



DECISION PACK · ROMELIA'S TAMALES CO.

Romelia's Tamales Co.

Romelia's Tamales Co. Decision Pack

Daniel Barraza, dbar Labs · October 20, 2026

Sample pack. Romelia's is a fictional business, and so are the numbers. Illustrative prices as of October 20, 2026.

Scope version: sample-2026-10-21-romelias-v1

ONE-TIME SETUP · AFTER THE CREDIT

\$1,255

\$380 to start. Vendor charges are separate.

OUR PICK

Every order in one list. Every pickup ready.

I build one bilingual order list for WhatsApp, phone and walk-up orders, with a daily prep list by flavor and a pickup tracker.

Pick a package	Price	To start
Start small	\$900	\$450
Every order in one list · Our pick	\$1,255	\$380
Orders and reminders together	\$1,485	\$495

The written scope sets one fixed price before anything is charged. These package prices are where that scope starts.

What happens next

Book a free 30-minute fit call.

<https://calendly.com/daniel-dbarlabs/30min>

[Open the interactive sample](#)

Pick a package

Start small

A text back when you miss a call, plus pickup reminders.

- Missed-call text with how to order
- Pickup and preorder text reminders

Includes the \$0 starting step: One order list, starting today.

\$900 Price

List \$900

To start: **\$450** · At acceptance: **\$450**

Illustrative break-even: about 26 additional orders cover the \$900 setup at the example profit per order after ingredients and labor. Vendor charges are extra.

The payback is this pack's estimate, not a promise.

Total vendor cost is not yet confirmed and is paid separately.

OUR PICK

Every order in one list

The bilingual order list and prep tracker, plus a text back for missed calls.

- One order list for WhatsApp, phone and walk-up
- Missed-call text with how to order

Includes the \$0 starting step: One order list, starting today.

\$1,255 After the credit

List \$1,750

Audit credit: -\$495

To start: **\$380** · At acceptance: **\$875**

Illustrative break-even: about 36 additional orders cover the \$1,255 setup at the example profit per order after ingredients and labor. Vendor charges are extra.

The payback is this pack's estimate, not a promise.

Total vendor cost is not yet confirmed and is paid separately.

Orders and reminders together

The order list, a text back when you miss a call, and pickup and preorder reminders.

- One order list for WhatsApp, phone and walk-up
- Missed-call text with how to order
- Pickup and preorder text reminders

Includes the \$0 starting step: One order list, starting today.

\$1,485 After the credit

List \$2,200

10% off for 3 or more: -\$220

Audit credit: -\$495

To start: **\$495** · At acceptance: **\$990**

Illustrative break-even: about 43 additional orders cover the \$1,485 setup at the example profit per order after ingredients and labor. Vendor charges are extra.

The payback is this pack's estimate, not a promise.

Total vendor cost is not yet confirmed and is paid separately.

Optional additions

Add pickup and preorder reminders

Add text reminders before pickup and before holidays. Replies stay with you. Requires a compatible phone tool and permission to text. Already included in the other two packages.

Every order in one list: +\$230

See the demo

A fictional simulation. This is not installed or live software.

[Open the demo](#)

What we heard

What's going on

Orders come in by WhatsApp, phone and walk-up, and about 8 a week get lost or mixed up before pickup.

Why now

In this fictional business, about 8 orders a week get lost or mixed up between WhatsApp, the phone and the counter, and the holiday rush is coming.

What stays with you

You still set the prices, decide how many dozen you can make, and talk to any unhappy customer.

A week before and after

A sketch, not a schedule.

A \$0 EXPERIMENT

One order list, starting today

BEFORE

An order comes in on WhatsApp while you are at the steamer, and by Saturday nobody remembers it.

AFTER

For two weeks, write every order, from WhatsApp, the phone or the counter, in one notebook or sheet you already have: name, dozens by flavor, pickup day and time. Mark each one picked up, missed or mixed up. No new tool is needed.

Missed-call text with how to order

BEFORE

When the kitchen is busy or the shop is closed, the phone rings and nobody can take the order.

AFTER

A missed call gets a text in English or Spanish with the menu, the pickup hours and how to place the order, using the phone you already have.

One order list for WhatsApp, phone and walk-up

BEFORE

Orders arrive in three places, and the prep count and pickup times live in someone's head.

AFTER

A simple bilingual order page where every order lands in one daily list. The owner view shows today's prep by flavor, the pickup times and a Ready tap. You confirm prices and how many dozen you can make.

Pickup and preorder text reminders

BEFORE

Customers forget their pickup time, and regulars forget to order ahead for the holidays.

AFTER

Customers who agreed to texts get a short reminder before pickup and before a holiday, and the replies come to you.

Based on

Made-up starting numbers. Put in your own.

Illustrative monthly profit from orders the list saves: \$610/month. Order-list scenario before vendor charges, not a package forecast.

Orders lost or mixed up per week	8	Example
Share of those orders the list saves	50%	Example
Example profit from one order	\$35	Example
Hours back per week	3	Example
Example hourly cost	\$20	Example
Reminder hours in the example	6	Example
Example cost of a reminder hour	\$20	Example

What happens next

1. Book a free 30-minute fit call.
2. If it's a fit, the \$495 audit looks at how you take orders and your tools.
3. You get a pack like this one, built on your numbers.

Fine print

- The \$495 audit credit comes off a build of \$1,250 or more signed within 30 days of delivery. It comes off the deposit, once. It isn't cash.
- Under \$5,000 after any discount: half to start, half at acceptance. \$5,000 and up: 40% to start, 30% at the agreed midpoint milestone, 30% at acceptance. The written scope defines the milestones.
- Daniel sends an invoice once the written scope is agreed; reach him at daniel@dbarlabs.com.
- Full refund before kickoff. After kickoff, the deposit is nonrefundable.
- Minimum build invoice \$600, checked before the credit.
- 10% off a package with 3 or more paid items.
- The written scope sets one fixed price before anything is charged. These package prices are where that scope starts.
- Tools are billed by their vendors, not by dbar Labs.
- 30-day defect warranty included. No retainer.
- Work outside the written scope is \$150 an hour, 2-hour minimum, quoted first.

About this fictional sample

Romelia's Tamales Co. is a fictional business, not a real client. These are fictional inputs, not measured results or promises. Published offers: a free 30-minute fit call and the \$495 AI Opportunity Audit, with the Decision Pack within 10 business days of the session. The full \$495 is credited once against a \$1,250 or larger build signed within 30 days of Decision Pack delivery. Not redeemable for cash. Build fees shown here are illustrative; vendor charges are separate.