

NEW CONCEPT DEVELOPMENT

HAVE A VISION FOR A NEW RESTAURANT?

We Turn Your Ideas Into Reality.

It can be challenging to enter the highly competitive restaurant industry, but with HDC by your side your advantage is unique. Our expert team have extensive experience in virtually every aspect of operating a restaurant, from brand ideation to menu development to on-site training and support. We'll help you to develop big ideas that will improve the competition and drive all-important cash flow.

Our Hospitality Consulting Process —————

What can HDC do for you? If you're just getting started, we offer an four-week New Concept Development Process that will ensure you are armed with the tools to move forward with your new venture, boasting a documented strategy. If you're up and running, but not as profitable as expected, we offer a three-day Operations Assessment that will pinpoint improvements to your business and ensure its ongoing success.

Process Makes Perfect _____

Because we have been owners and operators of restaurants, we can more easily identify what's working and what's not in a food service environment. We thoroughly examine each moving part of our clients' restaurants and present them with a comprehensive report that includes suggested modifications or even radical changes that will increase productivity and ultimately profits. If you are looking for opportunities to increase revenue and consistent execution, we offer a three-day Operations Assessment that will pinpoint improvements to your business and ensure its ongoing success.

- NEW CONCEPT DEVELOPMENT
- OPERATIONS ASSESSMENT

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We then create a strategic list of competitive concepts to analyze on a Discovery Tour in either your home market or a saturated competitive market.

RESEARCH

DISCOVERY TOUR

Together, we'll spend a designated number of days on the Discovery Tour surveying the market and analyzing each concept. From ticket times to tableware, this detailed but collaborative process will illustrate best practices and failures.



In an all-day brand positioning session, we'll distill insights and ideas from the tour while brainstorming your concept's look and feel. Together, we'll agree on strategies ranging from the menu shell and pricing to equipment needs and space requirements.

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DOCUMENTATION

We works internally to produce the associated deliverables which include a Concept Book, a Financial Pro Forma, a Business Plan, a Space Plan and as-needed, a presentation documenting all this for investors and landlords.

OPERATIONS ASSESSMENT



1

ESTABLISH GOALS

We conduct a kickoff meeting to understand the needs, goals and challenges of your business.



STRATEGY

Upon the conclusion of the visit, we provide a debrief of initial findings and conduct a discussion of ways to improve operations and overall performance of the restaurant through proven strategies.



2 IMMERSION

We review your standard operating materials, sales mix, recipes, profit and loss sheets, sales information and guest reviews (online and in-house) to understand the operating standards as they are defined.



SITE VISIT

We conduct a site visit to observe front- and back-of-house procedures and how they relate to the defined standards.

We assess the guest experience, taking a look "under the hood" to determine underlying challenges and roadblocks to success.

REPORT

We draft a report identifying both challenges and actionable steps for improvement and efficiency.

Together, we review your report and determine how to implement the recommended improvements.





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