



THE CONCEPT

Everyone loves **Shrimps**,

it can be combined with many dishes
and it will be Tasty It's delicious yet
nutritious,

That's why we decided to start I SHRIMP,
a fast diner that will serve only shrimps
with all it's shapes and ways of cooking.



**From
where we
come**

Cultural diversity.

Global Brand Experience knowledge.

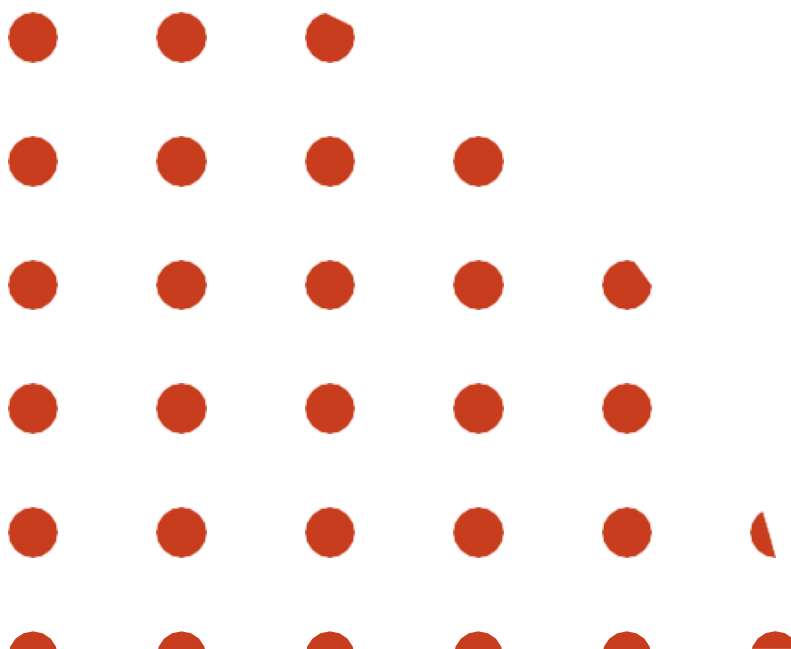
Customer Service Mania.

where the quality is ahead



What are we planning?

We are planning to create a brand to offer the best shrimp dishes with recipes from all over the world



What We Aim To

Deliver a consistently great product where customer needs are met at the highest standard

Being the International market leader

Have a great team of people, making I Shrimp a great place to work.



TARGET AUDIENCE

Health-Conscious Consumers

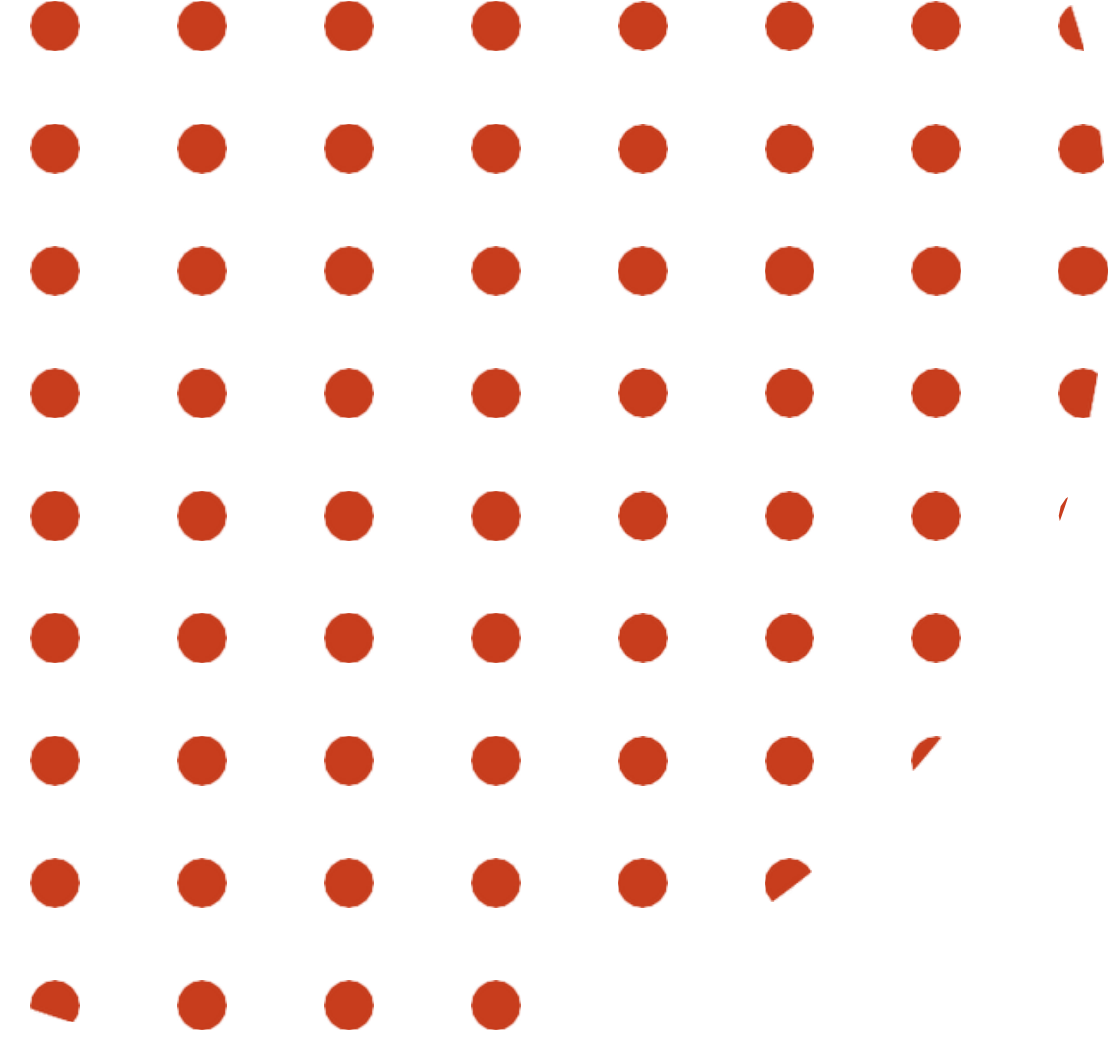
Seafood Lovers

Middle to Upper-Income Urban Professionals

Fitness Enthusiasts & Gym-Goers



I SHRIMP



Store Look and Feel

**Store Size: Indoor 120 SQM
Outdoor 60 SQM – 20 Table
100 Pax**



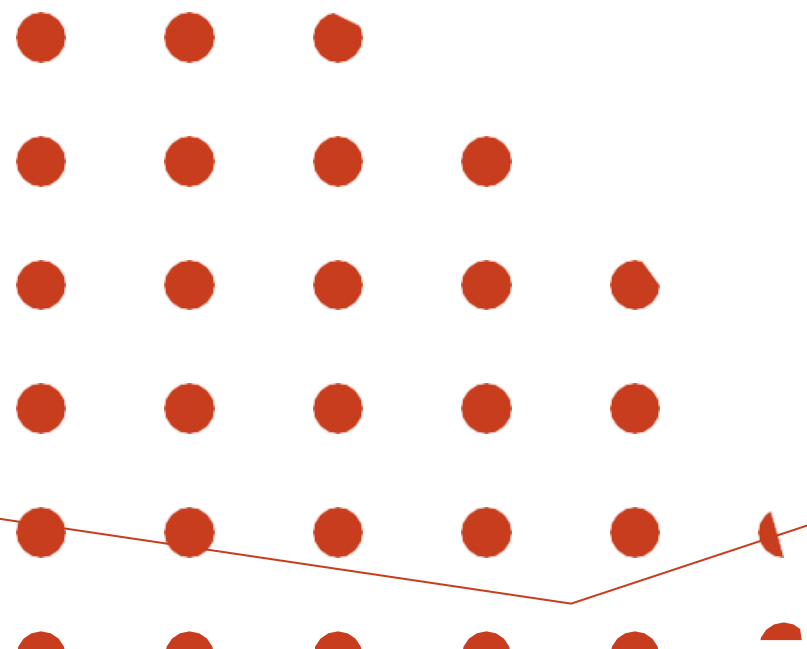
I SHRIMP





Menu Innovation

We are looking for ways to make healthy, nutritious offerings that are not only enticing, accessible, exciting, and unique, but also sustainable.



SOUP

Mediterranean

made with a tomato-based broth, vegetables, loads of fresh herbs and whole wheat pasta

Thai

made with coconut milk, fresh ginger and mushrooms

Brazilian

made with crashed tomato, rice water, spice

SALAD

Old School

made with a creamy, tangy dressing, lots of crunchy vegetables.

Citrus & Avocado

made with flavored shrimp, creamy avocado, and the crunch of sliced almonds.

Blackened

Roasted shrimp mixed with creamy mayo, fresh onion, and juicy tomato

Summer

made with corn, Cilantro, jalapeño, milk and red onion.

MAIN

Honey-Garlic

marinade of honey, soy sauce, and garlic served with brown rice or mash potato

Shrimp Pasta

shrimp sizzling in a flavorful cream sauce, tossed with perfectly cooked pasta.

Bang Bang

crisp shrimp bites drizzled with a sweet chili garlic sauce served with fries

Greenish

green sauce, parsley and olive oil, with the bite of onion and garlic, and a little zing of hot pepper. served with garlic bread

Pink

Special marination, marinara pink Sauce served with brown rice

150

160

145

160

150

165

155

200

215

200

205

210



SANDWICH

Cold

roasted Shrimp mixed with creamy mayo, onion, tomato

Fried

fried shrimp topped with mayo, mustard served on watercress

Roasted

roasted shrimp after the special marination topped by tartar sauce with red cabbage

Patty

fried patty shrimp topped with spicy mayo in bun served with fries

Barbecue

Tender barbecue shrimp tossed in smoky sauce, layered in a soft bun with fresh slaw

150

160

165

160

170



SIDES

Fried Rice

Fries

Shrimp.Mac

Side Mix

80

70

75

85

DRINKS

Mango Mule

blend of ripe mango, zesty ginger, and a splash of lime.

Shirley Ginger

ginger fizz with a splash of pomegranate syrup and a hint of citrus.

Irish Coffee

A rich blend of freshly brewed coffee and creamy foam.

Spicy Agua Fresca

fresh fruit juice, zesty lime, and a kick of chili.

90

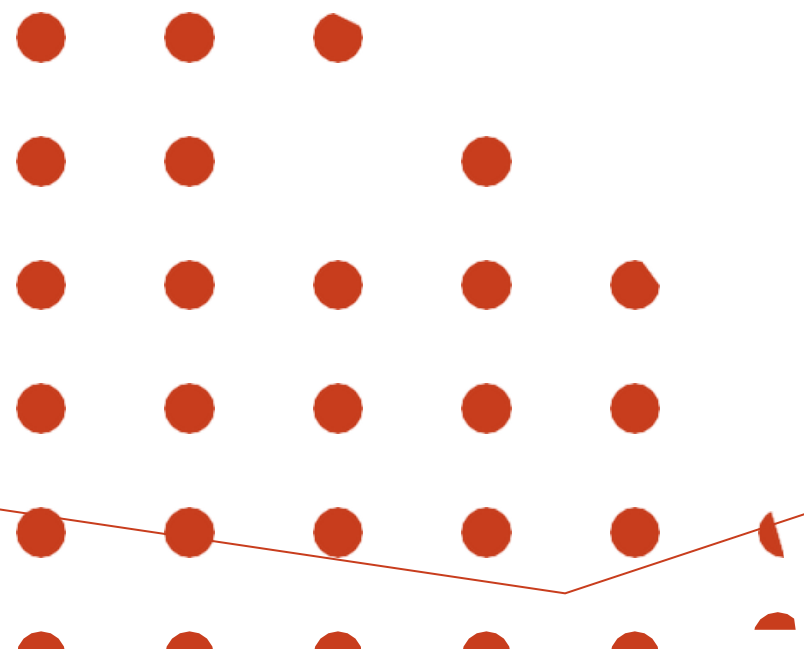
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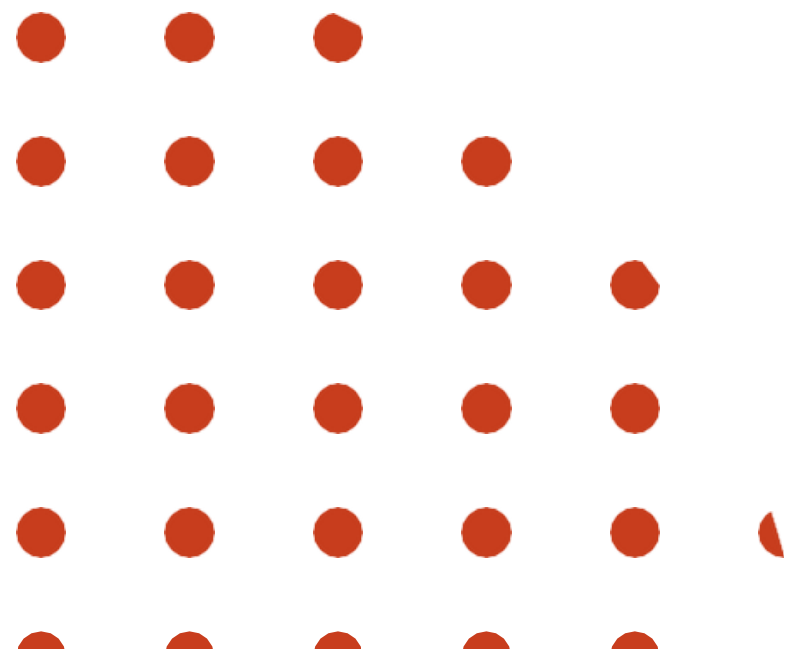
Menu SOUP

- Mediterranean
- Thai
- Brazillian



Menu SALAD

- Old School
- Citrus & Avocado
- Blackened
- Summer



Menu MAIN

- Honey-Garlic
- Shrimp Pasta
- Bang Bang
- Greenish
- Pink



Menu SANDWICH

- Cold
- Fried
- Roasted
- Patty
- Barbecue

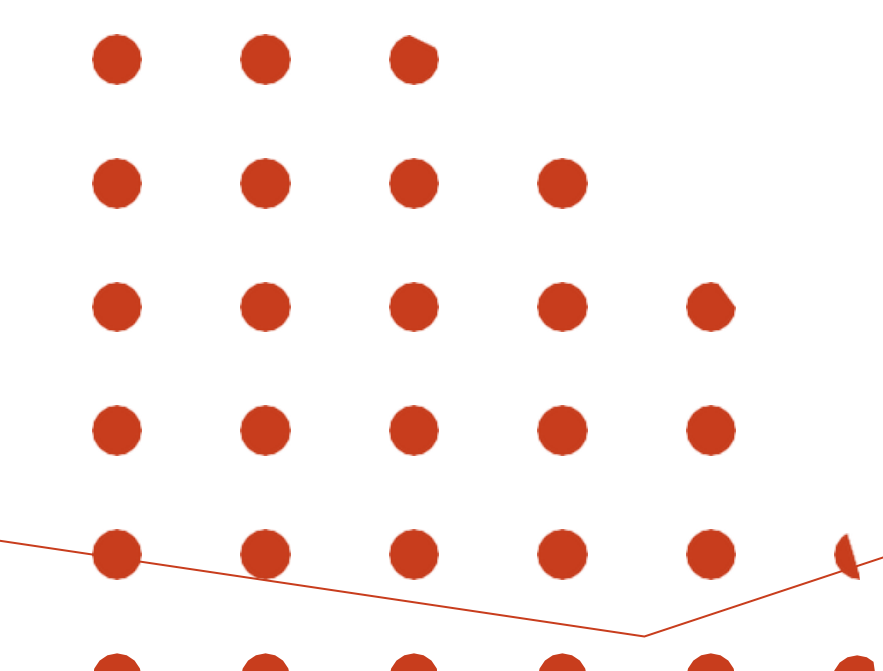
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Menu

SIDES

- Fride Rice
- Fries
- Shrimp.Mac
- Side Mix



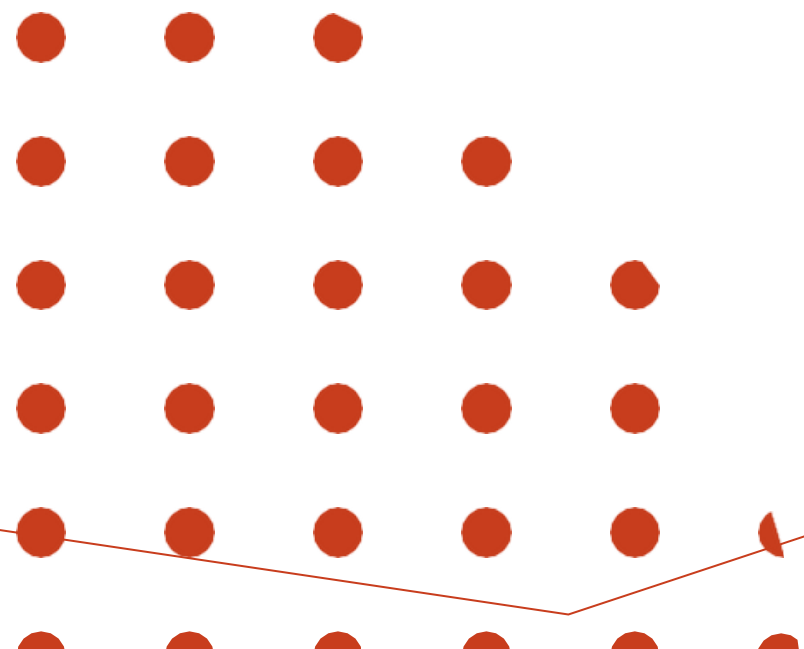
Menu DRINKS

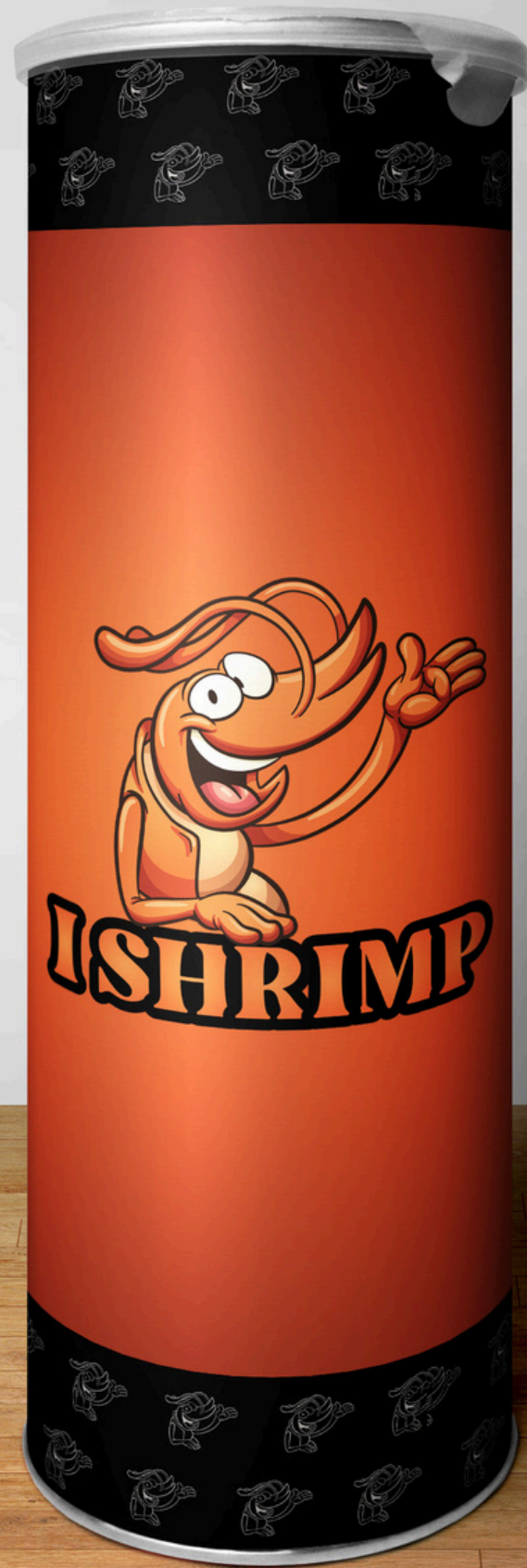
— Mango Mule

— Shirley Ginger

— Irish Coffee

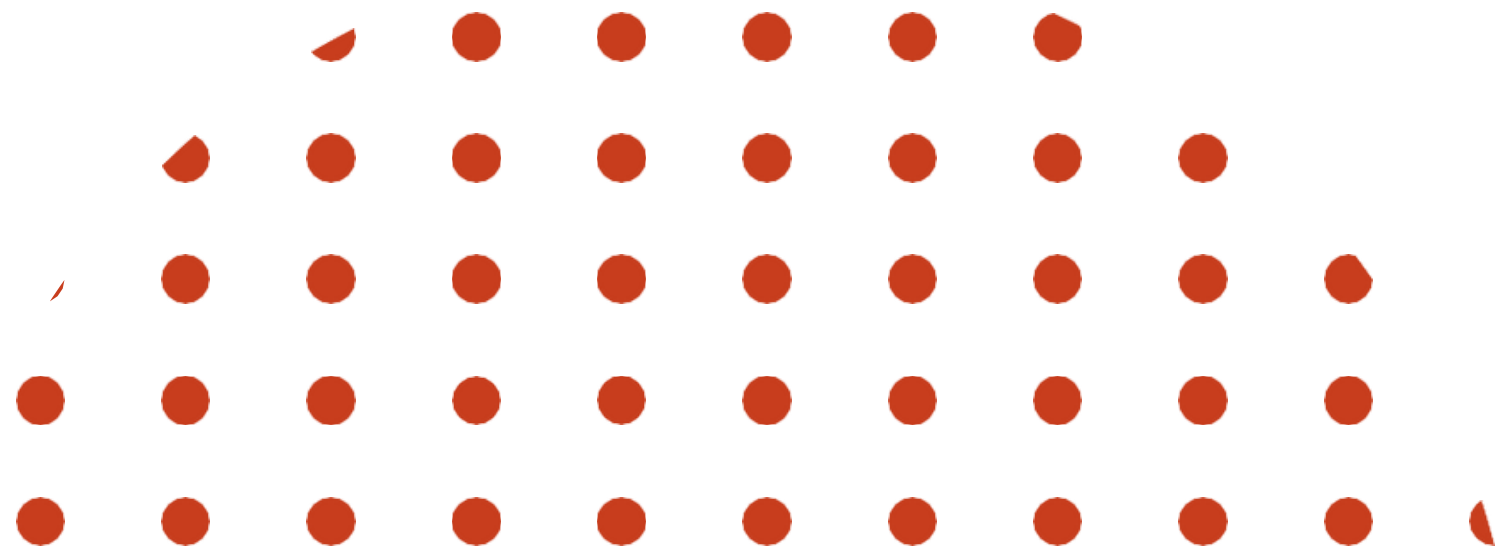
— Spicy Agua Fresca





Packaging Innovation

Creative packaging involves innovative designs and solutions that not only help products stand out above the rest, increasing the product's growth and success, but also provides more sustainable and cost-effective solutions through the lifespan of the package – from the warehouse and assembly line to store shelves





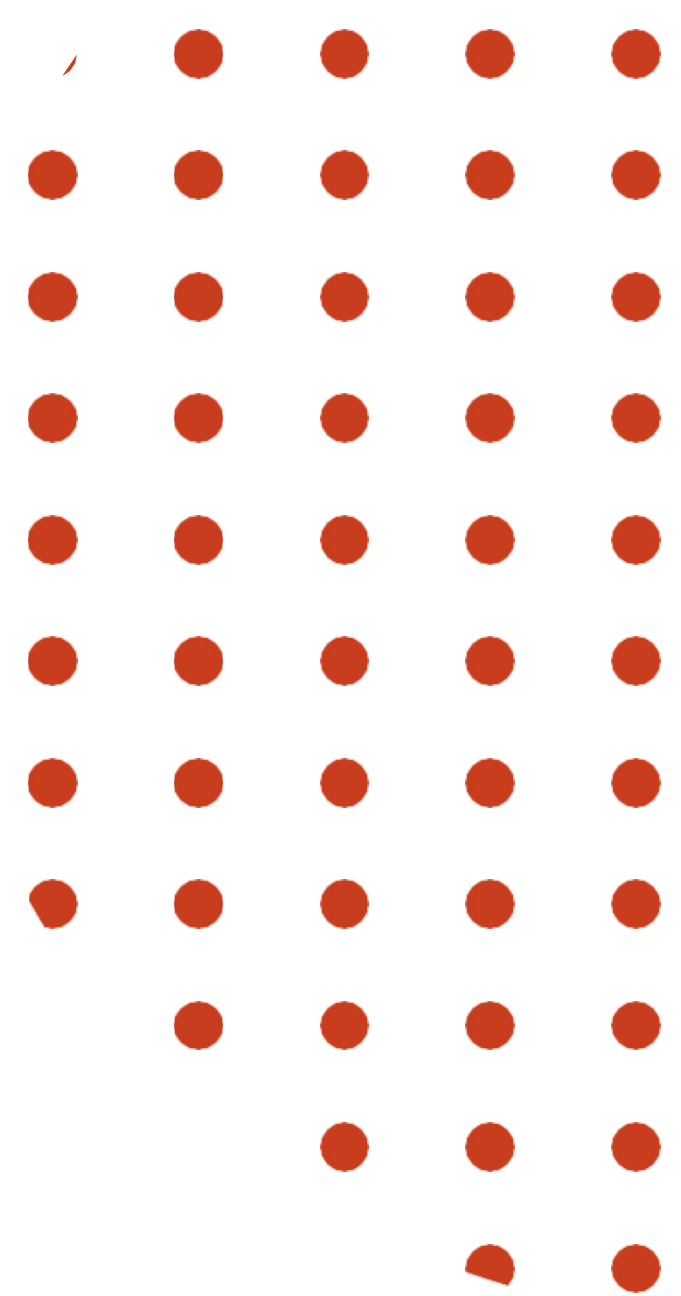
I SHRIMP

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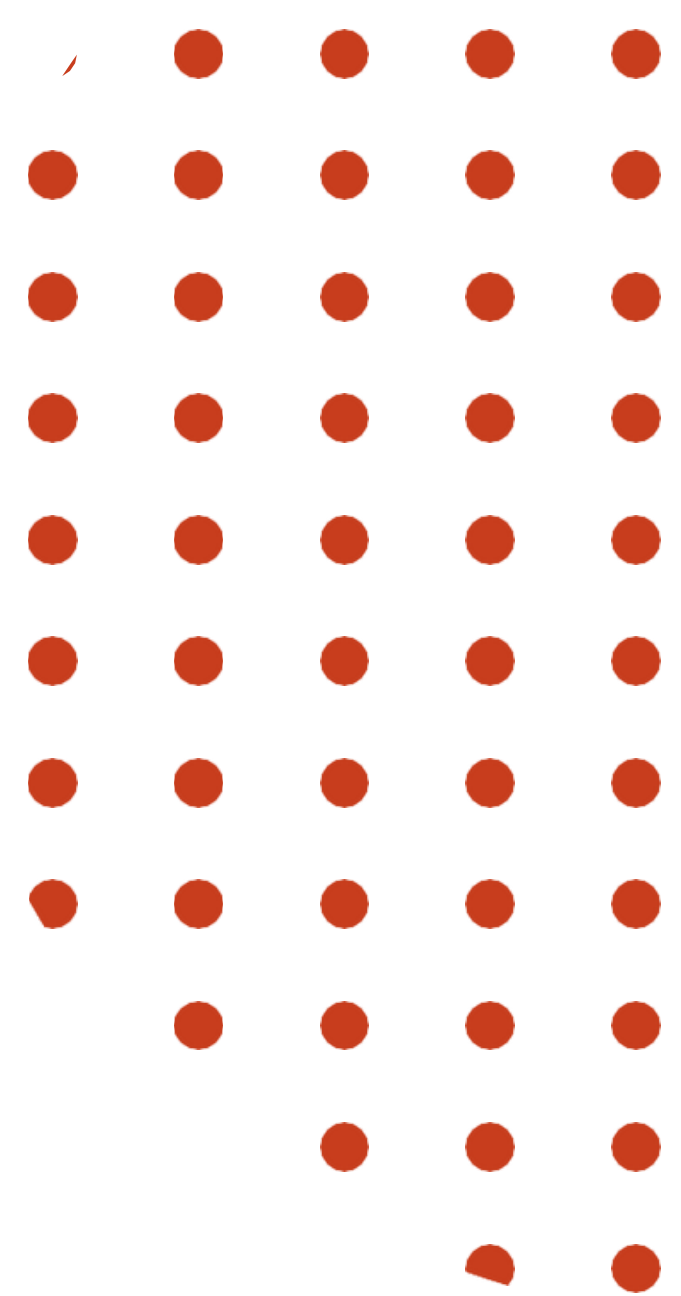


Start Date

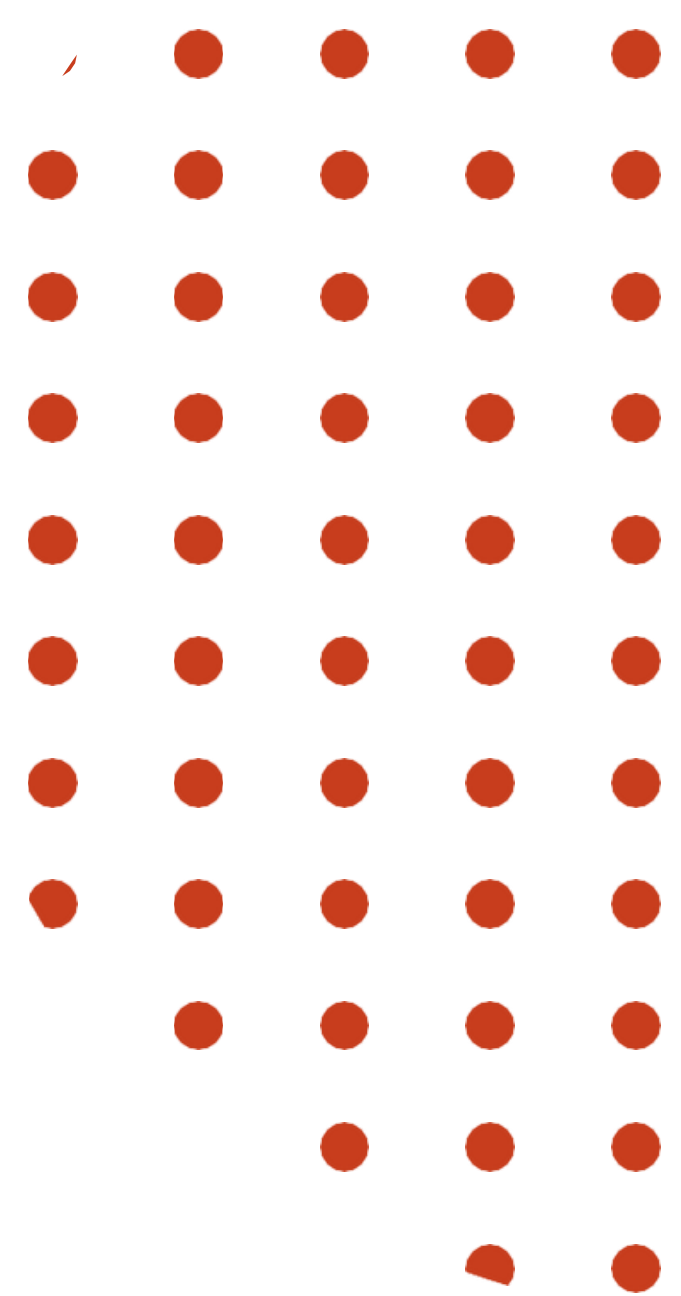
January 2026



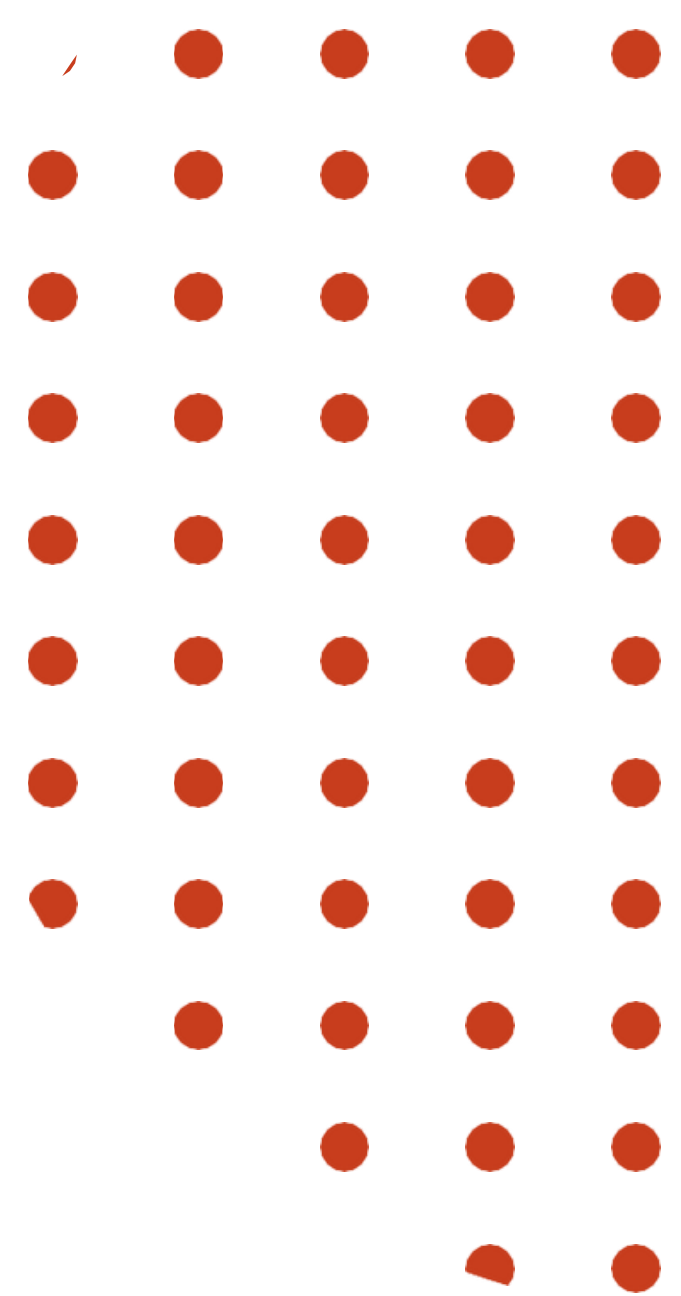
Marketing Strategy



Competition analysis



Expansions Plan



Investment ask

Investment Cost Overview

Based on the financial breakdown, the total investment required is 8.95 million EGP, allocated as follows

Human Resources	283,422
Capex & Non-Controls	6,851,711
Controllable & Marketing	1,366,600
Sales & Cost of Goods Sold	392,667
Total Invest Money	8,894,400

