



# PROFILE

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What we do & how we do.

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[www.inklingconsultancy.com](http://www.inklingconsultancy.com)

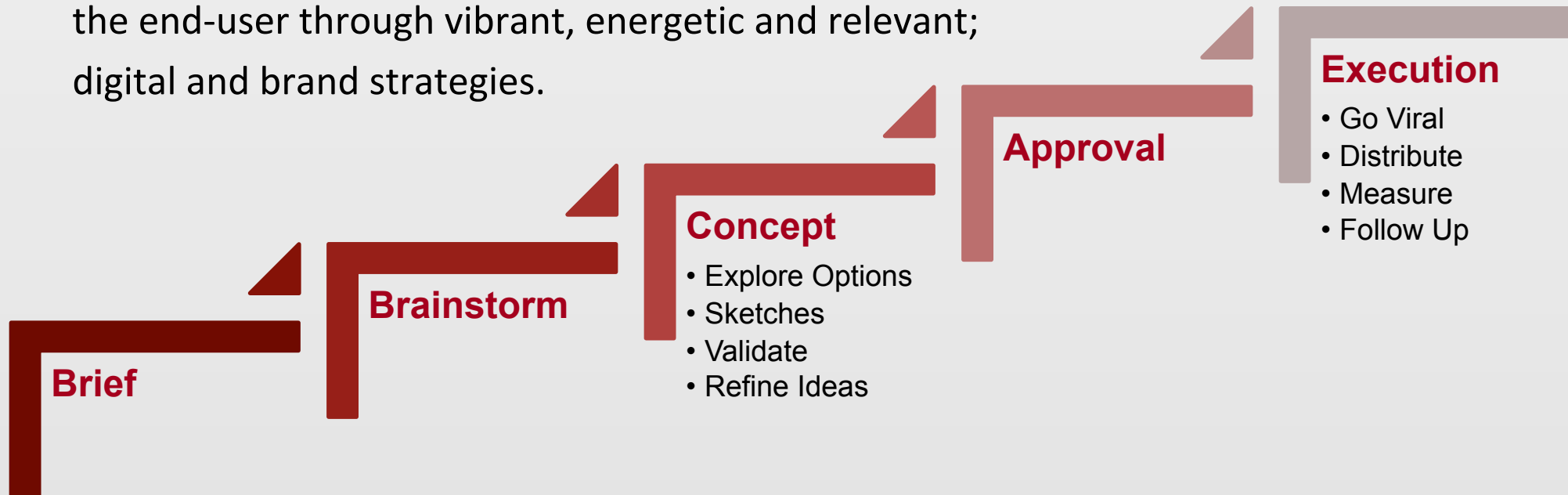
# PRESENTATION OUTLINE

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- **Our Approach**
- **Who We Are**
- **What We Do**
  - Operational Service
  - Branding Service
  - Marketing & Communications
  - IT Solution
- **Our Brands**

# OUR APPROACH

- We help our clients create a unique experience on every customer touch point.
- Our “customer first” approach helps us connect with the end-user through vibrant, energetic and relevant; digital and brand strategies.



# WHO ARE WE

- Inkling Hospitality Management are hospitality consultants in UAE that provide you with turn-key solutions to owning and operating successful Food & Drink outlets.
  - *Restaurant start up & business plans, concept*
  - *Location analysis, restaurant design & fit out*
  - *Restaurant menu engineering and kitchen equipment sourcing*
  - *POS and management systems*
  - *Right staff recruitment*
  - *Providing standard operation manuals to run the business.*

## OUR GOAL

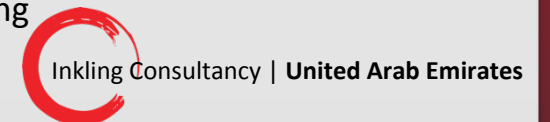
- Making our clients dreams of running a successful restaurant a reality.

## OUR MOTTO

- No challenge is **TOO BIG** - No detail is **TOO SMALL**

## INKLING HOSPITALITY IS YOUR ONLY POINT OF CALL

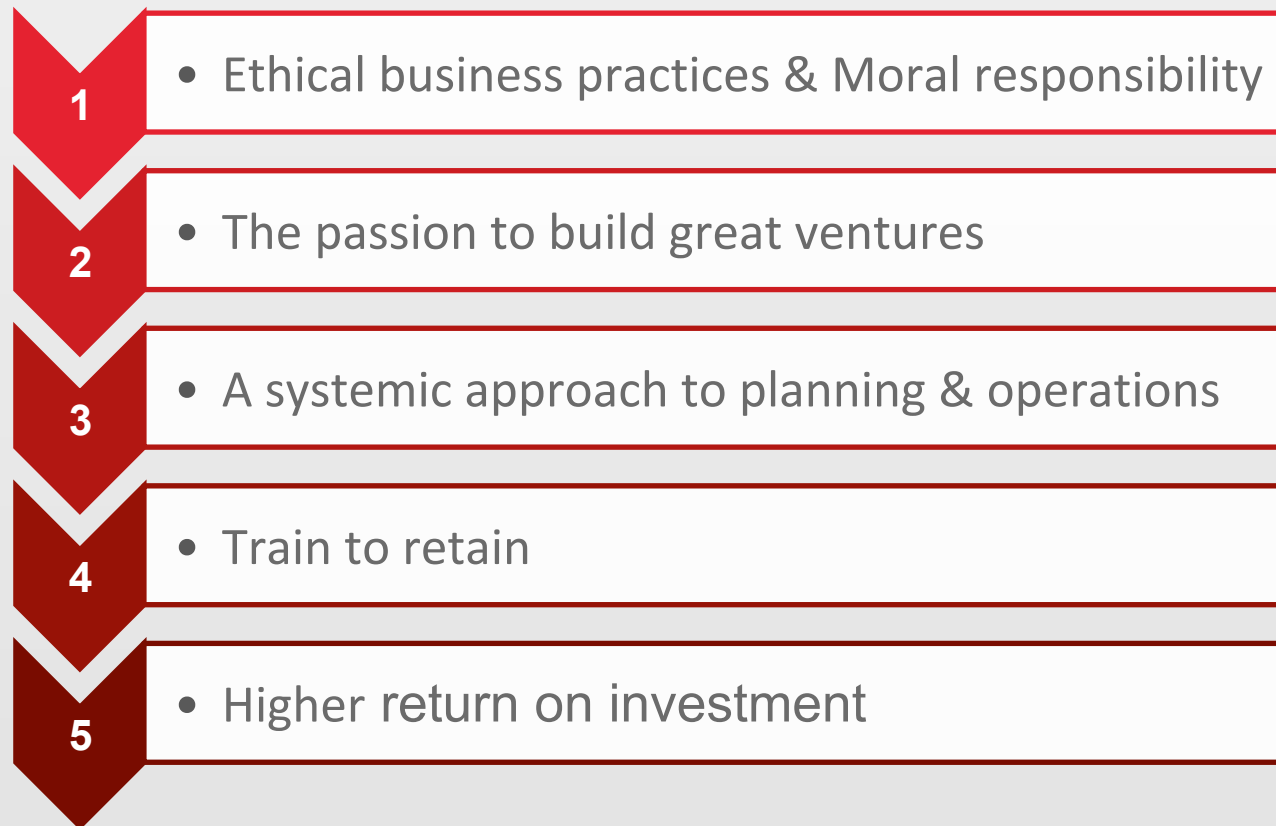
Our team is passionate about hospitality and committed to delivering service excellence.  
With creative thinking and an eye for detail, Inkling Hospitality is focused on delivering  
and exceeding our client's expectation.



# BUILD – OPERATE – TRANSFER – FORMAT

- We believe in a systemic approach to concept building, implementing and managing it, which is why we have created our own.

WE ENSURE THAT THE FOCUS ALWAYS REMAINS  
**ON YOUR BRAND**



# WHAT WE DO

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# PRE-OPENING SERVICE

## STRATEGIC SERVICE MANAGEMENT

SSM aims to optimize the post sales that a company provides by synchronizing services and resource forecasting, service partners, workforce and service pricing. We provide the following;



# PRE-OPENING SERVICE

## FUNDS & FINANCIAL USAGE STANDARDS

Economic services provided by the finance industry which encompasses a broad range of business that manage money. We take care of the following;

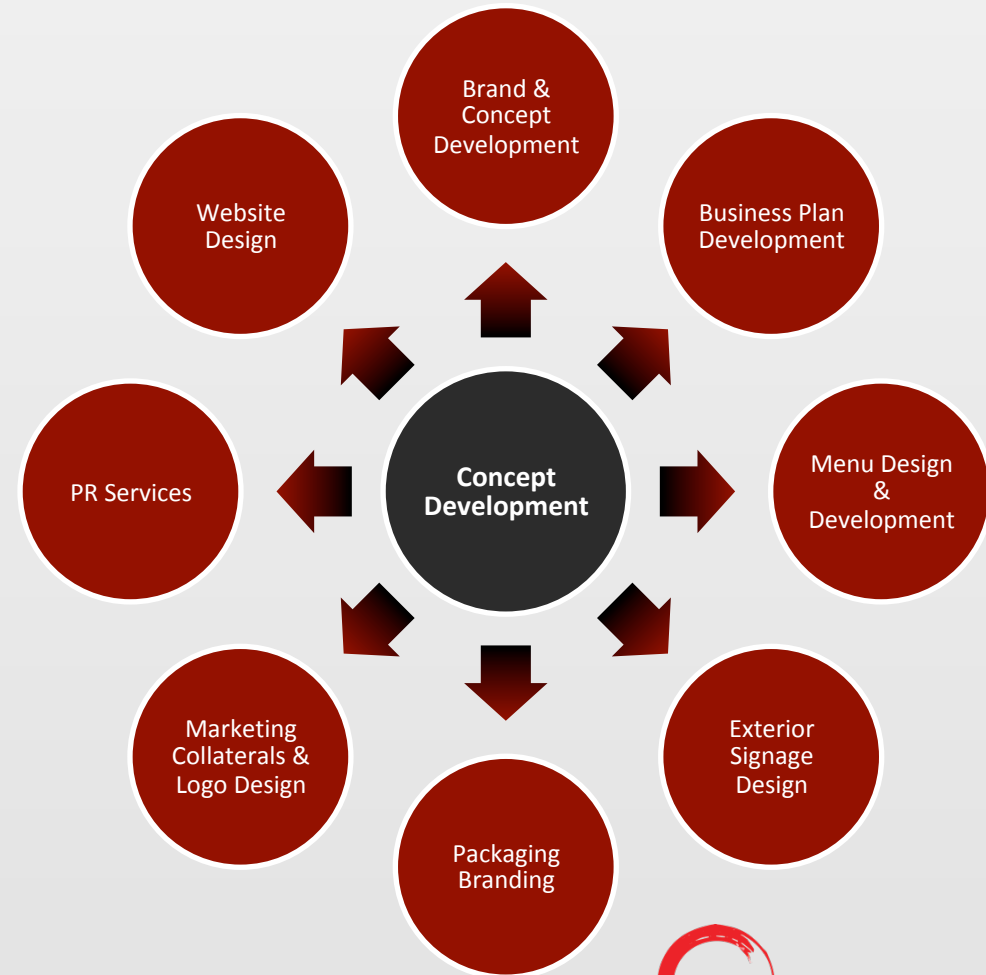




# PRE-OPENING SERVICE

## CONCEPT DEVELOPMENT

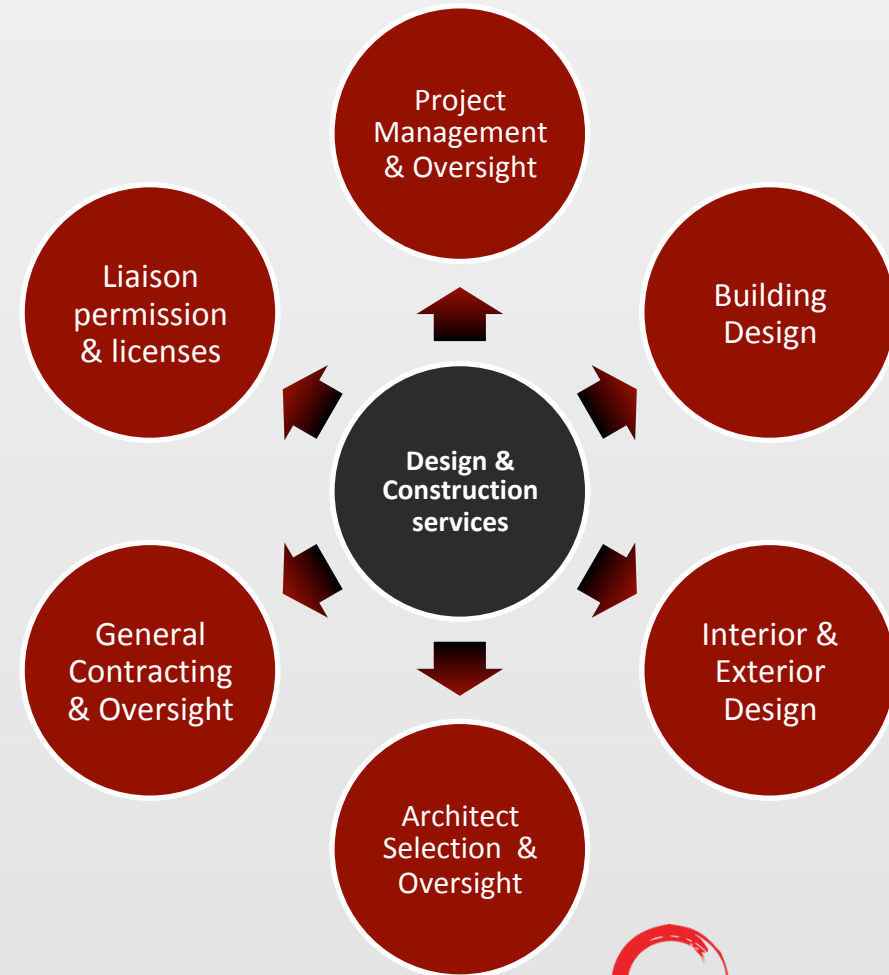
Concept Development is a set of activities that are carried out early in the business cycle to collect and prioritize operational needs and challenges. In this, we provide creative direction for the following;



# PRE-OPENING SERVICE

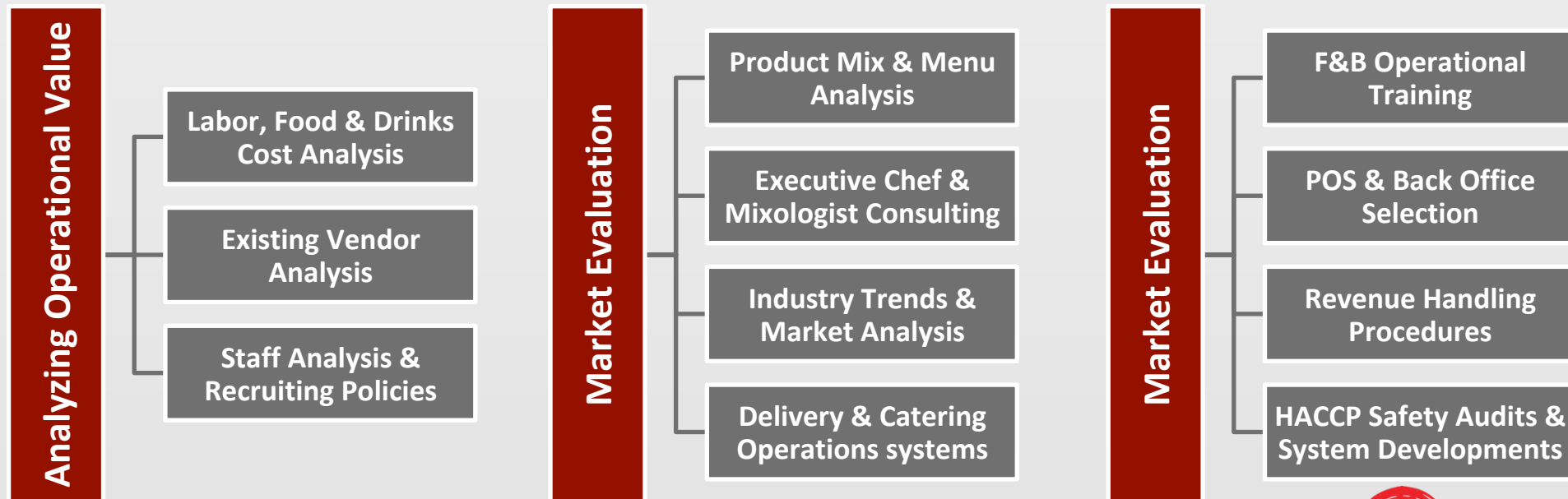
## DESIGN & CONSTRUCTION SERVICES

Concept Development is a set of activities that are carried out early in the business cycle to collect and prioritize operational needs and challenges. In this, we provide creative direction for the following;



# POST-OPENING TURNAROUND SERVICE

When a company that has experienced a period of poor performance moves into a period of financial recovery, it is called a **turnaround period**. We are equipped & well-experienced to provide you with a full-fledged turnaround service, which will ensure a higher probability for the turnaround period to function as per the expected forecasting.



# MENU ENGINEERING & PLANNING

The simple objective of **menu engineering** is to increase profitability per guest at a restaurant. This is achieved through a careful analysis of profitability and popularity of individual items. Our **Menu Engineering & Planning** service carefully creates a Product Mix, which is focused on developing a Menu which is more consumer oriented and tailored to increase suggestive selling.

## Menu Implementation

There are 14 ways you can create and implement an engaging menu

## Food, Drinks & Beverages Product Development

Food ingredients and formulation processes are fundamental components to food and beverage product development.

## Delivery and Catering Menu Development

A smaller menu makes it easier to deliver tasty food to large numbers of people, especially when customers order catering à la carte.

## Menu Pricing

Set your menu prices correctly by learning how to calculate food costs

## Food, Drinks & Beverages Sourcing & Costing

Control overall restaurant cost and scale profits

## Vendor Selection

The vendor selection process can be very confusing. We follow some straightforward steps to help you select the right vendor for your business.

## Kitchen Operation Design & Operation Layout

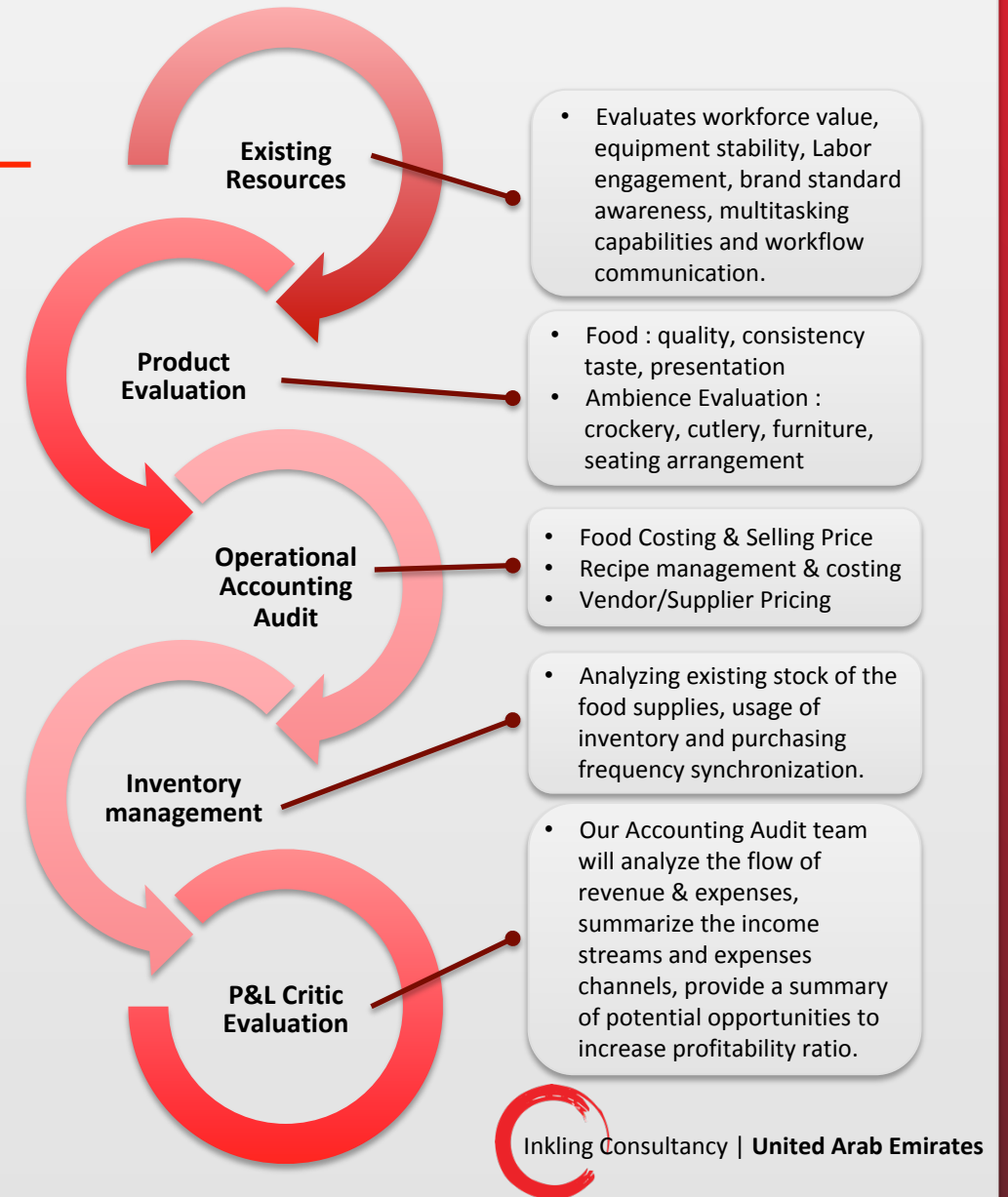
The activity of preparing food for sale including chopping, cooking, drying

## Kitchen equipment selection

All commercial kitchen operators should now consider upgrading their equipment to help lower costs.

# RESTAURANT AUDIT

- Our **Restaurant Audit** service provides you with a complete analysis of the functionality & the positioning of your Brand and your Business.
- Our team comes in to check if a restaurant is taking the right steps in its operational process. We evaluate on the basis of a **50-Points Checklist** where we evaluate your business. This will provide you with insight about the following:



# FRANCHISING STRATEGY & FEASIBILITY

- The profitable way to grow your brand across several countries or regions, the most reliable solution lays with **Franchising**. Our **Franchising** Process carries your Brand from creating an identity to creating potential Franchising potentials.
- Our objective is to increase your brand's potential to make it easily viewed as a highly profiting franchise opportunity. We then connect your brand with the required people to expand the reach for your brand. In this we will take care of the following;



# FRANCHISING STRATEGY & FEASIBILITY

We create a unique identity for your brand by developing Brand Guidelines and the Business Profile. This will be utilized in developing the entire Franchise Portfolio for the business.

**Creating  
Brand  
Identity**

**Solidifying  
Foundational  
Concept**

We pay high importance to the F&B Concept of the Brand. It becomes crucial during the Franchising period to create a strong foundation in regards to the USP of the brand.

An important USP to the Franchising aspect is to develop important and crucial resources of the main Franchisee brand.

**Franchise  
Resources  
Creation**

**Multiple  
Franchise  
Opportunity**

A quicker way to create multiple Franchise outlets is to create different opportunity channels for buyers.

# F&B BRANDING

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## CONCEPT BRANDING - FOOD TRUCK BRANDING - BOUTIQUE BRANDING

- Inkling Consultancy has a highly experienced Branding team, which is led by a unique Brainstorming team.
- Our Branding service is highly focused towards the F&B industry. We cater to every aspect of a F&B brand.
- The objective we focus on delivering is to create the Identity of your imagination and deliver a Brand which will create a community around.



# F&B BRANDING

## CONCEPT BRANDING - FOOD TRUCK BRANDING - BOUTIQUE BRANDING

### Brand Identity & Logo Design

- Brand identity brings effective brand communications between the business and the customers. The harmony of both brand identity and foundation does a crucial part in resonating the whole restaurant concept.

### Interior Designing & 3D Modelling

- We develop a variety of unique approaches for our clients to ensure that each design will express the brand's identity for the restaurant. Innovation is the centrepiece of our planning to create the patterns that fit the most with the brand story.

### Product Design & Packaging

- We aim to develop the Product Design & the Packaging concept in order to deliver 2 aspects, namely, Brand Identity and Loyalty for the Brand. We aim to create an unconscious relation to the brand through the Product Design.

### Marketing Collateral Designing

- The marketing collaterals we create are specified on each brand individuality to make sure that your brand message is being spread-out to generate your target-specific customers.

### Brand Collaterals

- Promoting your brand is your key to express the identity of your food truck. We make sure that our brand collaterals will guarantee you consistent profit-driven results.

### Brand Guidelines

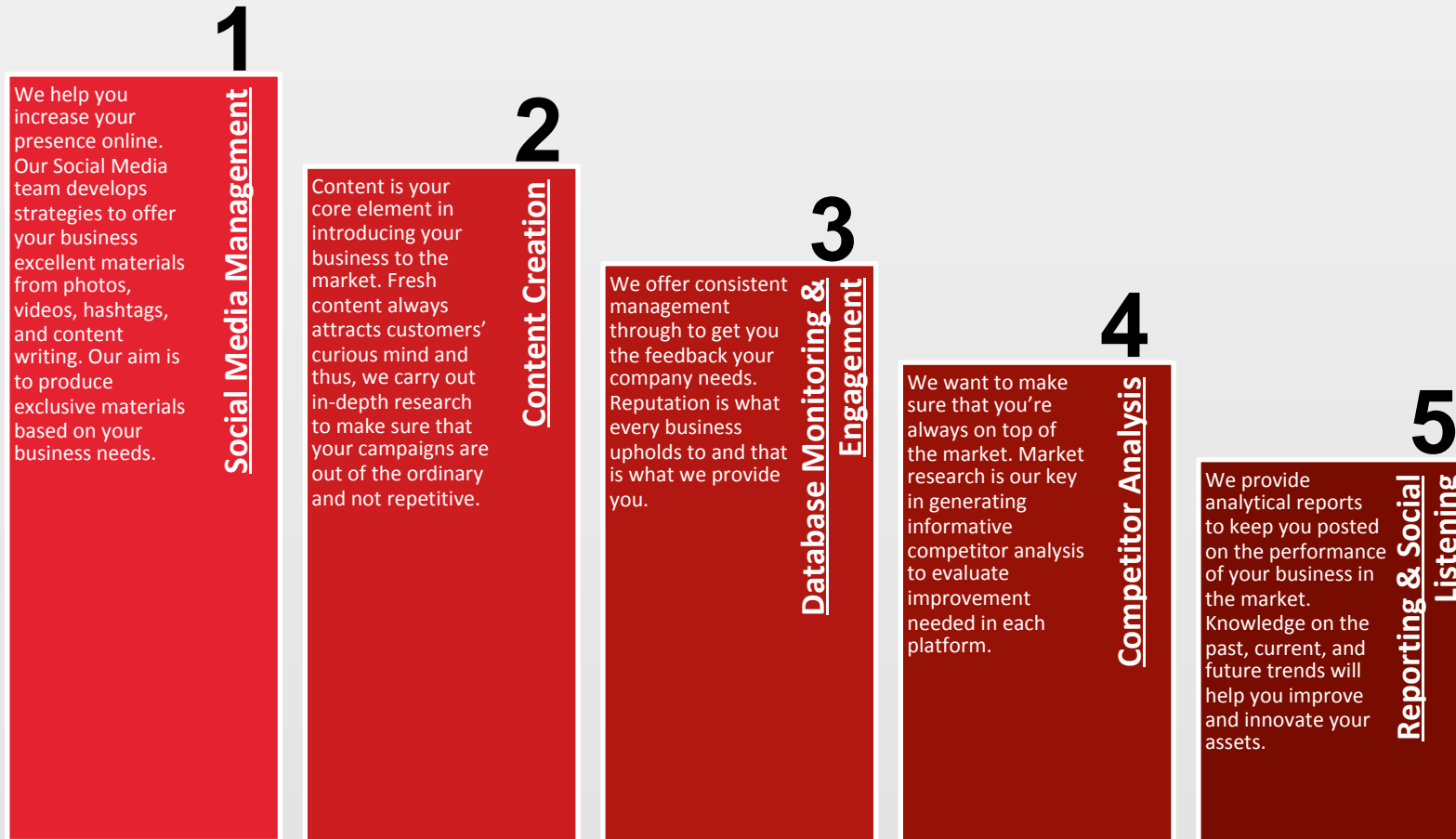
- It is essential to deliver the same Brand Identity & Message through every channel in order to create unconscious identity for your brand, in the minds of your target audience.

## DIGITAL CAMPAIGNS & SOCIAL MEDIA

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- With shrinking screens and attention spans, micro-content like GIFs/Animations & Shorter Clips have emerged victorious. Inkling's early adoption of these formats, coupled with an In-House Production team, gives us an edge by allowing us to deliver impactful content quickly and cost-efficiently.
- Inkling Consultancy has a special division for Digital Campaigns. With the world going digital, it is crucial all Marketing & Communication activities do the same. The specialized team is purely focused on creating buzzing & highly engaging digital campaigns which focus on either Launching a new product, enhancing sales for an existing product or even working in promoting multiple scopes.

# DIGITAL CAMPAIGNS & SOCIAL MEDIA



## PUBLIC RELATIONS

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- We've built relationships with all the key online and offline media in the MENA region. From media relations, publicity to stakeholder management, we are driven by the goal of sustained press coverage and make it a priority to have the best contacts in the region.
- Our business is founded on long-term relationships and is much more than just mundane stories that yield zero coverage. We create win/win situations for our clients and our media partners. We nurture these relationships and ensure that they are beneficial for both parties. Our client gets their message across and the journalist gets their scoop! Thus we deliver business outcomes by answering the audience's question 'what's in it for me?'
- Obviously single-channel communications aren't as effective as multimedia ones! We can run your campaign across print, broadcast and all the online channels (email, display advertising and social media) to maximize results. The GCC is our home and be it in Arabic or English, our integrated public relations campaigns will hit your company's communication mark. So, just ask for more!

# PUBLIC RELATIONS

## Media Relations

- We invest in creating a working relationship with journalists and bloggers to make sure your products get into the right hands, and your brand starts a conversation.

## Community PR

- We help clients build, sustain and strengthen key relationships. From approaching key stakeholders on your behalf to marshalling the online community in support of your brand, we strategize to increase word of mouth.

## Influencers Mapping & Brand Ambassadors

- Inkling networks with all types of Influencers and Ambassadors. From online & offline, all sizes of Influencers are connected with us.

## Reputation Management

- Inkling's Crisis & Reputation Management team is well experienced and connected to modify, improvise and enhance any given scenario.

# OUR BRANDS

inkling  
CONSULTANCY



# OUR BRANDS

inkling  
CONSULTANCY



# LET'S GET STARTED

We know you have something great and we'd love to get involved

Whether you want to work on branding and identity,  
a bespoke website, social media marketing,  
brand strategy, SEO or media buys,  
we're all about exceptional results.

Let's get started today.

[www.inklingconsultancy.com](http://www.inklingconsultancy.com)

**Inkling Consultancy**

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# THANK YOU

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