

Al Khoory Restaurant

Rashid and Fatima have just received funding from their father to start a new restaurant. The two siblings (brother and sister) have been working at jobs in Dubai, United Arab Emirates for several years. Their family is very entrepreneurial and both Rashid and Fatima are eager to start businesses on their own as they are the last of the children in the family to have their own businesses. Rashid and Fatima want to start a business together and they want their first business to be a success. There is a certain amount of competition between all the children and Rashid and Fatima want to show their older brothers and sisters that they, too, can be successful.

Rashid and Fatima decide to start a restaurant because there were very few restaurants in the area of Dubai where they live. The reason there are few restaurants is that this section of the city is new. There are only new villas and apartment buildings in the area, built over the last 10 years. Before this time the land had been empty desert. The rapid growth of Dubai meant that their area of town has been built up very quickly. Services such as grocery stores, restaurants, dry cleaners, gift shops, and video stores are just now starting to open. The population of the area now justifies these services.

Details of the population of the area are included in Appendix A.

A suitable location for the restaurant has been found by their father in one of his commercial buildings in the center of their area. It is a good location because:

- There is lots of parking
- There is good visibility from main roads
- There is easy access from main roads, and many people walking and driving past the location.

The rent would be the same for whatever type of restaurant they decide to open.

Rashid and Fatima have a friend who is an interior designer. The interior designer has created a restaurant layout for them.

The layout is included in Appendix B.

The minor problem...

Rashid and Fatima have a problem. They know nothing about the restaurant business. They like eating at restaurants, but have never really investigated how they work, what foods to offer, and how to manage one. They need help with just about everything (except the layout). They decide to hire you as a consultant to help them put together this restaurant.

They have assembled some data for you to work with:

1. Some information on menus and food types in Appendix C.
2. Some data on the cost of hiring staff and other operating expenses in Appendix D.

This is all you have to work with.

Appendix A

Some demographic information about Rashid and Fatima's area of Dubai:

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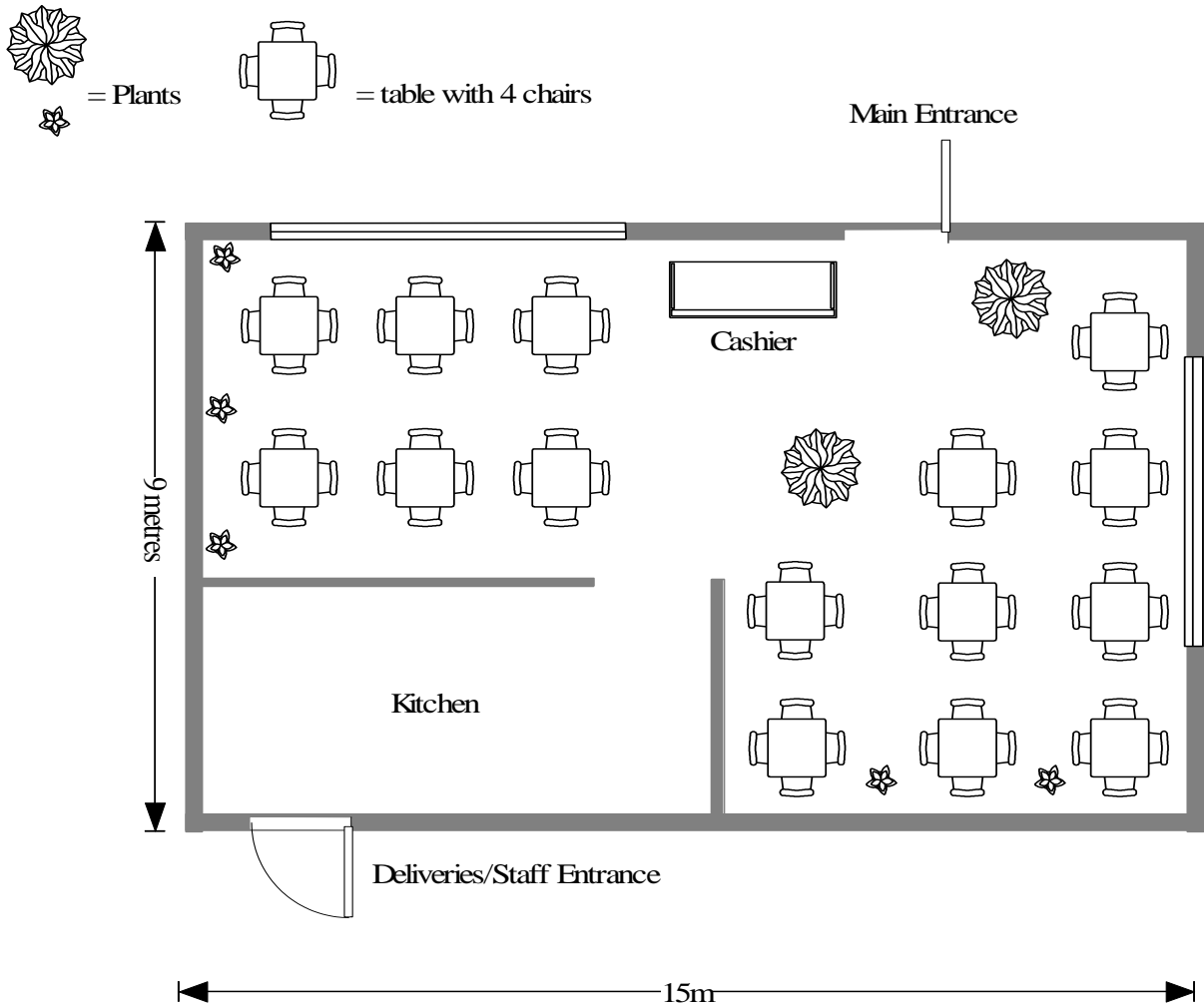
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Appendix B

Layout suitable for a Fast Food/cafeteria or Family or Premium style Restaurant



Appendix C

Some data on restaurant types in the UAE:

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Appendix D

Staffing and operating costs for the UAE:

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