

Submittal Requirements

New Operator



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STEP 1

1.1 Concept Presentation and Owner's Background

1.2 Concept's Look and Feel

1.3 Branding & Packaging

1.4 General Info

1.1 Concept Presentation

— Concept Description

Privately developed concept or Franchise?

EXISTING? if yes, number of existing outlets and their locations.

NEW IN THE MARKET? Number of forecasted outlets in the market in the future.

TYPE OF CONCEPT

FAST CASUAL

FAMILY STYLE

FINE DINING

KIOSK OR CART

FAST FOOD

FOOD TRUCK

— Type of cuisine for F&B/Industry in case of retail

CUISINE Qatari | Japanese | Lebanese | Italian | Burger-Specialty | Coffee | etc...

INDUSTRY Clothing | Shoes | Accessories | Handmade items | etc..

— Products Description

List of products & their prices

Differentiation

— Target Audience

— Operation Hours

— Background of concept's creators/owners and their work related experience

— Previous work related to the field

1.1 Concept Presentation

● STEP 1

Sample Concept Description

_____ [CONCEPT NAME] _____ will be a moderately priced _____ seat restaurant offering family style food and service. Broasted chicken, pot roast, steaks and lamb chops along with classic hamburgers, wraps and generous salads are all on the menu. We will offer specialty selections including a lighter options and smaller portions for a children's menu.

BUSINESS HOURS

MONDAY	11 AM – 9 PM
TUESDAY	11 AM – 9 PM
WEDNESDAY	11 AM – 9 PM
THURSDAY	11 AM – 9 PM
FRIDAY	11 AM – 9 PM
SATURDAY	11 AM – 9 PM
SUNDAY	12 PM – 5 PM

_____ will be leasing a 3,400 square foot space located at _____, an existing retail center located in _____. The site was previously leased as an Italian Restaurant. Although the location was previously utilized as a restaurant, the former tenant removed the majority of the furniture, fixtures and equipment which will need to be replaced.

_____ will be leasing a 3,400 square foot space located at _____ will be open 7 days a week for lunch and dinner requiring multiple shifts.

The décor will feature wood accented chairs with blue and white checked table cloths. Dinner style tables will be surrounded by wooden chairs with comfortable seating cushions.

1.1 Owner's Background

● STEP 1

Sample Resume Description



Name Here
Restaurant Owner | CEO

High energy background in a fast-paced culinary setting. Possess outstanding knowledge of the food industry, superior communication skills and a passion for excellence in a customer-oriented environment. Tenacious and resourceful with deep understanding of holding and maintaining customer loyalty in a food service environment.

HIGHLIGHTS

- Able to blend creative and administration skills to achieve restaurant staff and customer targets.
- Functional ability to manage and maintain restaurant finances including payroll, cash-in and bank liaison.
- Expansive awareness of culinary trends in the foodservice industry.

Name here
Designation here



PHONE: 212-123-1234

EMAIL: JaneHarrison@gmail.com

WEB: LinkedIn.com/username

Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh. Morbi accumsan ipsum velit. Nam nec tellus a odio tincidunt auctor a ornare odio. Sed non mauris vitae erat consequat auctor eu in elit. Class aptent taciti sociosqu ad litora torquent.

WORK EXPERIENCE

ENTER JOB POSITION HERE / 2014 - PRESENT

Company Name / Location

- Lorem quis bibendum auctor, nisi elit consequat ipsum dolor.
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- Sed non mauris vitae erat consequat auctor eu in elit class deamet aptent taciti sociosqu ad litora torquent lorem ipsum dolor.

ENTER JOB POSITION HERE / 2009 - 2014

Company Name / Location

- Lorem quis bibendum auctor, nisi elit consequat ipsum dolor.
- Sed non mauris vitae erat consequat auctor eu in elit class amet aptent taciti sociosqu ad litora torquent lorem ipsum dolor amet.
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- Sed non mauris vitae erat consequat auctor eu in elit class deamet aptent taciti sociosqu ad litora torquent lorem ipsum dolor.

ENTER JOB POSITION HERE / 2007 - 2009

Company Name / Location

- Sed non mauris vitae erat consequat auctor eu in elit class amet aptent taciti sociosqu ad litora torquent lorem ipsum dolor amet.
- Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh elit amet dolor.
- Sed non mauris vitae erat consequat auctor eu in elit class ametis aptent taciti sociosqu ad litora torquent lorem ipsum dolor.

EDUCATION

Masters in Economics
New York University | 2011 - 2015
Major: Yourmajor | GPA 3.9

Bachelors in Economics
New York College | 2007 - 2011
Major: Yourmajor | GPA 3.9

EXPERTISE

Leadership and training
Creativity
Planning and Forecasting
Management
Budgeting
Lorem Ipsum

SKILLS // Technical

Adobe Photoshop
Illustrator
InDesign
Microsoft Office
Cinema 4D

1.2 Concept's Look and Feel

● STEP 1

Footprint Required

How many SQM do you need for your concept?

Tables and Chairs

Total number of tables and chairs you plan to install (F&B Outlets)

Layout

Reception
Seating Area
Kitchen
Bar
Circulation Area

Concept Look & Feel

Look and Feel of the concept according to the primary design (Render drawings)

Sample Concept's Look and Feel



1.3 Branding and Packaging

● STEP 1

LOGO HERE

Describe what can be expected from your products and services and what differentiates your company from its competitors. List your branding strategies, branding can incorporate touchpoints including; logo, customer service, packaging, advertising, stationery and quality of products and services.

Branding Guidelines

Logo
Tagline
Colors
Fonts
Signage
Indoor • Outdoor
Uniform

Menus

Menu Design/Print
Menu Boards
Takeaway Menu
Drinks Menu
Others...

Table Settings

Plates
Glasses
Utensils
Coasters
Dispensers
Others....

Packaging

Takeaway Bags
Cups
Napkins
Straws
Utensils
Others...

1.3 Branding and Packaging

● STEP 1



1.3 Branding and Packaging

● STEP 1

Sample Uniforms



Supervisor



Captain



Service Receptionist



Waitress



Waiter

1.3 Branding and Packaging

● STEP 1

Sample Menus



Prices must be included as shown.

1.3 Branding and Packaging

● STEP 1

Sample Outdoor and Indoor Signages



1.4 General Info

● STEP 1

Contractors/Consultant Company Profile and Certification Number as per Government Law

Contact Person

Name

Address

Mobile number

Email address

Owner's QID





STEP 2

2.1 Feasibility Study

2.2 Proof of Funds and Deposit Cheques

2.3 3D Design and Footprint Required

2.4 General Info

2.1 Feasibility Study

● STEP 2

Projected
Profits & Losses (P&L)
for 12 months
on Monthly basis

Projected
P&L for 5 years
on yearly basis

Balance Sheet

Investment Breakout

Design & fit out
Furniture
Equipment
Flatware, dinnerware, etc.
Transportation
Operational cash flow

Proof of Funds

Breakeven Analysis
and ROI

Organizational Chart
and Résumés of
Executive Chef
and Manager

Payroll Schedule

2.1 Feasibility Study

● STEP 2

Sample Projected P&L for 12 months on Monthly Basis

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Guests/Day	100	120	130	150	170	200	220	250	270	280	290	300	2480
Average Cheque/Guest	50	50	50	50	50	50	50	50	50	50	50	50	50
Total Sales/Day	5000	6000	6500	7500	8500	10000	11000	12500	13500	14000	14500	15000	124000
Total Sales/Month	150000	180000	195000	225000	255000	300000	330000	375000	405000	420000	435000	450000	3720000
Cost of Goods Sold in %	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%
Cost Of Goods Sold in QR	45000	54000	58500	67500	76500	90000	99000	112500	121500	126000	130500	135000	1116000
Gross Margin	105000	126000	136500	157500	178500	210000	231000	262500	283500	294000	304500	315000	2604000
Fixed Costs													
Payroll	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	420,000
Rent	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	300,000
Accommodation	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	180,000
Transportation	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	84,000
Visas	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	48,000
End of Service	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	42,000
Depreciation	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	180,000
Marketing	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000
Msc...	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000
Total Fixed Costs	114,500	114,500	114,500	114,500	114,500	114,500	114,500	114,500	114,500	114,500	114,500	114,500	1,374,000
Net Profit	-9,500	11,500	22,000	43,000	64,000	95,500	116,500	148,000	169,000	179,500	190,000	200,500	1,230,000

2.1 Feasibility Study

● STEP 2

Sample Projected P&L for 5 years on Yearly Basis

	2019	2020	2021	2022	2023
Guests/Day	2,480	2,728	3,001	3,301	3,631
Average Cheque/Guest	50	50	50	50	50
Total Sales/Day	124,000	136,400	150,040	165,044	181,548
Total Sales/Month	3,720,000	4,092,000	4,501,200	4,951,320	5,446,452
Cost of Goods Sold in %	30%	30%	30%	30%	30%
Cost Of Goods Sold in QR	1,116,000	1,227,600	1,350,360	1,485,396	1,633,936
Gross Margin	2,604,000	2,864,400	3,150,840	3,465,924	3,812,516
Fixed Costs					
Payroll	420,000	462,000	508,200	559,020	614,922
Rent	300,000	330,000	363,000	399,300	439,230
Accomodation	180,000	198,000	217,800	239,580	263,538
Transportation	84,000	92,400	101,640	111,804	122,984
Visas	48,000	52,800	58,080	63,888	70,277
End of Service	42,000	46,200	50,820	55,902	61,492
Depreciation	180,000	198,000	217,800	239,580	263,538
Marketing	60,000	66,000	72,600	79,860	87,846
Msc...	60,000	66,000	72,600	79,860	87,846
Total Fixed Costs	1,374,000	1,511,400	1,662,540	1,828,794	2,011,673
Net Profit	1,230,000	1,353,000	1,488,300	1,637,130	1,800,843

Sample Balance Sheet

Assets	
Current Assets	
Cash	32,800
Accounts Receivable	300
Prepaid Rent	1,000
Inventory	39,800
Total Current Assets	73,900
Long-term Assets	
Leasehold Improvements	100,000
Accumulated Depreciation	(2,000)
Total Long-term Assets	98,000
Total Assets:	171,900
Liabilities	
Current Liabilities	
Accounts Payable	49,000
Accrued Expenses	450
Unearned Revenue	1,000
Total Current Liabilities	50,450
Long-term Liabilities	99,500
Total Liabilities	149,950
Owner's Equity	
Owner's Equity	
Retained Earnings	11,950
Common Stock	10,000
Total Owner's Equity	21,950
Total Liabilities and Owner's Equity	171,900

2.1 Feasibility Study

● **STEP 2**

Sample Investment Breakout

Design & Fit Out	800,000
Equipment	500,000
Transportation	150,000
Flatware	200,000
Branding & Packaging	100,000
POS System	30,000
Uniforms	20,000
Cleaning Materials	10,000
Government Documents	7,000
Training	3,000
Operational Cash Flow	180,000
TOTAL	2,000,000

2.2 Proof of Funds and Deposit Cheques

● **STEP 2**

Proof of funds, please provide one of the following:

Personal Bank Statement

Company bank statement that is issued on the same month

A valid local bank offer letter confirming the approved funding

Security Deposit Cheques

On or before handover date, please provide security deposit cheques equal to 3 monthly rental fees

2.2 Proof of Funds and Deposit Cheques

● STEP 2

Sample of Bank Statement Showing Available Funds

ABC Landscaping, LLC
Check Register
For the month ended March 31

Date	Ref	Name	Debit	Credit	Balance
					\$12,735
3/1 Auto		XYZ Realty (Rent)		\$ 1,500	\$11,235
3/3 Dep		Customer receipts	\$4,300		\$15,535
3/7 1254		HG Materials Supply		\$ 2,982	\$12,553
3/12 1255		Jerry Jones (Payroll)		\$ 722	\$11,831
3/15 Online		EFTPS (Payroll Taxes)		\$ 498	\$11,333
3/17 DC		Gas Mart		\$ 120	\$11,213
3/22 1256		Joe's Equipment Repair		\$ 675	\$10,538
3/26 1257		Jerry Jones (Payroll)		\$ 722	\$ 9,816
3/28 Dep		Customer receipts	\$7,300		\$17,116
3/29 DC		Gas Mart		\$ 135	\$16,981
3/31 Dep		Customer receipts	\$3,650		\$20,631
3/31 1258		HG Materials Supply		\$ 4,900	\$15,731

Check number 1253 was written and properly recorded on February 26

ABC Landscaping, LLC
Bank Statement
For the month ended March 31

Date	Ref	Name	Deposit	Credit	Balance
					\$13,457
3/1 1253		Check		\$ 722	\$12,735
3/2 Auto		XYZ Realty		\$1,500	\$11,235
3/4 Dep		Deposit	\$4,300		\$15,535
3/6 Ret		Returned Check		\$1,200	\$14,335
3/6 DC		Gas Mart		\$ 140	\$14,195
3/10 1254		Check		\$2,982	\$11,213
3/14 1255		Check		\$ 722	\$10,491
3/16 Auto		EFTPS		\$ 498	\$ 9,993
3/17 DC		Gas Mart		\$ 120	\$ 9,873
3/28 1256		Check		\$ 672	\$ 9,201
3/29 Dep		Deposit	\$7,300		\$16,501
3/30 DC		Gas Mart		\$ 135	\$16,366
3/31 BSC		Service Charge		\$ 26	\$16,340
3/31 INT		Interest Earned	\$ 2		\$16,342

Sample of Offer Letter Confirming the Approved Funding

Sample Copy Only!

JOHN DOE
9999 MOUNT FUNDS DRIVE
LAS VEGAS NV 89147-5231

AVAILABLE BALANCE CONFIRMATION

DATE: JULY 31, 2008
ACCOUNT NO: 2000026240000
SWIFT NO: PNBPU3MXXX
ACCOUNT TYPE: PERSONAL HIGH YIELD CHECKING
BALANCE: USD 8,336,441.69
DESCRIPTION: VERIFICATION OF FUNDS

We, Wachovia Bank, confirm that our client, JOHN DOE, currently has available on deposit USD 20,336,441.69. The funds are available for immediate use. This letter puts no financial obligation on said funds. These funds are clear of any holds, liens or encumbrances.

Sally Mae Joe

Commercial Banking Manager
1111 Tulson Drive Ste. 400E
Addison, TX 75000-4633
Ph (972) 419-8888
Fx (972) 499-8888

2.1 Feasibility Study

● STEP 2

Sample Investment Breakout

Break Even Analysis

Total Fixed Cost

Cost of Goods Sold

Profit Margin

114,500 QAR

30% of Total Sales

70% of Total Sales

$114,500 / 70\%$

Sales Break Even Analysis

Average Cheque/Customer

163,571 QAR

50 QAR

$163,571 / 50$

Customers Break Even Analysis

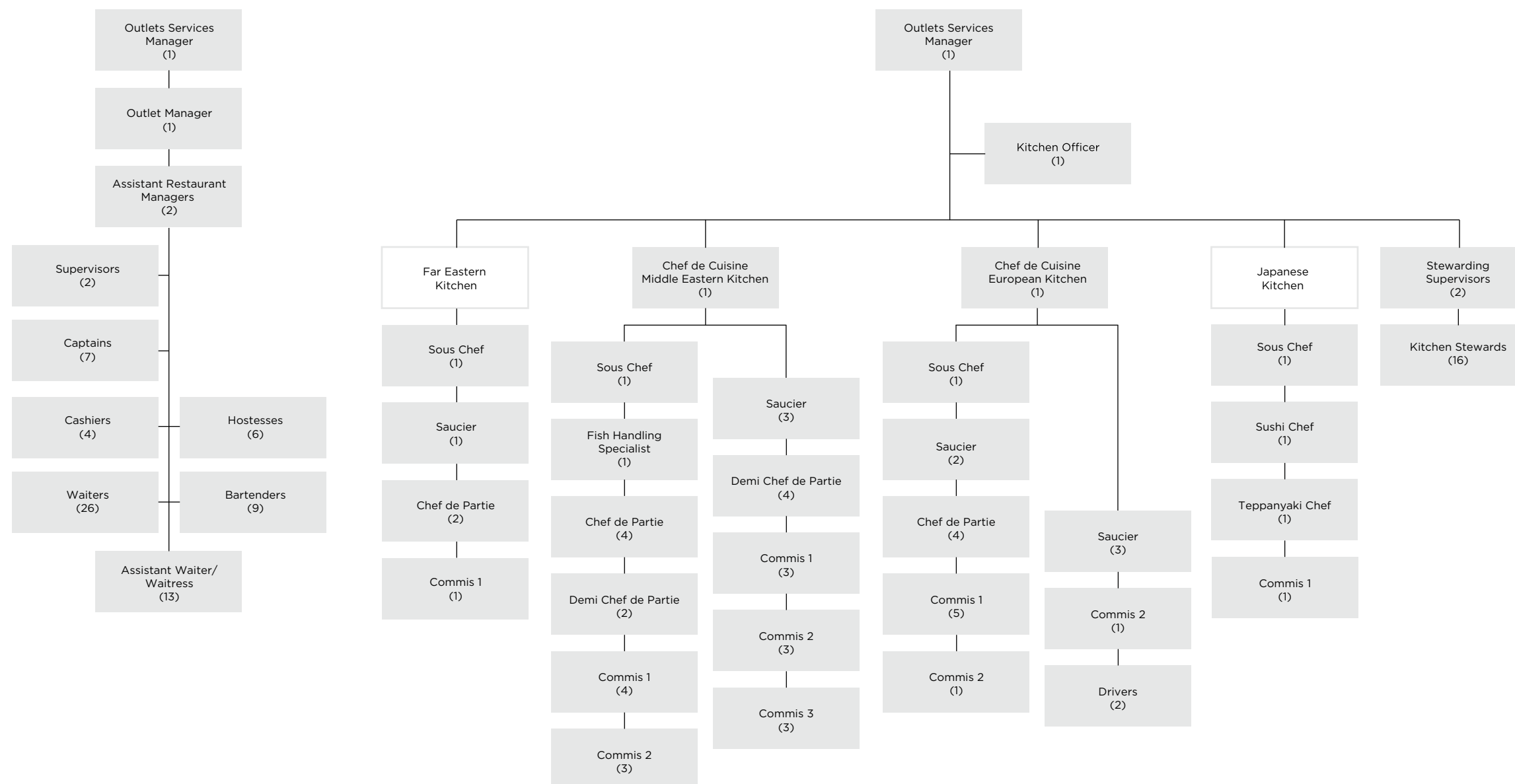
3,271 CUSTOMERS

2.1 Feasibility Study

● STEP 2

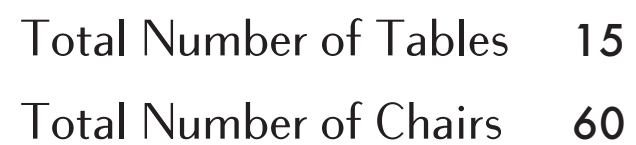
Sample Organizational Chart

Lay out the business owners and the team working towards achieving the goals of the business as well those involved in the strategies of daily operations.



● STEP 2

Seating Area	200
Kitchen	100
Circulation Area	70
Entrance	20
Bar	10
Total Area Required	400 sqm



2.1 Feasibility Study

● STEP 2

Sample Payroll

SN	POSITION	QTY	GENDER	SALARY	
1	Outlet Manager	1	Male	5,000	QAR 5,000.00
2	Outlet Supervisor	2	Male	4,000	QAR 8,000.00
3	Head Chef	1	Male	5,000	QAR 5,000.00
4	Sous Chefs	2	Males	5,000	QAR 10,000.00
5	Baristas	3	Males/Females	2,600	QAR 7,800.00
6	Commis	4	Males	1,800	QAR 7,200.00
6	Captain Waiters	2	Males	2,500	QAR 5,000.00
6	Waitress/Waiters	8	Females	2,000	QAR 16,000.00
6	Kitchen Cleaners	2	Males	1,600	QAR 3,200.00
6	Outlet & WC Cleaners	2	Females	1,600	QAR 3,200.00
		27	TOTAL SALARY		QAR 70,400.00

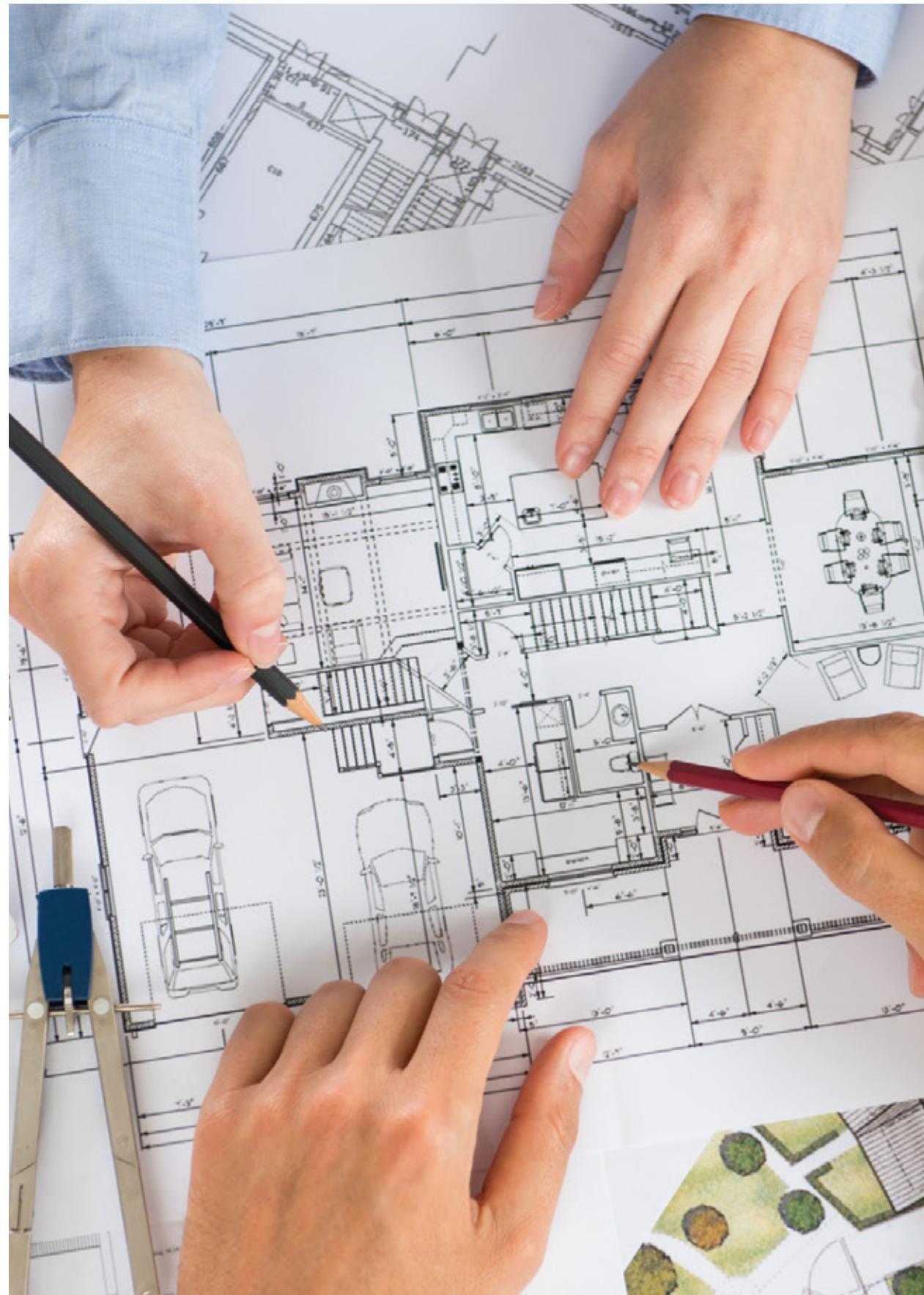
● STEP 2

Company Registration



The background of the entire page is a dark blue field with a repeating pattern of light blue wavy lines and small, stylized floral or geometric motifs. In the center, there is a large, stylized logo consisting of a yellow circle containing a black geometric design. Below this logo, the word "KAI" is written in large, white, sans-serif capital letters, with the "K" and "A" stacked vertically. Underneath "KAI", the text "RESTAURANT HOTEL" is written in a smaller, white, sans-serif font, with "RESTAURANT" and "HOTEL" stacked vertically.

25



STEP 3

3.1 Floor Plan

3.2 Kitchen Equipment List Power Requirement (F&B Outlets Only)

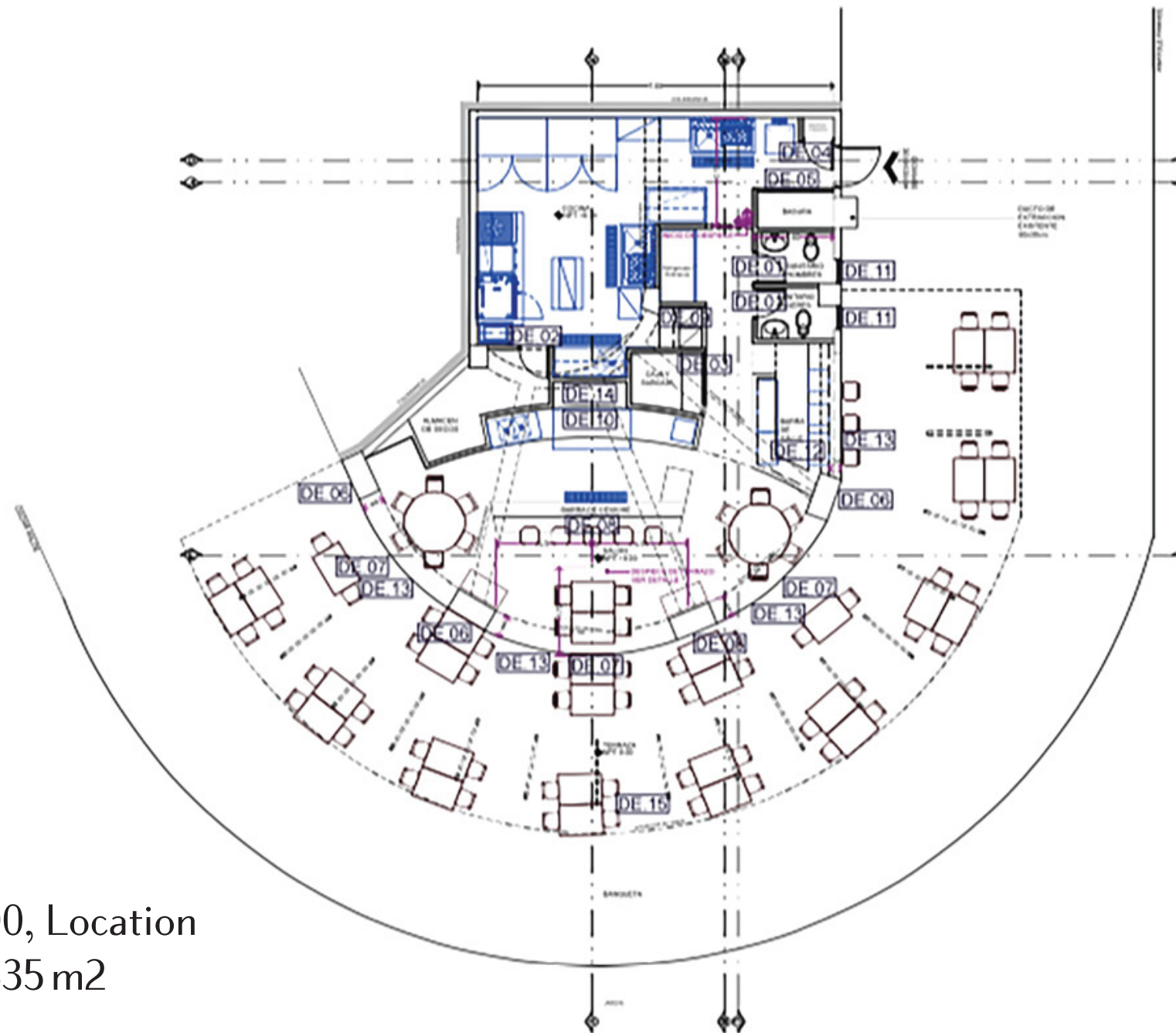
3.3 Food Image with Food Presentation

3.4 General Info

3.1 Floor Plan

● STEP 3

Sample Floor Plan



Building No.00, Location
Total Area: 1335 m²

3.2 Kitchen Equipment & MEP Requirement

● STEP 3

Sample List of Kitchen Equipment

	ZY004	Stainless Steel Smoke Tube	5
	ZY002	Rour Refer With Sink 3ML	1
	S233	1.8m Stainless Steel Chopping Board Work Bench With 2 Layers Under Shelf	1
	R205-2	1156L 2 Doors Luxury Fancooling Reach-in Kitchen Freezer	2
	R300-2	SS304 2 Glass Doors Luxurious Fancooling Reach-In Kitchen Refrigerator	1
	TS026-3	304SS 4 Tier Shelving	2
	F142	Vacuum Package Machine	1
	ZY003-2	1.5m 4 Layers Beverage Open Showcase	1
	ZY003-2	1.8m 4 Layers Beverage Open Showcase	1
	K221	1-Door Food Warmer Cart	1
	K146	Dish Washer Pre-cleaning Table	1
	K147-2	Dish Washer Exit Table	1
	K149	Dish Washer	1
	R177-1	48 Pounds Combination Type Cube Ice Maker	1
	Y352-2	11" Ceramic Square Plate	150

Sample List of Operational Supplies

Essential Kitchen Utensils List

Food Preparation Equipment

Chef's knife
Paring knife
Knife sharpening/honing rod
Bread knife
Chopping/cutting board(s)
Kitchen shears/scissors
Vegetable peeler
Garlic press
Grater
Kitchen scales
Measuring jug
Measuring spoons
Measuring cups
Mixing bowl
Colander/pasta strainer
Sieve
Rolling pin
Can opener
Blender

Serving Equipment

Ladle
Pasta fork
Pizza cutter
Corkscrew
Bottle opener

Cooking Equipment

Frying pan/skillet
Saucepans
Ovenproof dish
Roasting tin
Baking sheet
Stirring spoon
Slotted spoon
Spatula
Tongs
Masher
Balloon whisk
Oven gloves
Pot holders
Food/meat thermometer

Storage Equipment

Plastic containers
Plastic zipper bags
Bread bin

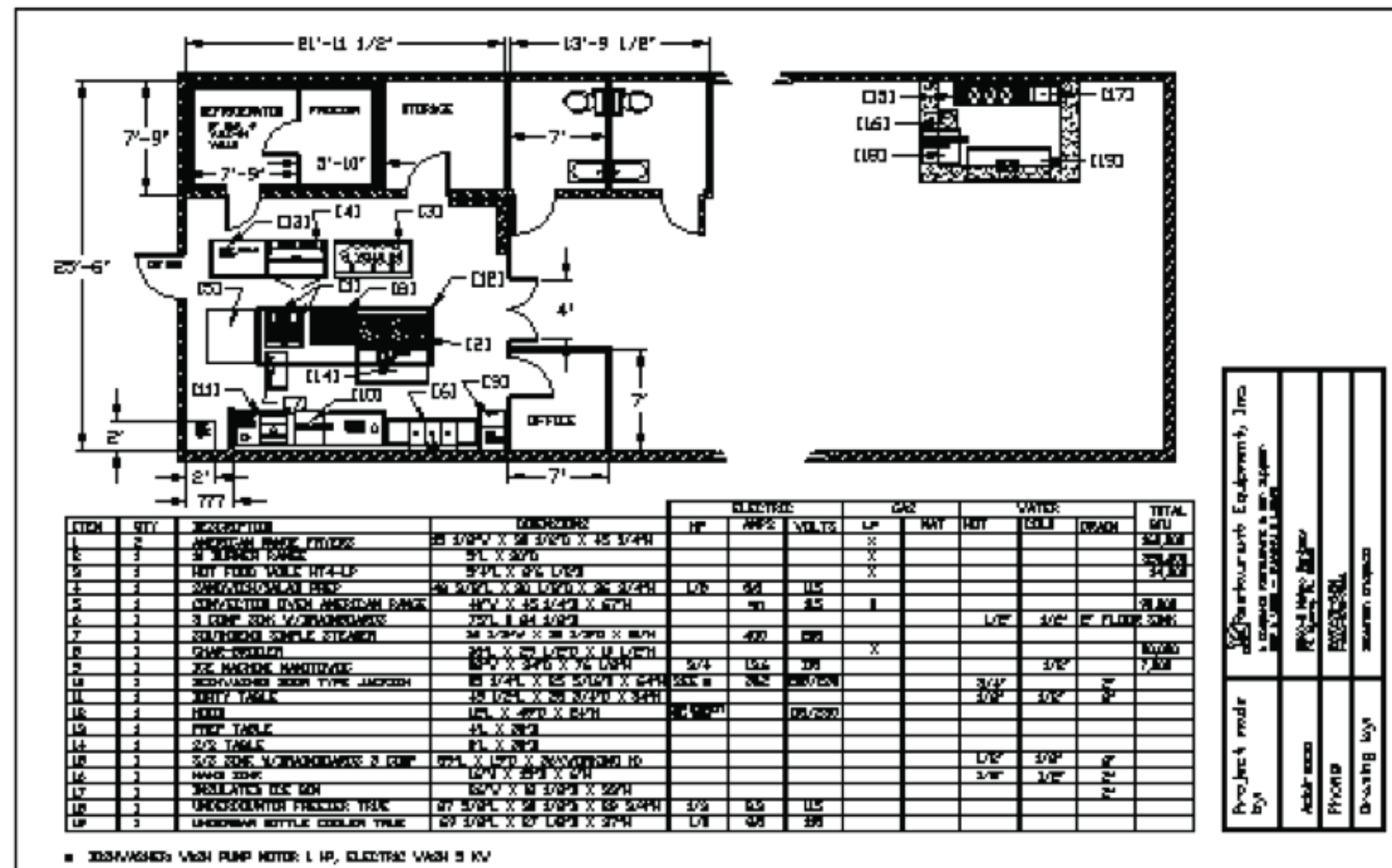
Miscellaneous Equipment

Plastic wrap/clingfilm
Kitchen foil
Baking parchment
Tea towels
Kitchen tool organizer

3.2 Kitchen Equipment & MEP Requirement

● STEP 3

Sample Kitchen Layout and Power Requirement



Kitchen Equipment List

Seating Area

3.3 Food Image with Food Presentation

● STEP 3



3.2 General Info

Computer Card

نوع القطاع : خاص
نوع الترخيص : تجاري
تاريخ الانتهاء : 2017-10-26
Org Name: GRID SCAN W.L.L.

قسم قيد المنشأة
رقم المنشأة :
اسم المنشأة : جريد اسكان

بطاقة المنشأة

المفوضين بالتوقيع

م	الرقم الشخصي	الاسم	انتهاء الصلاحية	التوقيع
1			2017-10-26	
2			2017-10-26	
3			2017-10-26	

Trade License

وزارة الاقتصاد والتجارة
Ministry of Economy and Commerce

Registration and Commercial
Licenses Department

إدارة التسجيل
والتراخيص التجارية

مستخرج بعض بيانات السجل التجاري

2016/09/07

0 : عدد الفروع:
27/04/2017 : التسمية التجارية:
30000 : تاريخ انتهاء السجل:
قطر : رأس المال:
5580555 : جنسية المنشأة:
أرقام الاتصال:

50395/1 : رقم السجل التجاري:
التسريب للتجارة والخدمات : الأسم التجاري:
25/09/2011 : تاريخ إنشاء السجل:
مؤسسة فردية : الشكل القانوني:
نشط : حالة السجل:

معلومات الاتصال

4123 : صندوق البريد:



WISHES YOU
GOOD LUCK!

ALL RIGHTS RESERVED 2019.