... [56]

Formatted: Font: (Default) Calibri

Formatted ... [57]

Formatted: Font: (Default) Calibri

Formatted ... [58]

Formatted: Font: (Default) Calibri

Formatted ... [59]

Formatted ... [60]

Formatted: Font: (Default) Calibri

Formatted ... [61]

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Font: (Default) Calibri

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted ... [62]

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Indent: Left: 0,63 cm, No bullets or numbering

Formatted ... [63]

Formatted: Font: (Default) Calibri

Formatted: Font: (Default) Calibri

Formatted: Font: (Default) Calibri

Formatted ... [64]

Formatted: Indent: Left: 0,63 cm, No bullets or numbering

Formatted: Font: (Default) Calibri

Beneficio Un servidor permite tener un buen sistema IT que permite acceder a los archivos desde diferentes ordenadores y portátiles. Los documentos se pueden guardar y hacerle copias de seguridad regularmente. Having a server will allow the business to have a good IT system where file can be accessed on different desktops or laptops. Files can be saved in central place and backed up regularly.

Formatted ... [65]

6.5. Todos los documentos financieros y otros documentos serán almacenados de forma segura en el ordenador. Esto te protege de incidentes como robo, incendio, virus, daños a causa de un accidente y otros incidentes que puedan amenazar las futuras capacidades operativas de la empresa. All important financial and other PC based documentation can be securely and consistently backed up. This is viewed as an important safeguard against incidents such as theft, fire, pc virus, accidental damage or other incident that may threaten the future operational capabilities of the company.

Formatted ... [66]

## Finanzas

Formatted ... [67]

- Introducir nuevas opciones de métodos de pago-esto permitiría mayor seguridad y flexibilidad en los pagos online. Introduce new payment options – this will enable a more flexible and secured online payment.  
– [www.izettle.com](http://www.izettle.com) or [www.worldpay.com](http://www.worldpay.com) or [www.paypal.com](http://www.paypal.com)
- Registros financieros Financial Record –  
Tool: Sage or [www.lawdepot.co.uk](http://www.lawdepot.co.uk)

Formatted ... [68]

Beneficio: software de contabilidad mejorará el sistema actual de mantenimiento de registros / facturas para que pueda tener una visión general de los ingresos generados y gastos incurridos y software puede generar facturas y crear cuentas de gestión si es necesario. These accounting software will improve her current record keeping / invoice system so she can have an overview of the income generated and expenditure incurred and the software can generate invoice and create management account if needed.

Formatted: Font: (Default) Calibri

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Font: (Default) Calibri

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Font: (Default) Calibri

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Font: (Default) Calibri

Formatted ... [69]

Formatted: Font: (Default) Calibri

Formatted: Line spacing: 1,5 lines

Formatted ... [70]

Formatted: Font: (Default) Calibri

## Marketing

- Website –

Tool: [www.weebly.com](http://www.weebly.com) o ~~una desarrollador de web~~ web developer

Beneficiario: ~~El cliente puede usar Client can either use word press para crear su propia web, to create her own website and www.weebly.com es recomendada. Cuando consiga más fondos puede crear facilidades para pagos y reservas online a través de la web is recommended as a good hosting company. In the future when she has more budget she can look into to have an online booking and payment facility available on her website. También necesita garantizar la web. Client also needs to ensure the website is mobile friendly.~~

## 2. Medios sociales Social Media

Tool: mailchimp/facebook

Beneficiario: ~~Mailchimp permitirá mandar emails con la disponibilidad de sus habitaciones. Atención al usuario permitirá saber que pasa en el centro. Facebook es una buena manera de contactar con grupos de interés poniendo información sobre cursos y habitaciones. will allow client to send emails to her contacts about the rooms available. Service users can also be contacted regarding what is happening in the centre. Facebook is a great way to build a relationship with stakeholders where she can post courses and advertise rooms.~~

## 3. Alquiler de habitaciones Room rent -

Tool: [www.gumtree.com](http://www.gumtree.com) & [www.rightmove.co.uk](http://www.rightmove.co.uk)

Beneficiario: ~~La empresa puede publicar si hay habitaciones disponibles para aumentar su alquiler. The business can advertise the room vacant on those websites to improve and encourage tenants.~~

## Staff (HR)

### 1. Contrato Staff Contract -

Tool: [www.lawdepot.co.uk](http://www.lawdepot.co.uk)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Font: (Default) Calibri

Formatted ... [71]

Formatted ... [72]

Formatted: Font: (Default) Calibri

Formatted ... [73]

Formatted: Font: (Default) Calibri

Formatted: No bullets or numbering

Formatted: Font: (Default) Calibri

Formatted ... [74]

Formatted: Font: (Default) Calibri

Formatted: Font: (Default) Calibri

Formatted: No bullets or numbering

Formatted: Font: (Default) Calibri

Formatted ... [75]

Formatted ... [76]

Formatted: Font: (Default) Calibri

Formatted: Font: (Default) Calibri

Formatted ... [77]

~~Se puede usar la plantilla descargable desde [www.lawdepot.co.uk](http://www.lawdepot.co.uk) to specify the employment terms and staff is managed efficiently~~

2. ~~Supervisión a distancia Remote Supervise~~

Tool: Skype Account

Benefit: ~~Cuando el cliente este lejos puede usar su cuenta de Skype para poder contactar con los trabajadores en caso de haber algún problema.~~

~~Client is recommended to set up skype account and when she is away from office she will be able to contact staff if there is any issues and the staff can be managed.~~

3. ~~Sistema diarioDiary system~~

Tool: Microsoft Outlook

~~Beneficio: EL cliente puede usar Client can use Microsoft outlook para manejar su diario y el diario de los trabajadores. También puede implantar un diario para cada habitación para mejorar las reservas. to manage own diary and staff diary. She can also set a diary for each room to improve the booking system.~~

Formatted: Font: (Default) Calibri

Formatted: Font: (Default) Calibri

Formatted: Font: (Default) Calibri

Formatted: Font: (Default) Calibri

Formatted: No bullets or numbering

Formatted: Font: (Default) Calibri

Formatted: Font: (Default) Calibri

Formatted: No bullets or numbering

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

Formatted: Spanish (Spain)

Formatted: Font: (Default) Calibri, Spanish (Spain)

¿Qué hacer después? *What next?* (optional)

Rachel trabajó en la marca con un nuevo logotipo y creó una nueva página de Facebook para Sleeptight Maternity Centre para promover el centro tanto para las empresas de alquiler y los clientes. Se prevé que esto animará a los clientes a visitar el estudio de forma regular, momento en el que es probable que hagan más compras o inscribirse en clases/talleres. El material promocional se muestra claramente dentro de las instalaciones para asegurar que todos los clientes son plenamente conscientes de la variedad de talleres, clases, productos y servicios ofrecidos. Rachel también tiene la intención de maximizar las oportunidades de comercialización y ventas presentadas por el comercio a través del uso de llamativos, además señalización de la tienda. Rachel tiene la intención de añadirle valor a contactos tales como parteras y profesionales de la salud que operan dentro de la fundación NHS Trust de la Fundación de Mujeres de Liverpool para promover los servicios ofrecidos por Sleeptight Maternity Centre. Sleeptight Maternity relaciones de trabajo con las pequeñas empresas que ofrecen servicios y productos relacionados dentro con la maternidad, enfermería o sectores relacionado relacionados con el cuidado de niños. Rachel reconoce los riesgos asociados con la pérdida de información almacenada en el ordenador, que son fundamentales para las operaciones en curso de la empresa. Dedicar tareas al personal. Mejorar la gestión del tiempo - dedicar 2 horas en una semana para planificar y priorizar su trabajo, asegurarse de que observará cada uno de estos aspectos del negocio, es decir, operación/finanzas/administración/personal/marketing.

Desarrollar un plan estratégico para introducir los nuevos productos y servicios en fases de 3, 6 y 12 meses según el plano de desarrollo. Rachel worked on the branding with a new logo and created a new Facebook page for 'Sleeptight Maternity Centre' to promote the centre both for businesses to rent and end customer to visit the centre. It is envisioned that this will encourage clients to visit the studio on a regular basis, at which point they are likely to make further purchases or enrol in classes/workshops. Promotional material is clearly displayed within the premises to ensure that all clients are fully aware of the variety of workshops, classes, products and services offered. Rachel also intends to maximise marketing and sales opportunities presented by passing trade through use of eye catching external advertisements in addition to bold shop fascia/signage. Rachel intends to exploit contacts such as midwives and healthcare professionals operating within the Liverpool Women's Foundation NHS Trust to promote the services offered by Sleeptight Maternity Centre. Sleeptight Maternity Centre will also forge strong working relationships with small businesses offering related services and products within maternity nursing or childcare sectors.

Rachel acknowledges the risks associated with loss of PC based information are critical to the ongoing operations of the company.

Dedicate the workload to her staff

Formatted	... [78]
Formatted	... [79]
Formatted	... [80]
Formatted	... [81]
Formatted	... [82]
Formatted	... [83]
Formatted	... [84]
Formatted	... [85]
Formatted	... [86]
Formatted	... [87]
Formatted	... [88]
Formatted	... [89]
Formatted	... [90]
Formatted	... [91]
Formatted	... [92]
Formatted	... [93]
Formatted	... [94]
Formatted	... [95]
Formatted	... [96]
Formatted	... [97]
Formatted	... [98]
Formatted	... [99]
Formatted	... [100]
Formatted	... [101]
Formatted	... [102]
Formatted	... [103]
Formatted	... [104]
Formatted	... [105]
Formatted	... [106]
Formatted	... [107]

~~Improve time management — dedicate 2 hours in a week to plan and priority her workload~~

~~Ensure she will look at each of this aspect of business i.e. operation/finance/admin/staff/marketing~~

~~Develop a strategic plan to introduce the new products and services in phases 3 months, 6 months and 12 month development plan.~~

### ~~Aspiración de crecer~~**Growth Ambition**

~~En relación con el ansia de Rachel por crecer e introducir servicios de ultrasonido, le hice las siguientes preguntas:~~

~~With regard to Rachel's growth ambition of introducing ultrasound services I asked her the following questions:~~

~~¿How much is required to introduce the ultrasound services? Cuánto dinero se necesita para introducir sistemas de ultrasonidos?~~

~~¿Tienes el dinero necesario? Do you have the capital to invest?~~

~~Se descartó ya que por el momento su prioridad es tener un sistema operativo y el negocio está funcionando poco a poco a ritmo saludable. It was ruled out that Rachel will review it after 12 month as at the moment the priority is to have the system in place and the business is running smoothly with healthy cashflow.~~

**Formatted:** Justified, Space Before: 0 pt, After: 10 pt, Line spacing: 1,5 lines

**Formatted:** Font: (Default) Calibri

**Formatted:** Spanish (Spain)

**Formatted:** Font: (Default) Calibri, Spanish (Spain)

**Formatted:** Spanish (Spain)

**Formatted:** Font: (Default) Calibri

**Formatted:** Font: (Default) Calibri, Spanish (Spain)

**Formatted:** Spanish (Spain)

**Formatted:** Spanish (Spain)

**Formatted:** Font: (Default) Calibri, Spanish (Spain)

**Formatted:** Justified, Space Before: 0 pt, After: 10 pt, Line spacing: 1,5 lines

**Formatted:** Font: (Default) Calibri

**Formatted:** Font: (Default) Calibri

**Formatted:** Spanish (Spain)

**Formatted:** Spanish (Spain)

**Formatted:** Font: (Default) Calibri, Spanish (Spain)

**Formatted:** Font: (Default) Calibri

**Formatted:** Justified, Space Before: 0 pt, After: 10 pt, Line spacing: 1,5 lines



Spanish (Spain)

**Page 3: [2] Formatted** **Ana Astete Galvan** **3/7/2017 10:54:00 AM**

Spanish (Spain)

**Page 3: [2] Formatted** **Ana Astete Galvan** **3/7/2017 10:54:00 AM**

Spanish (Spain)

**Page 3: [2] Formatted** **Ana Astete Galvan** **3/7/2017 10:54:00 AM**

Spanish (Spain)

**Page 3: [2] Formatted** **Ana Astete Galvan** **3/7/2017 10:54:00 AM**

Spanish (Spain)

**Page 3: [2] Formatted** **Ana Astete Galvan** **3/7/2017 10:54:00 AM**

Spanish (Spain)

**Page 3: [2] Formatted** **Ana Astete Galvan** **3/7/2017 10:54:00 AM**

Spanish (Spain)

**Page 3: [2] Formatted** **Ana Astete Galvan** **3/7/2017 10:54:00 AM**

Spanish (Spain)

**Page 3: [2] Formatted** **Ana Astete Galvan** **3/7/2017 10:54:00 AM**

Spanish (Spain)

**Page 3: [2] Formatted** **Ana Astete Galvan** **3/7/2017 10:54:00 AM**

Spanish (Spain)

**Page 3: [2] Formatted** **Ana Astete Galvan** **3/7/2017 10:54:00 AM**

Spanish (Spain)

**Page 3: [2] Formatted** **Ana Astete Galvan** **3/7/2017 10:54:00 AM**

Spanish (Spain)

**Page 3: [2] Formatted** **Ana Astete Galvan** **3/7/2017 10:54:00 AM**

Spanish (Spain)

**Page 3: [2] Formatted** **Ana Astete Galvan** **3/7/2017 10:54:00 AM**

Spanish (Spain)

**Page 3: [2] Formatted** **Ana Astete Galvan** **3/7/2017 10:54:00 AM**

Spanish (Spain)

**Page 3: [2] Formatted** **Ana Astete Galvan** **3/7/2017 10:54:00 AM**

Spanish (Spain)



<b>Page 3: [2] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 10:54:00 AM</b>
Spanish (Spain)		
<b>Page 3: [2] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 10:54:00 AM</b>
Spanish (Spain)		
<b>Page 3: [3] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:18:00 AM</b>
Spanish (Spain)		
<b>Page 3: [3] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:18:00 AM</b>
Spanish (Spain)		
<b>Page 4: [4] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:23:00 AM</b>
Spanish (Spain)		
<b>Page 4: [4] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:23:00 AM</b>
Spanish (Spain)		
<b>Page 4: [4] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:23:00 AM</b>
Spanish (Spain)		
<b>Page 4: [4] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:23:00 AM</b>
Spanish (Spain)		
<b>Page 4: [4] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:23:00 AM</b>
Spanish (Spain)		
<b>Page 4: [5] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:25:00 AM</b>
Font: (Default) Calibri, Spanish (Spain)		
<b>Page 4: [5] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:25:00 AM</b>
Font: (Default) Calibri, Spanish (Spain)		
<b>Page 4: [5] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:25:00 AM</b>
Font: (Default) Calibri, Spanish (Spain)		
<b>Page 4: [6] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:26:00 AM</b>
Font: (Default) Calibri, Spanish (Spain)		
<b>Page 4: [6] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:26:00 AM</b>
Font: (Default) Calibri, Spanish (Spain)		
<b>Page 4: [6] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:26:00 AM</b>
Font: (Default) Calibri, Spanish (Spain)		
<b>Page 4: [7] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:27:00 AM</b>

Spanish (Spain)

**Page 4: [7] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 11:27:00 AM**

Spanish (Spain)

**Page 4: [7] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 11:27:00 AM**

Spanish (Spain)

**Page 4: [8] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 11:27:00 AM**

Font: (Default) Calibri, Spanish (Spain)

**Page 4: [8] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 11:27:00 AM**

Font: (Default) Calibri, Spanish (Spain)

**Page 4: [9] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 11:29:00 AM**

Font: (Default) Calibri, Spanish (Spain)

**Page 4: [9] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 11:29:00 AM**

Font: (Default) Calibri, Spanish (Spain)

**Page 4: [10] Formatted**                      **Ruth Livesey**                      **11/15/2016 3:20:00 PM**

Font: (Default) Calibri

**Page 4: [10] Formatted**                      **Ruth Livesey**                      **11/15/2016 3:20:00 PM**

Font: (Default) Calibri

**Page 4: [11] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 11:31:00 AM**

Spanish (Spain)

**Page 4: [11] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 11:31:00 AM**

Spanish (Spain)

**Page 4: [11] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 11:31:00 AM**

Spanish (Spain)

**Page 4: [11] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 11:31:00 AM**

Spanish (Spain)

**Page 4: [12] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 11:31:00 AM**

Spanish (Spain)

**Page 4: [12] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 11:31:00 AM**

Spanish (Spain)

**Page 4: [13] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 11:32:00 AM**

Spanish (Spain)

<b>Page 4: [13] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:32:00 AM</b>
Spanish (Spain)		
<b>Page 4: [14] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:34:00 AM</b>
Spanish (Spain)		
<b>Page 4: [14] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:34:00 AM</b>
Spanish (Spain)		
<b>Page 6: [15] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:39:00 AM</b>
Spanish (Spain)		
<b>Page 6: [15] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:39:00 AM</b>
Spanish (Spain)		
<b>Page 6: [16] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:39:00 AM</b>
Spanish (Spain)		
<b>Page 6: [16] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:39:00 AM</b>
Spanish (Spain)		
<b>Page 6: [16] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:39:00 AM</b>
Spanish (Spain)		
<b>Page 6: [16] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:39:00 AM</b>
Spanish (Spain)		
<b>Page 6: [17] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:42:00 AM</b>
Spanish (Spain)		
<b>Page 6: [17] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:42:00 AM</b>
Spanish (Spain)		
<b>Page 6: [17] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:42:00 AM</b>
Spanish (Spain)		
<b>Page 6: [17] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:42:00 AM</b>
Spanish (Spain)		
<b>Page 6: [18] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:44:00 AM</b>
Spanish (Spain)		
<b>Page 6: [18] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:44:00 AM</b>

Spanish (Spain)

**Page 6: [18] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 11:44:00 AM**

Spanish (Spain)

**Page 6: [18] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 11:44:00 AM**

Spanish (Spain)

**Page 6: [18] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 11:44:00 AM**

Spanish (Spain)

**Page 6: [18] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 11:44:00 AM**

Spanish (Spain)

**Page 6: [19] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 11:45:00 AM**

Spanish (Spain)

**Page 6: [19] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 11:45:00 AM**

Spanish (Spain)

**Page 6: [19] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 11:45:00 AM**

Spanish (Spain)

**Page 6: [20] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 11:46:00 AM**

Spanish (Spain)

**Page 6: [20] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 11:46:00 AM**

Spanish (Spain)

**Page 6: [21] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 11:47:00 AM**

Spanish (Spain)

**Page 6: [21] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 11:47:00 AM**

Spanish (Spain)

**Page 6: [22] Formatted**                      **Ana Astete Galvan**                      **3/11/2017 1:43:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 6: [22] Formatted**                      **Ana Astete Galvan**                      **3/11/2017 1:43:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 6: [22] Formatted**                      **Ana Astete Galvan**                      **3/11/2017 1:43:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 6: [22] Formatted**                      **Ana Astete Galvan**                      **3/11/2017 1:43:00 PM**

Font: (Default) Calibri, Spanish (Spain)

<b>Page 6: [22] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/11/2017 1:43:00 PM</b>
Font: (Default) Calibri, Spanish (Spain)		
<b>Page 7: [23] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:49:00 AM</b>
Spanish (Spain)		
<b>Page 7: [24] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:49:00 AM</b>
Font: (Default) Calibri, Spanish (Spain)		
<b>Page 7: [25] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:49:00 AM</b>
Font: (Default) Calibri, Spanish (Spain)		
<b>Page 7: [26] Formatted</b>	<b>Ruth Livesey</b>	<b>11/15/2016 3:20:00 PM</b>
Font: (Default) Calibri		
<b>Page 7: [27] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:51:00 AM</b>
Spanish (Spain)		
<b>Page 7: [28] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:51:00 AM</b>
Font: (Default) Calibri, Spanish (Spain)		
<b>Page 7: [29] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:52:00 AM</b>
Spanish (Spain)		
<b>Page 7: [30] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:52:00 AM</b>
Font: (Default) Calibri, Spanish (Spain)		
<b>Page 7: [31] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:52:00 AM</b>
Spanish (Spain)		
<b>Page 7: [32] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:54:00 AM</b>
Spanish (Spain)		
<b>Page 7: [33] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:54:00 AM</b>
Spanish (Spain)		
<b>Page 7: [34] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:54:00 AM</b>
Spanish (Spain)		
<b>Page 7: [35] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:54:00 AM</b>
Font: (Default) Calibri, Spanish (Spain)		
<b>Page 7: [36] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:55:00 AM</b>
Spanish (Spain)		
<b>Page 7: [37] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 11:55:00 AM</b>

Font: (Default) Calibri, Spanish (Spain)

**Page 7: [38] Formatted** **Ana Astete Galvan** **3/7/2017 12:06:00 PM**

Spanish (Spain)

**Page 7: [39] Formatted** **Ana Astete Galvan** **3/7/2017 12:06:00 PM**

Spanish (Spain)

**Page 7: [40] Formatted** **Ana Astete Galvan** **3/7/2017 12:06:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 7: [41] Formatted** **Ana Astete Galvan** **3/7/2017 12:07:00 PM**

Spanish (Spain)

**Page 7: [42] Formatted** **Ana Astete Galvan** **3/7/2017 12:07:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 7: [43] Formatted** **Ruth Livesey** **11/15/2016 3:20:00 PM**

Font: (Default) Calibri

**Page 7: [44] Formatted** **Ana Astete Galvan** **3/7/2017 12:07:00 PM**

Spanish (Spain)

**Page 7: [45] Formatted** **Ana Astete Galvan** **3/7/2017 12:07:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 7: [46] Formatted** **Ana Astete Galvan** **3/7/2017 12:08:00 PM**

Spanish (Spain)

**Page 7: [47] Formatted** **Ana Astete Galvan** **3/7/2017 12:08:00 PM**

Font: (Default) Calibri

**Page 7: [48] Formatted** **Ana Astete Galvan** **3/7/2017 12:10:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 7: [49] Formatted** **Ana Astete Galvan** **3/7/2017 12:10:00 PM**

Spanish (Spain)

**Page 7: [50] Formatted** **Ana Astete Galvan** **3/7/2017 12:09:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 7: [51] Formatted** **Ana Astete Galvan** **3/7/2017 12:10:00 PM**

Spanish (Spain)

**Page 7: [52] Formatted** **Ana Astete Galvan** **3/7/2017 12:11:00 PM**

Font: (Default) Calibri, Spanish (Spain)



Font: (Default) Calibri, Spanish (Spain)

**Page 9: [59] Formatted** **Ruth Livesey** **11/15/2016 3:20:00 PM**

Font: (Default) Calibri

**Page 9: [59] Formatted** **Ruth Livesey** **11/15/2016 3:20:00 PM**

Font: (Default) Calibri

**Page 9: [60] Formatted** **Ana Astete Galvan** **3/7/2017 12:39:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 9: [60] Formatted** **Ana Astete Galvan** **3/7/2017 12:39:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 9: [60] Formatted** **Ana Astete Galvan** **3/7/2017 12:39:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 9: [60] Formatted** **Ana Astete Galvan** **3/7/2017 12:39:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 9: [60] Formatted** **Ana Astete Galvan** **3/7/2017 12:39:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 9: [61] Formatted** **Ana Astete Galvan** **3/7/2017 12:39:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 9: [61] Formatted** **Ana Astete Galvan** **3/7/2017 12:39:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 9: [61] Formatted** **Ana Astete Galvan** **3/7/2017 12:39:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 9: [62] Formatted** **Ruth Livesey** **11/15/2016 3:20:00 PM**

Font: (Default) Calibri

**Page 9: [62] Formatted** **Ruth Livesey** **11/15/2016 3:20:00 PM**

Font: (Default) Calibri

**Page 9: [63] Formatted** **Ana Astete Galvan** **3/7/2017 12:42:00 PM**

Spanish (Spain)

**Page 9: [63] Formatted** **Ana Astete Galvan** **3/7/2017 12:42:00 PM**

Spanish (Spain)

**Page 9: [63] Formatted** **Ana Astete Galvan** **3/7/2017 12:42:00 PM**

Spanish (Spain)





Spanish (Spain)

**Page 10: [67] Formatted** **Ruth Livesey** **11/15/2016 3:20:00 PM**

Font: (Default) Calibri

**Page 10: [67] Formatted** **Ruth Livesey** **11/15/2016 3:20:00 PM**

Font: (Default) Calibri

**Page 10: [68] Formatted** **Ana Astete Galvan** **3/7/2017 12:50:00 PM**

Spanish (Spain)

**Page 10: [68] Formatted** **Ana Astete Galvan** **3/7/2017 12:50:00 PM**

Spanish (Spain)

**Page 10: [69] Formatted** **Ruth Livesey** **11/15/2016 3:20:00 PM**

Font: (Default) Calibri

**Page 10: [69] Formatted** **Ruth Livesey** **11/15/2016 3:20:00 PM**

Font: (Default) Calibri

**Page 10: [69] Formatted** **Ruth Livesey** **11/15/2016 3:20:00 PM**

Font: (Default) Calibri

**Page 10: [70] Formatted** **Ana Astete Galvan** **3/7/2017 12:53:00 PM**

Font: (Default) Calibri

**Page 10: [70] Formatted** **Ana Astete Galvan** **3/7/2017 12:53:00 PM**

Font: (Default) Calibri

**Page 10: [70] Formatted** **Ana Astete Galvan** **3/7/2017 12:53:00 PM**

Font: (Default) Calibri

**Page 10: [70] Formatted** **Ana Astete Galvan** **3/7/2017 12:53:00 PM**

Font: (Default) Calibri

**Page 10: [70] Formatted** **Ana Astete Galvan** **3/7/2017 12:53:00 PM**

Font: (Default) Calibri

**Page 10: [70] Formatted** **Ana Astete Galvan** **3/7/2017 12:53:00 PM**

Font: (Default) Calibri

**Page 10: [70] Formatted** **Ana Astete Galvan** **3/7/2017 12:53:00 PM**

Font: (Default) Calibri

**Page 10: [70] Formatted** **Ana Astete Galvan** **3/7/2017 12:53:00 PM**

Font: (Default) Calibri

**Page 10: [70] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 12:53:00 PM**

Font: (Default) Calibri

**Page 11: [71] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 12:55:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 11: [71] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 12:55:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 11: [71] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 12:55:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 11: [71] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 12:55:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 11: [71] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 12:55:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 11: [71] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 12:55:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 11: [71] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 12:55:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 11: [72] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 12:59:00 PM**

Spanish (Spain)

**Page 11: [72] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 12:59:00 PM**

Spanish (Spain)

**Page 11: [72] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 12:59:00 PM**

Spanish (Spain)

**Page 11: [72] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 12:59:00 PM**

Spanish (Spain)

**Page 11: [72] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 12:59:00 PM**

Spanish (Spain)

**Page 11: [72] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 12:59:00 PM**

Spanish (Spain)

**Page 11: [73] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 12:59:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 11: [73] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 12:59:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 11: [73] Formatted** **Ana Astete Galvan** **3/7/2017 12:59:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 11: [73] Formatted** **Ana Astete Galvan** **3/7/2017 12:59:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 11: [73] Formatted** **Ana Astete Galvan** **3/7/2017 12:59:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 11: [73] Formatted** **Ana Astete Galvan** **3/7/2017 12:59:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 11: [74] Formatted** **Ana Astete Galvan** **3/7/2017 1:06:00 PM**

Spanish (Spain)

**Page 11: [74] Formatted** **Ana Astete Galvan** **3/7/2017 1:06:00 PM**

Spanish (Spain)

**Page 11: [75] Formatted** **Ruth Livesey** **11/15/2016 3:20:00 PM**

Font: (Default) Calibri

**Page 11: [75] Formatted** **Ruth Livesey** **11/15/2016 3:20:00 PM**

Font: (Default) Calibri

**Page 11: [75] Formatted** **Ruth Livesey** **11/15/2016 3:20:00 PM**

Font: (Default) Calibri

**Page 11: [75] Formatted** **Ruth Livesey** **11/15/2016 3:20:00 PM**

Font: (Default) Calibri

**Page 11: [76] Formatted** **Ana Astete Galvan** **3/7/2017 1:13:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 11: [76] Formatted** **Ana Astete Galvan** **3/7/2017 1:13:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 11: [76] Formatted** **Ana Astete Galvan** **3/7/2017 1:13:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 11: [76] Formatted** **Ana Astete Galvan** **3/7/2017 1:13:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 11: [77] Formatted** **Ruth Livesey** **11/15/2016 3:20:00 PM**

Font: (Default) Calibri

<b>Page 11: [77] Formatted</b>	<b>Ruth Livesey</b>	<b>11/15/2016 3:20:00 PM</b>
Font: (Default) Calibri		
<b>Page 13: [78] Formatted</b>	<b>Ruth Livesey</b>	<b>11/15/2016 3:20:00 PM</b>
Font: (Default) Calibri		
<b>Page 13: [79] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 1:20:00 PM</b>
Font: (Default) Calibri, Spanish (Spain)		
<b>Page 13: [80] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 1:20:00 PM</b>
Spanish (Spain)		
<b>Page 13: [81] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 1:20:00 PM</b>
Font: (Default) Calibri, Spanish (Spain)		
<b>Page 13: [82] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 1:20:00 PM</b>
Spanish (Spain)		
<b>Page 13: [83] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 1:20:00 PM</b>
Font: Calibri, 10 pt, Spanish (Spain)		
<b>Page 13: [84] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 1:20:00 PM</b>
Font: Calibri, 10 pt, Spanish (Spain)		
<b>Page 13: [85] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 1:20:00 PM</b>
Font: Calibri, 10 pt, Spanish (Spain)		
<b>Page 13: [86] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 1:20:00 PM</b>
Font: Calibri, 10 pt, Spanish (Spain)		
<b>Page 13: [87] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 1:20:00 PM</b>
Font: Calibri, 10 pt, Spanish (Spain)		
<b>Page 13: [88] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 1:20:00 PM</b>
Font: Calibri, 10 pt, Spanish (Spain)		
<b>Page 13: [89] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 1:20:00 PM</b>
Font: Calibri, 10 pt, Spanish (Spain)		
<b>Page 13: [90] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 1:20:00 PM</b>
Font: Calibri, 10 pt, Spanish (Spain)		
<b>Page 13: [91] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 1:20:00 PM</b>
Font: Calibri, 10 pt, Spanish (Spain)		
<b>Page 13: [92] Formatted</b>	<b>Ana Astete Galvan</b>	<b>3/7/2017 1:20:00 PM</b>

Font: Calibri, 10 pt, Spanish (Spain)

**Page 13: [93] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 1:20:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

**Page 13: [94] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 1:20:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

**Page 13: [95] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 1:20:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

**Page 13: [96] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 1:20:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

**Page 13: [97] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 1:20:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

**Page 13: [98] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 1:20:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

**Page 13: [99] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 1:20:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

**Page 13: [100] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 1:20:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

**Page 13: [101] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 1:20:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

**Page 13: [102] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 1:20:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

**Page 13: [103] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 1:20:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

**Page 13: [104] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 1:20:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

**Page 13: [105] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 1:20:00 PM**

Font: Calibri, 10 pt, Spanish (Spain)

**Page 13: [106] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 1:20:00 PM**

Font: (Default) Calibri, Spanish (Spain)

**Page 13: [107] Formatted**                      **Ana Astete Galvan**                      **3/7/2017 1:20:00 PM**

Font: (Default) Calibri

