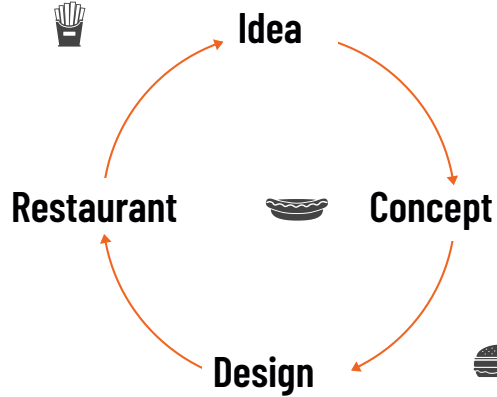




JAX CLOUD CONCEPTS
FOOD INSPIRED • DESIGN DRIVEN



Our Recipe



JCC is a boutique restaurant consultancy firm based in Dubai, specializing in developing QSR concepts and providing our clients with the required knowledge, tools, and guidance to launch the next best food concept!

At **JCC**, we aim to streamline and simplify the pre-opening process of launching your next best concept and empower you to navigate through the various obstacles and challenges that come along through the creative journey!

Our founders have a combined experience of over 25 years in developing, launching, and operating restaurant concepts in in Canada & the UAE!

JAX CLOUD CONCEPTS **FOOD INSPIRED • DESIGN DRIVEN**

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Our Specialty Ingredients

Book an e-meeting by visiting our webpage (www.jcc-dxb.com) to discuss how we can help you choose one or more of our F&B consulting packages.

- **As a Boutique consultancy**, we offer tailor-made specialized full 360 holistic F&B consulting services with local expertise in the GCC market catered around your budget. Being a boutique consultancy, you get our senior consultant's full attention and one one approach throughout the full contract period.
- **25 years of F&B experience**, our founders have successfully developed and launched multiple F&B concepts over the years in GCC region and North America accumulating a great amount of expertise and knowledge in the fields of F&B Operations, Finance Management, People Management and Menu Profile Development.
- **Client-Centric**, our agile project management approach has the client needs first as we offer tailored consulting packages to your needs and deliver on your requirements iteratively and incrementally through the process.

Our Pre-Opening Packages

THE STARTER

Draft Concept Development:

- Brand Name, logo & slogan.
- Menu first draft, # of items, category breakdown, item names, description, layout draft.
- Staffing requirements list, hiring chart, wages recommendations.
- Kitchen equipment & kitchenware list with a cost budget draft.

THE MAIN

Concept Development:

- Brand Name, logo & slogan.
- Full Menu design, # of items, category breakdown, item names, description, layout, ingredients list, recipe costing & suggestive selling prices, food cost breakdown.
- Staffing requirements list, hiring chart, salary budget.
- Kitchen equipment & kitchenware list with a full cost breakdown quote and kitchen layout blueprint
- Operation Manuals: Orientation Manual, Recipe Manual, Kitchen Manual, Costing Manual, Ordering Manual.
- Initial capital budget & operational breakeven draft.

THE FULL COURSE

Concept Development & Operational Launch

- Brand Name, logo & slogan
- Full Menu design, # of items, category breakdown, item names, description, layout, ingredients list, recipe costing & suggestive selling prices, food cost breakdown
- Staffing requirements, hiring chart, salary budget.
- Operation Manuals: Orientation Manual, Recipe Manual, Kitchen Manual, Costing Manual, Ordering Manual
- Initial capital budget & operational breakeven draft
- Kitchen layout design, Kitchen equipment list, kitchenware list with a detailed quotation for all three elements via our fitout partner
- Kitchen equipment installation, MEP & DM permits, equipment testing and launching via our fitout partner
- Supplier's recommendation for sourcing of all ingredients, cleaning supplies, and prices comparison list
- POS service providers recommendation

Our Post-Opening Services

SECRET SHOPPER

Want to improve your operation's standards?

We can help by providing monthly secret shopper service by conducting a neutral assessment of your restaurant to provide you with an insight of how a customer feels and experiences your brand right from the moment they enter your restaurant until they leave. Our Mystery Shopper reports are detailed and professionally drafted to help you identify the gaps in service and apply appropriate corrective solutions.

KITCHEN OPERATIONAL AUDIT

Feel your kitchen is not up to standards?

Restaurant kitchen operational audit is a must for every restaurant which adheres to high standards of quality. We can support by conducting a Kitchen Operational Audit at your restaurant to measure the standard kitchen operating procedures, which includes Food & Ingredients storage condition & hygiene, cleaning Methods - Master Cleaning Daily Schedule (MCDS), necessary food & facility safety certifications like Pest control, Fire control etc.

MENU RE-ENGINEERING

Think your menu needs a face lift?

No problem we got you covered! The process begins with an assessment of your "as is" menu by breaking down your menu item by item, analyzing each item's performance, and then adjusting based on those data and metrics. It concludes with an optimized "to be" menu and strategic layouts for your "re-energized menu" including your, menuboard, printed menu and any other menu communications tools you may have.

KITCHEN EQUIP MAINTANANCE

Having kitchen equipment maintenance issues?

We got you covered with our kitchen equipment partners who can propose various customized preventive maintenance services depending on the needs and nature of your operations. Our preventive maintenance services are designed to protect your restaurant from possible equipment failures and ensure that your restaurant stays in efficient working condition with a dedicated on-call engineering support.



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