

CONCEPT DEVELOPMENT

S E R V I C E S C A T A L O G U E

CIRCA  2010
CORNERSTONE 61
F&B CONSULTANCY



CONCEPT DEVELOPMENT

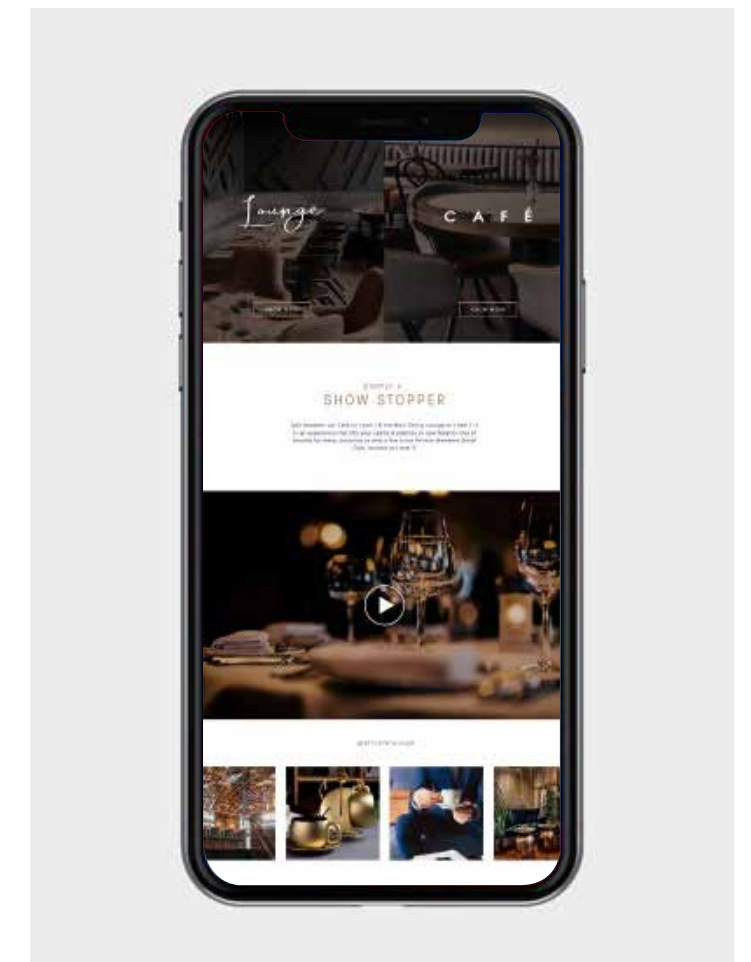
SERVICES CATALOGUE

All projects contained in this document were developed as turn-key projects & have utilized our Concept development services. Stage 1 of opening a restaurant is bringing the idea to life through research, feasibility studies, brand development, marketing plans as well as identifying USP in product. This stage is crucial for the successful launch of a new restaurant.

M1

SCOPE

- Business Model Canvas
- Logo Design & Brand Identity
 - Concept Brochure
 - Interior Design
 - Packaging Design
 - Uniform Design
- Website Design & Development





Oii

SCOPE

- Business Model Canvas
- Logo Design & Brand Identity
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- Uniform Design



Oii



T A Z A L

SCOPE

- Business Model Canvas
- Logo Design & Brand Identity
- Concept Brochure
- Interior Design
- Packaging Design



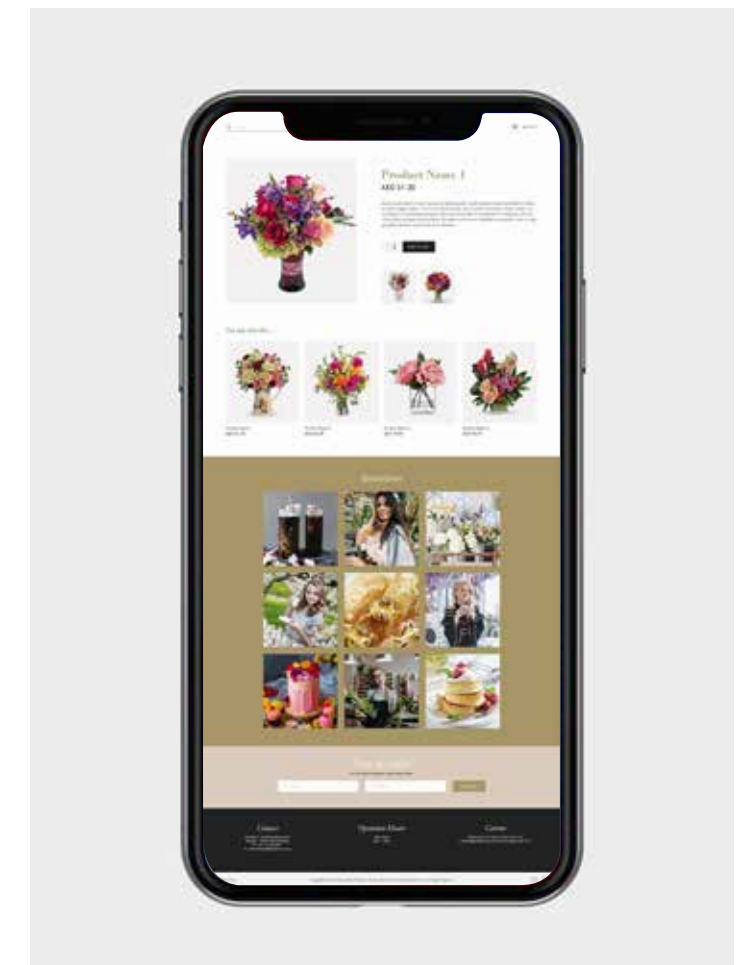
tazal



VANILLA ROSE

SCOPE

- Concept Research & Rationale
- Concept Idea with 'Raison d'être'
- Business Model Canvas development
 - Full Identity Formation
 - Conceptual Brochure
 - Conceptual Video
- Conceptual Uniform design
 - Conceptual Interior
- Inspirational Mood Board
- Feasibility Studies

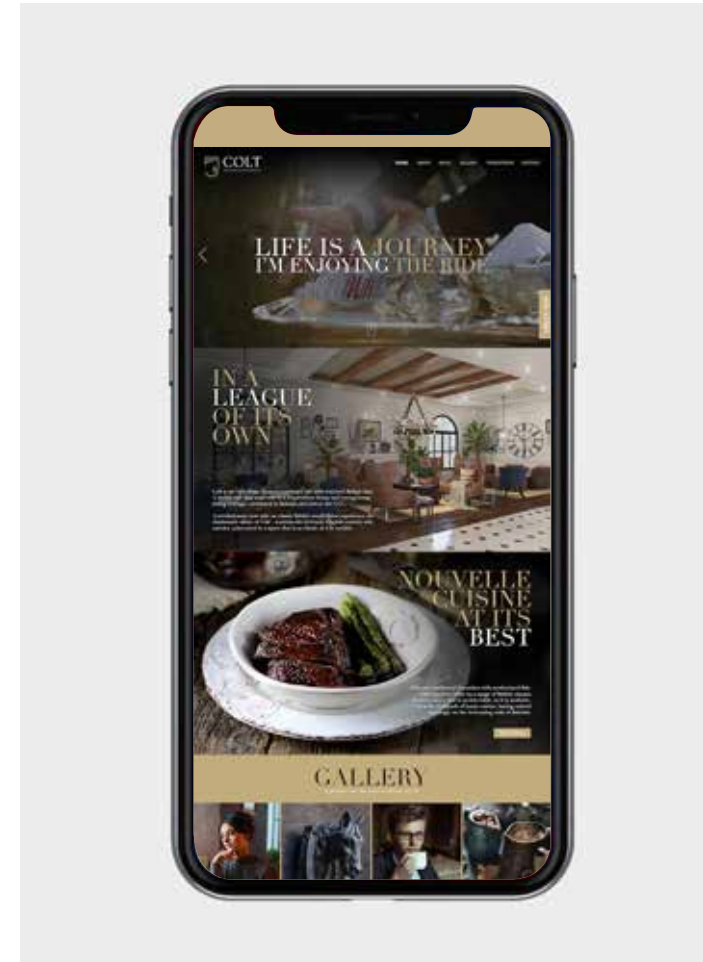




COLT

SCOPE

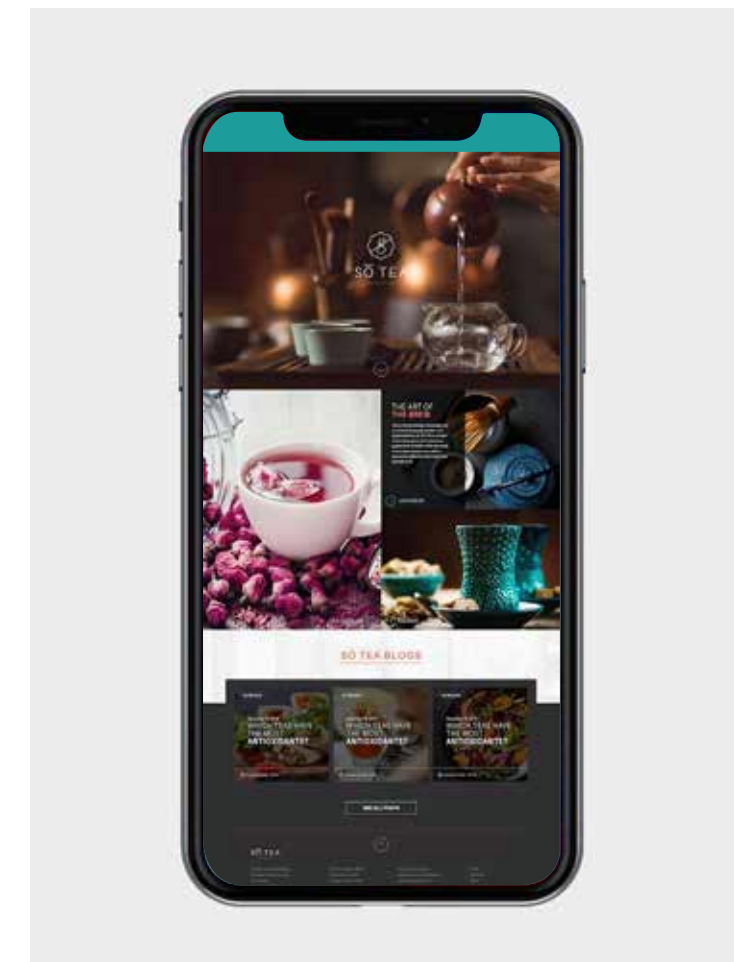
- Business Model Canvas
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SO TEA

SCOPE

- Business Model Canvas
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THÉO

SCOPE

- Business Model Canvas
- Concept Development
- Brand Identity Development
- Market Research



THÉO

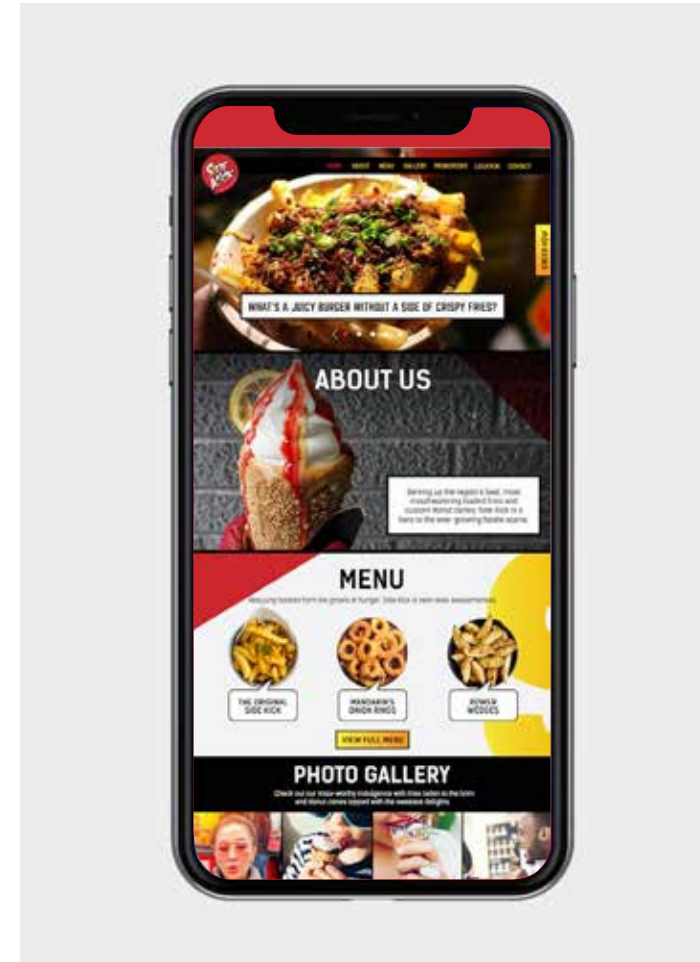
CAFÉ · BISTRO



SIDEKICK

SCOPE

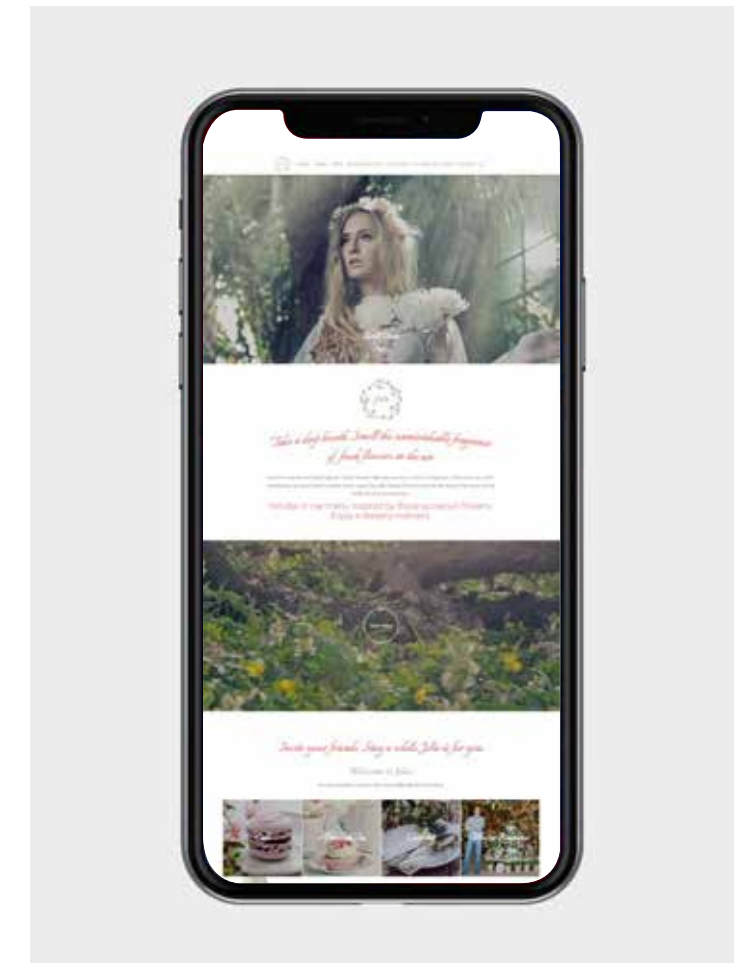
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JOLIE

SCOPE

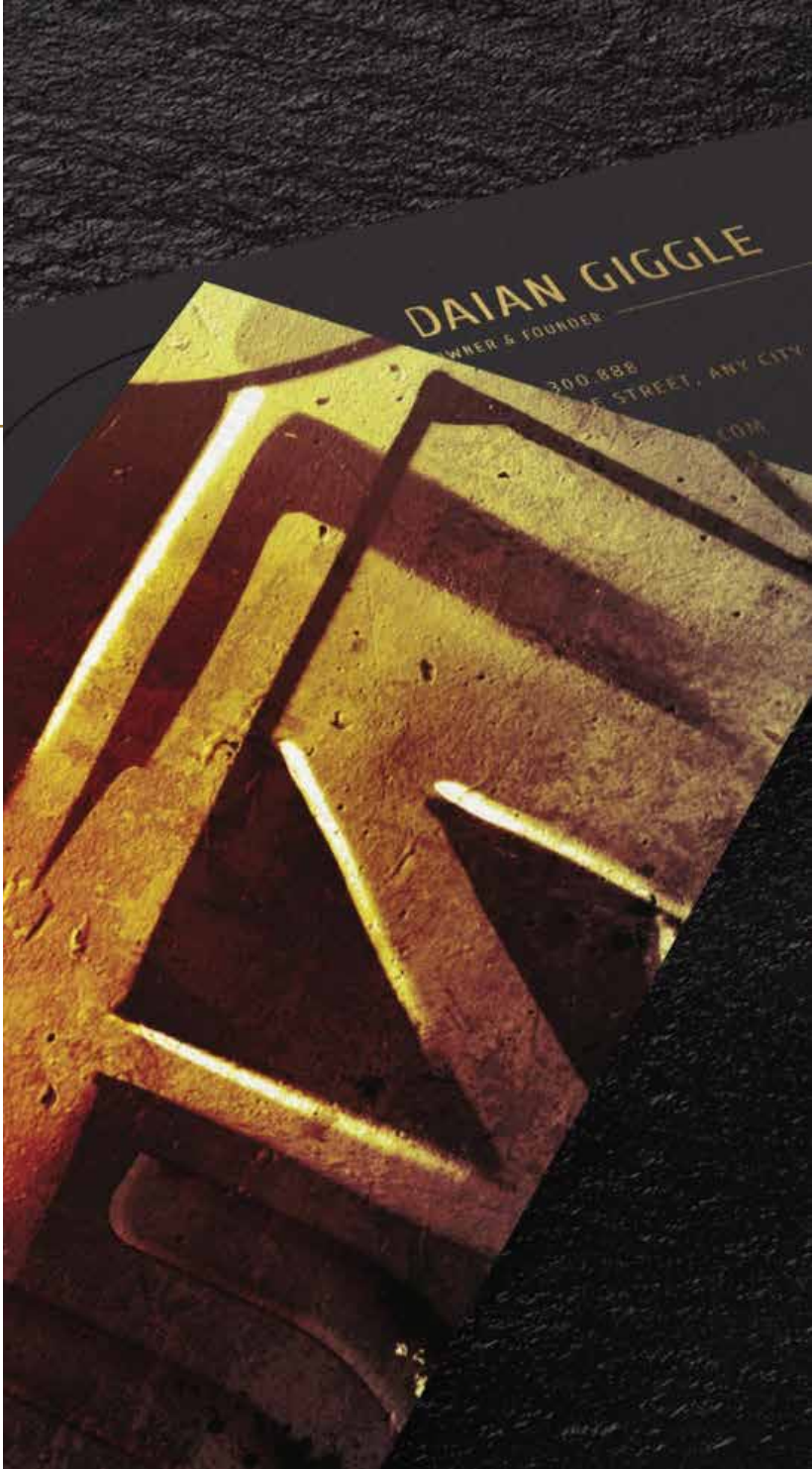
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SUSHINA

SCOPE

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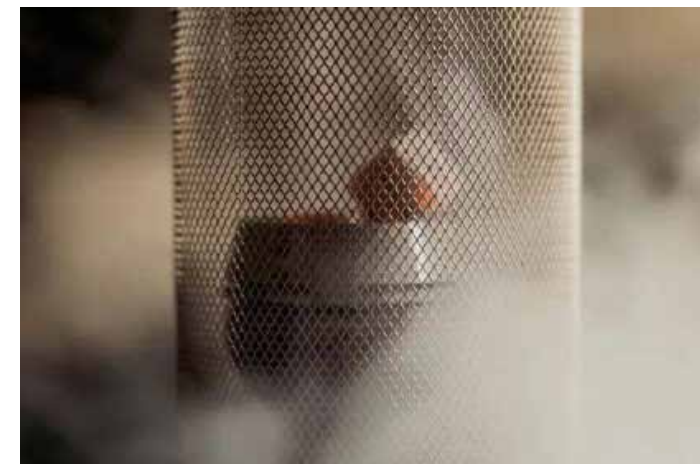
VYVET

CAFÉ. SHISHA. LOUNGE

VYVET

SCOPE

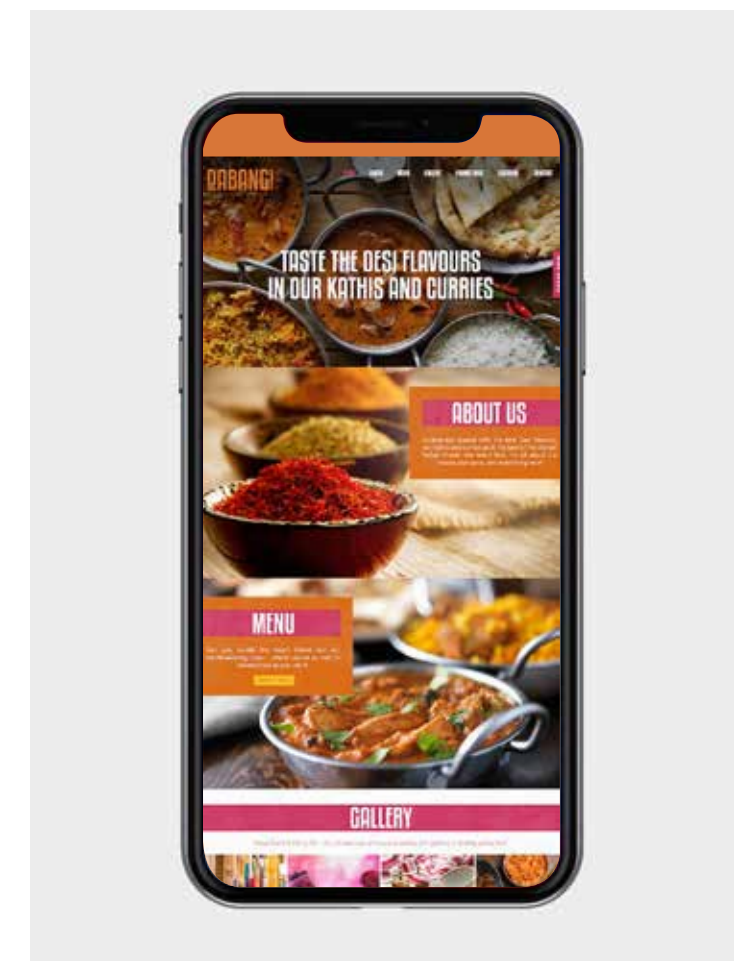
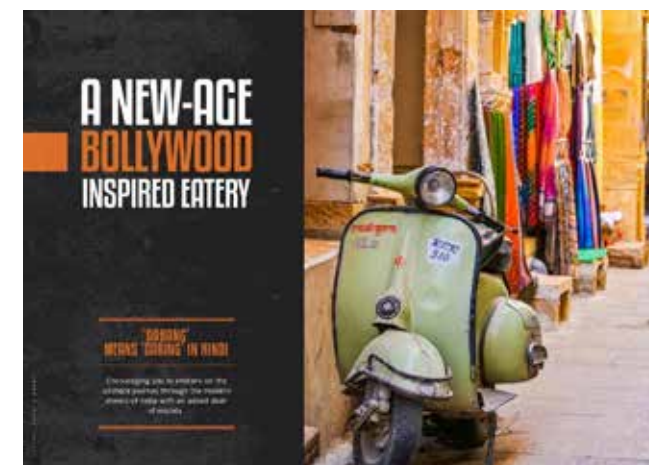
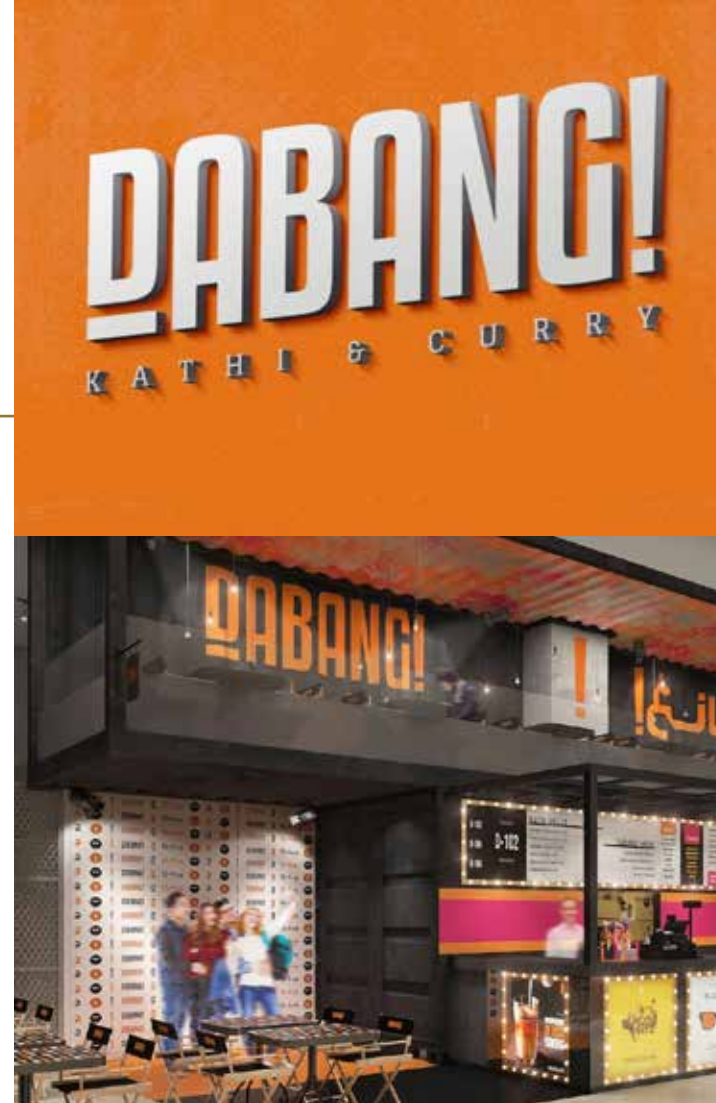
- Concept Development



DABANG

SCOPE

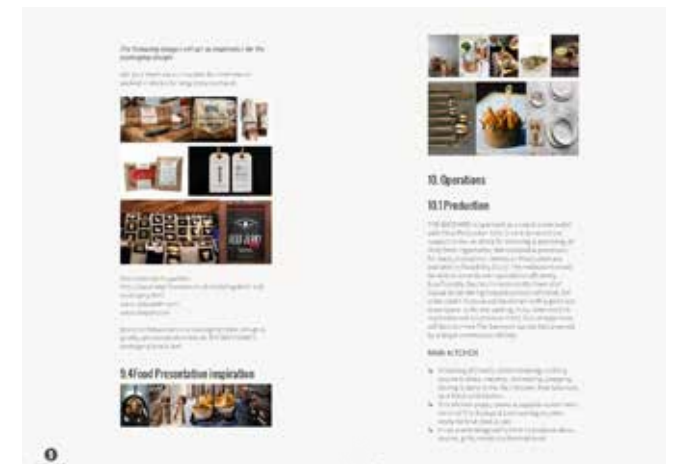
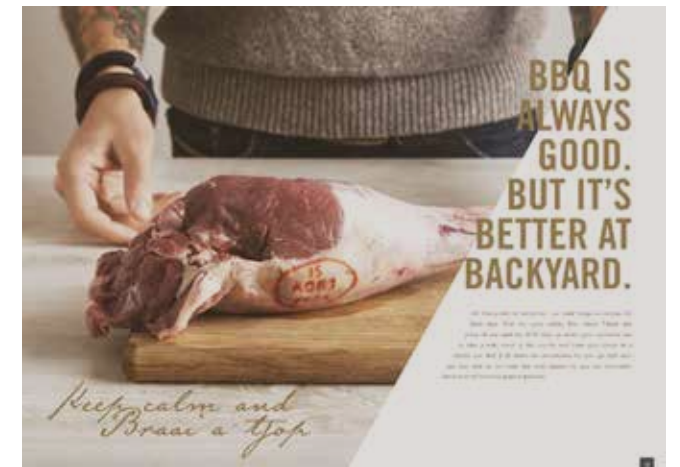
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BACKYARD

SCOPE

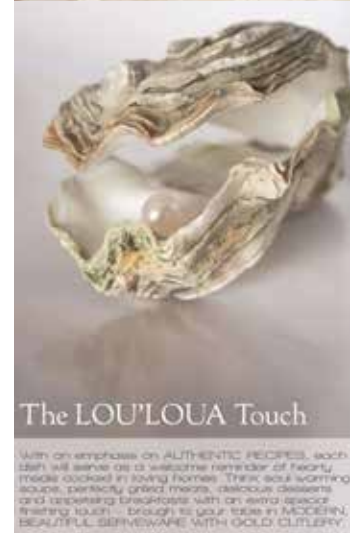
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LOU'LOUA

SCOPE

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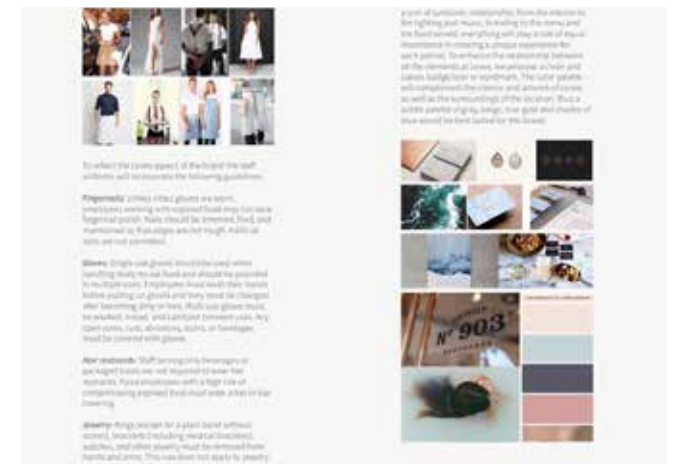
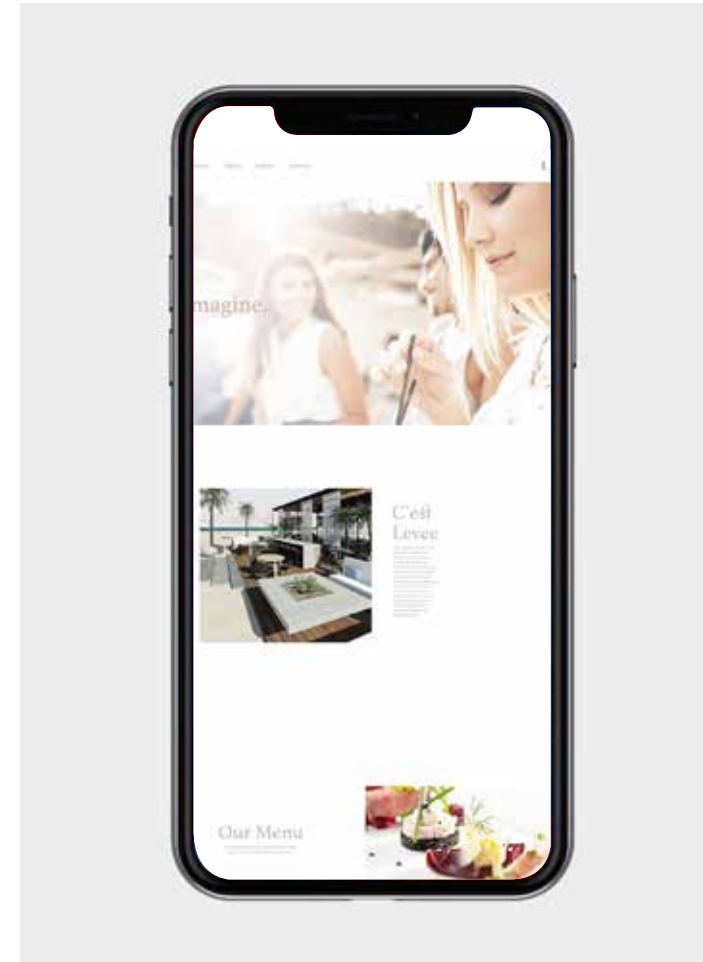




LEVEE

SCOPE

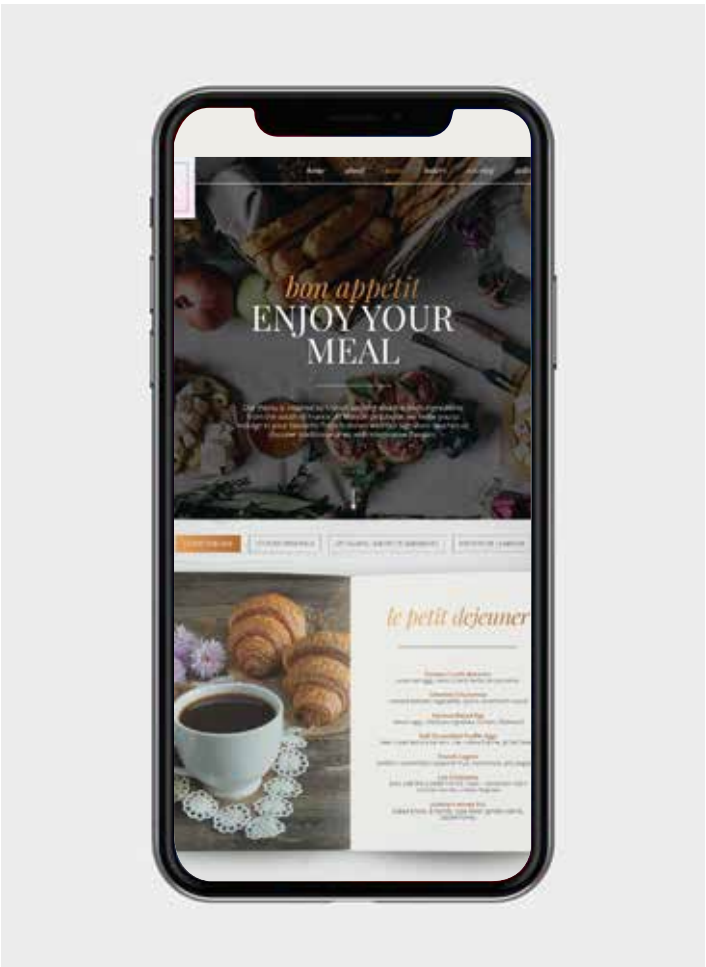
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MAISON DE JULIETTE

SCOPE

- Business Model Canvas
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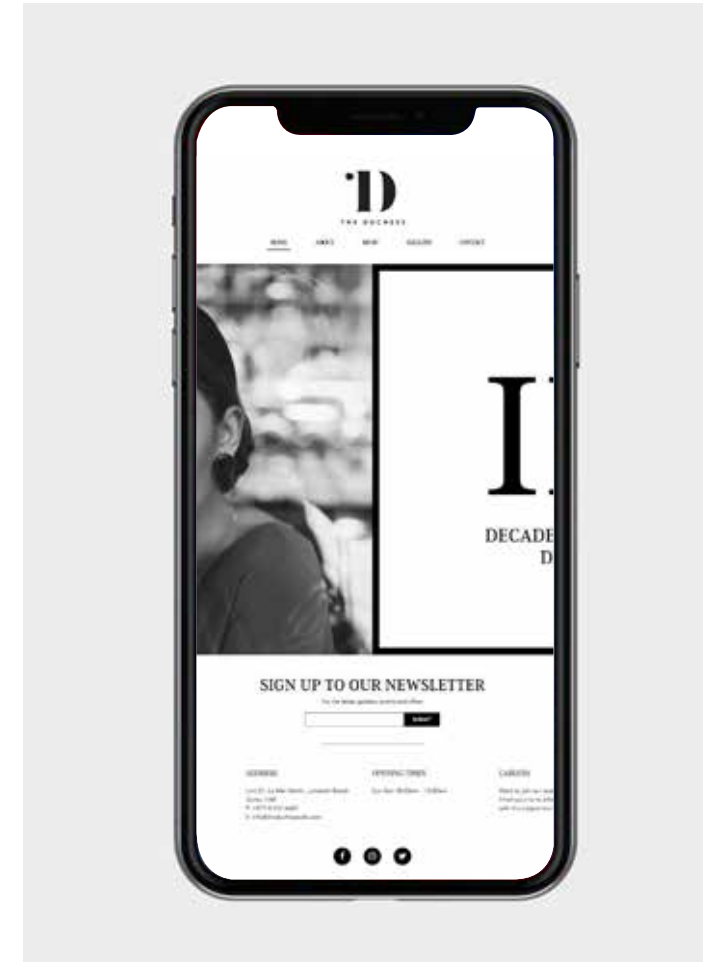




DUCHESS

SCOPE

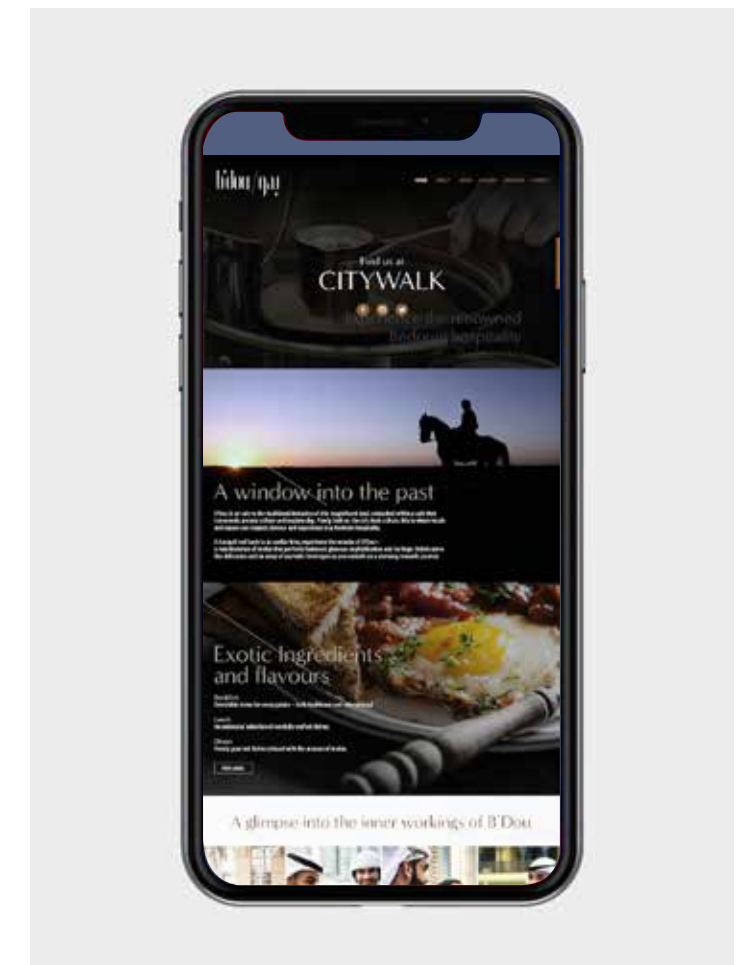
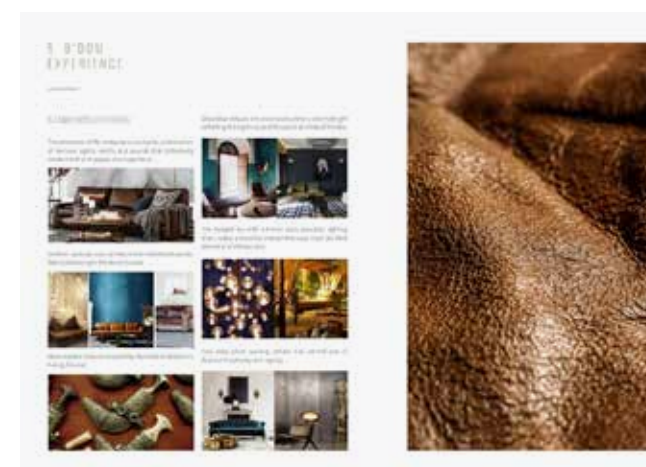
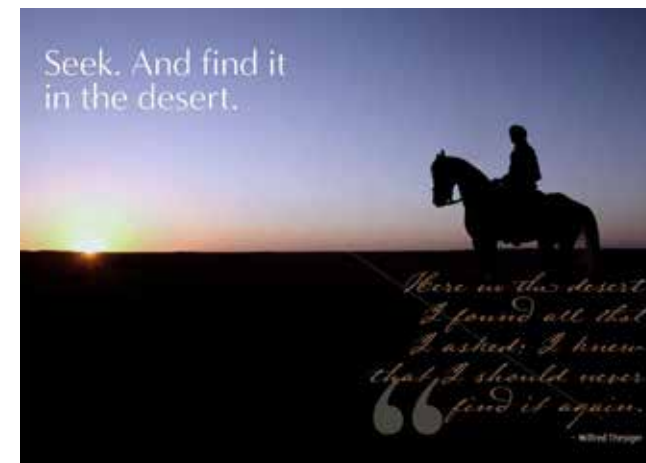
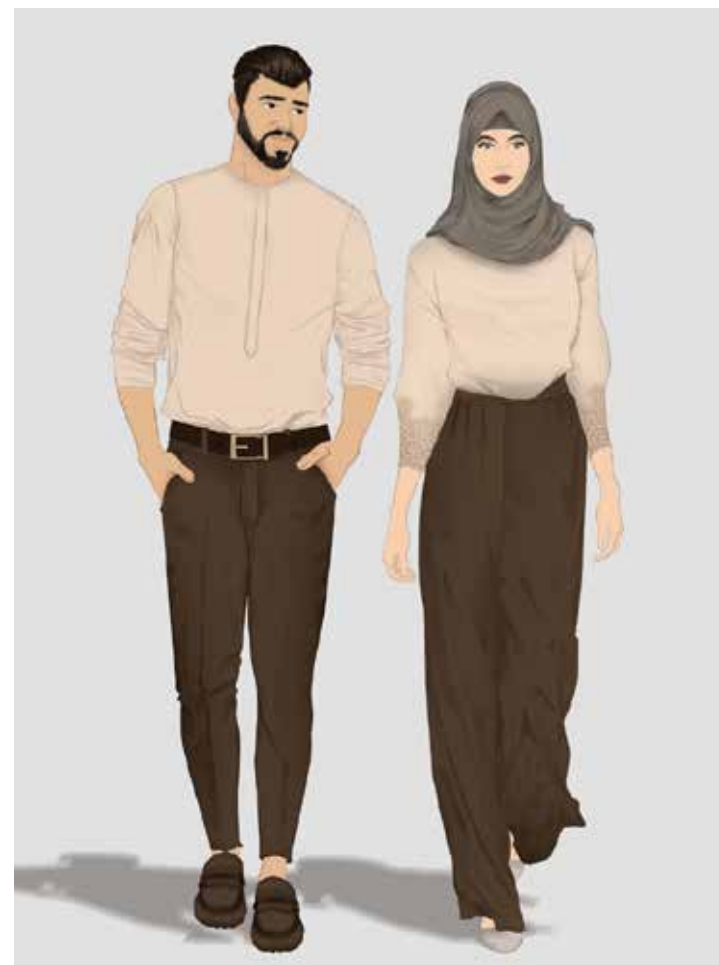
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B'DOU

SCOPE

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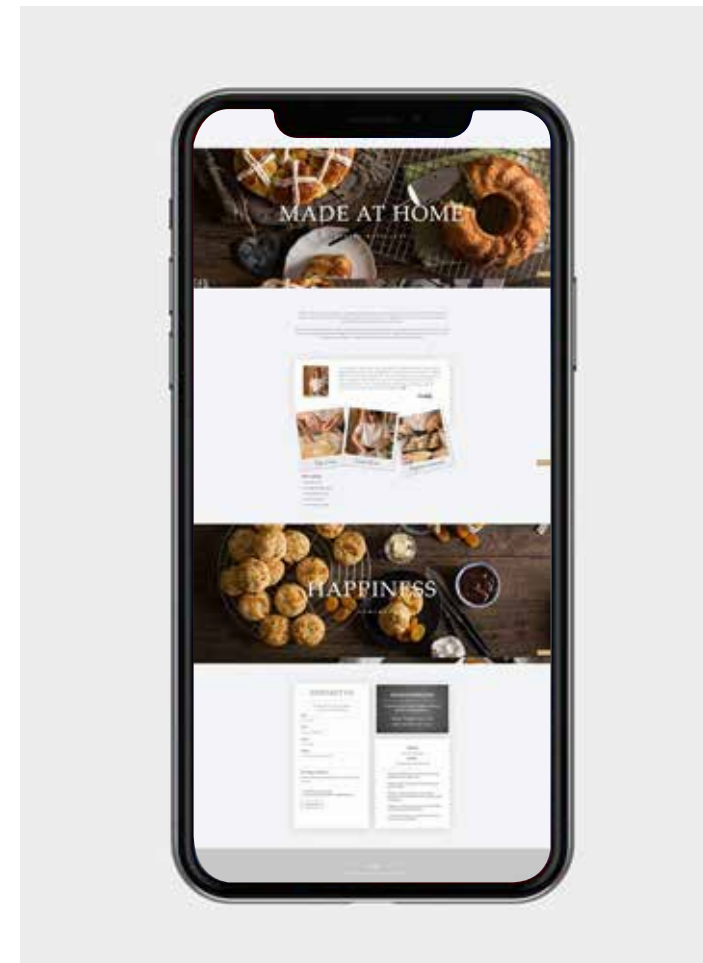




PALOMA'S KITCHEN

SCOPE

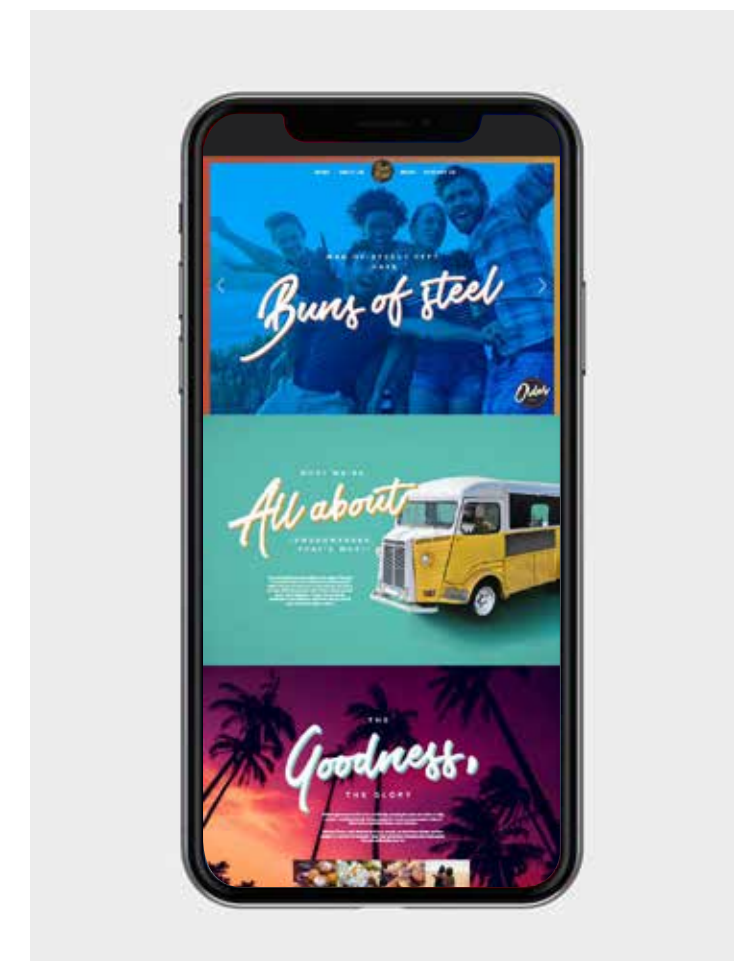
- Business Model Canvas
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BUNS OF STEEL

SCOPE

- Business Model Canvas
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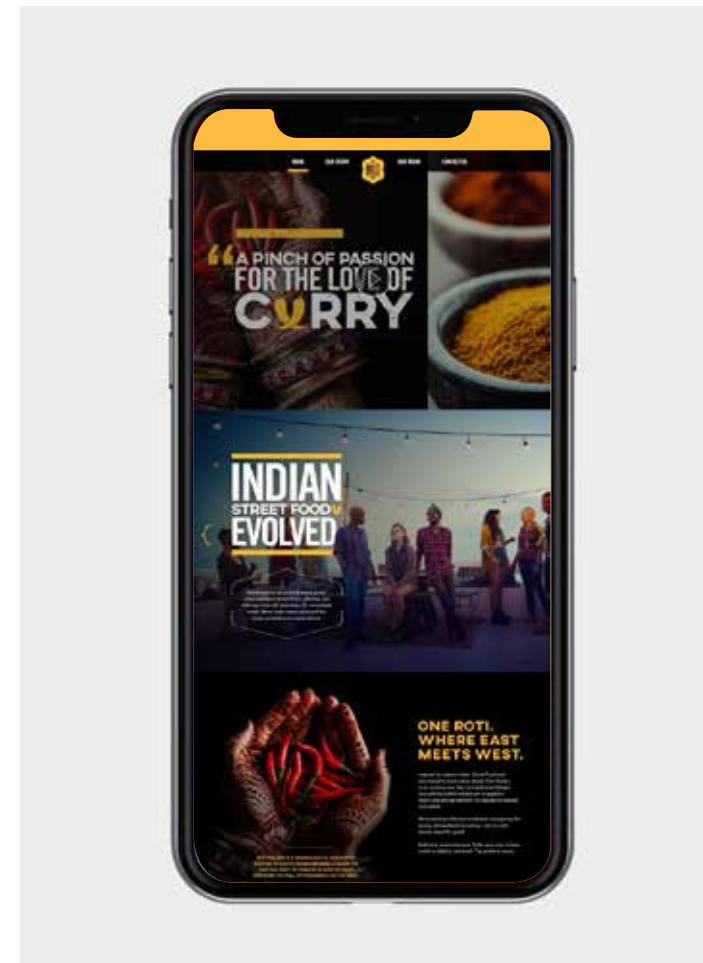




ROTI ROLLERS

SCOPE

- Business Model Canvas
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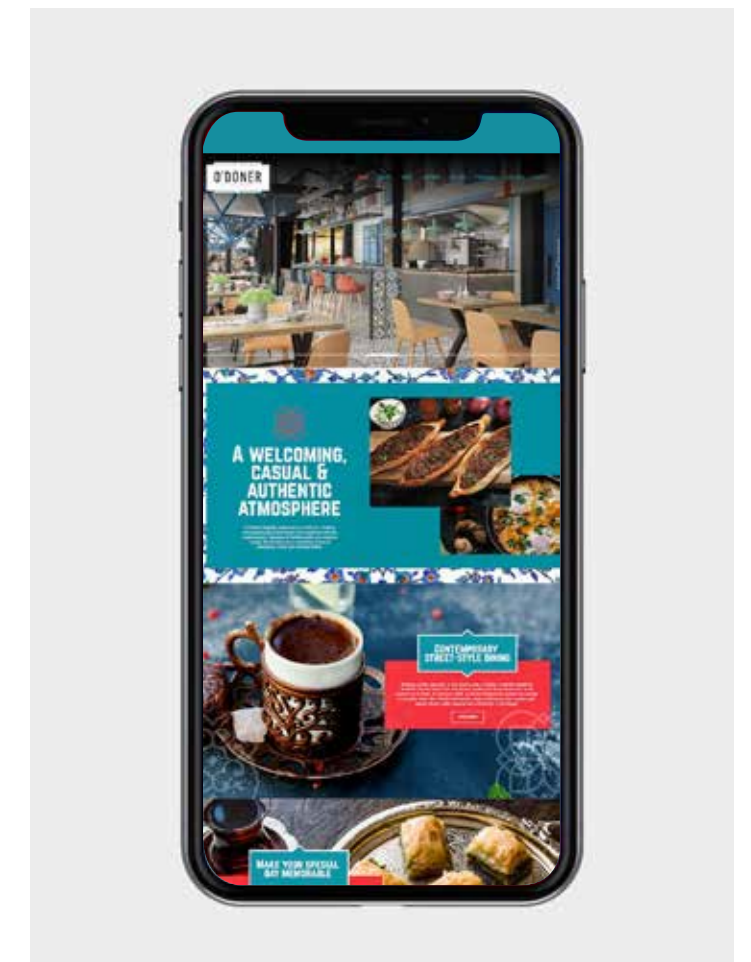
O'DONER

SCOPE

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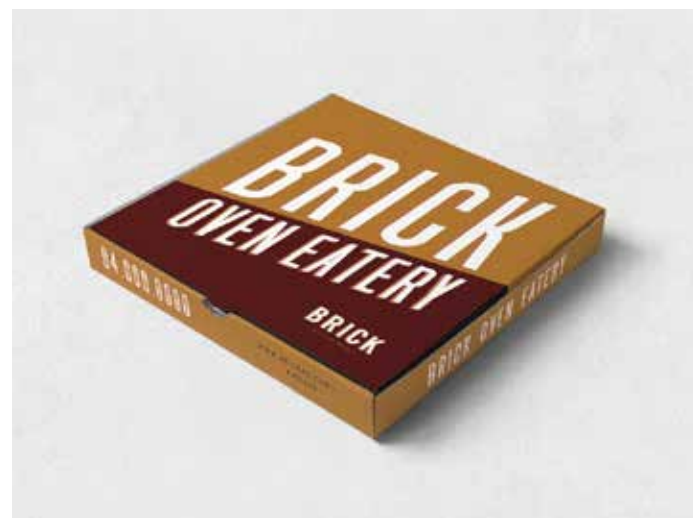
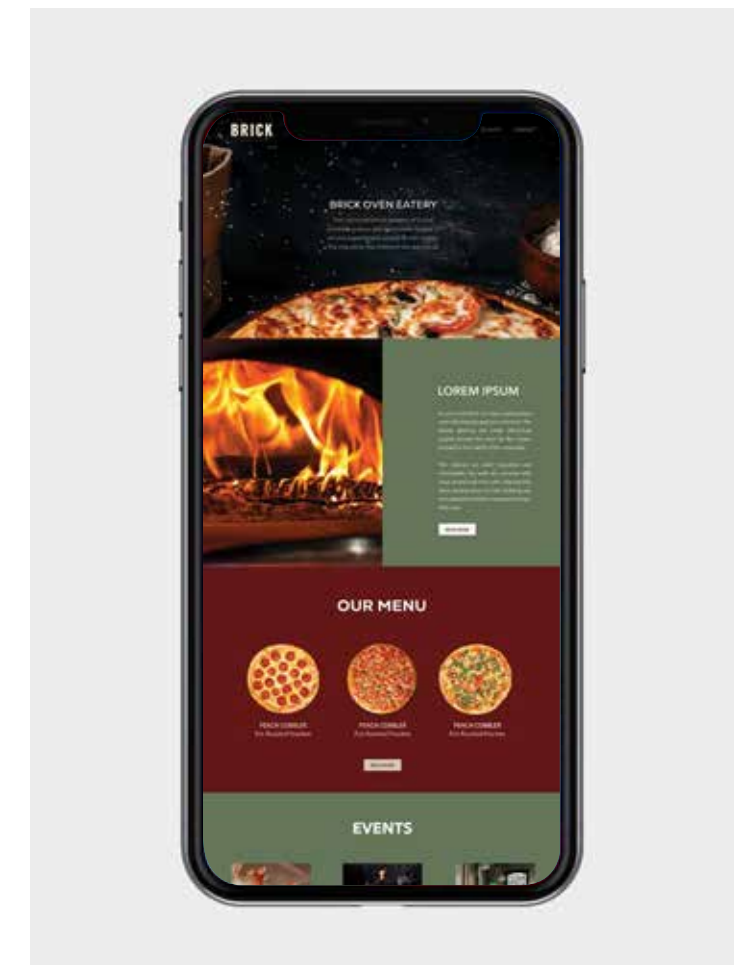
With Apron & Head Scarf View



BRICK

SCOPE

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- Website Design & Development



SELENE

SCOPE

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SELENE

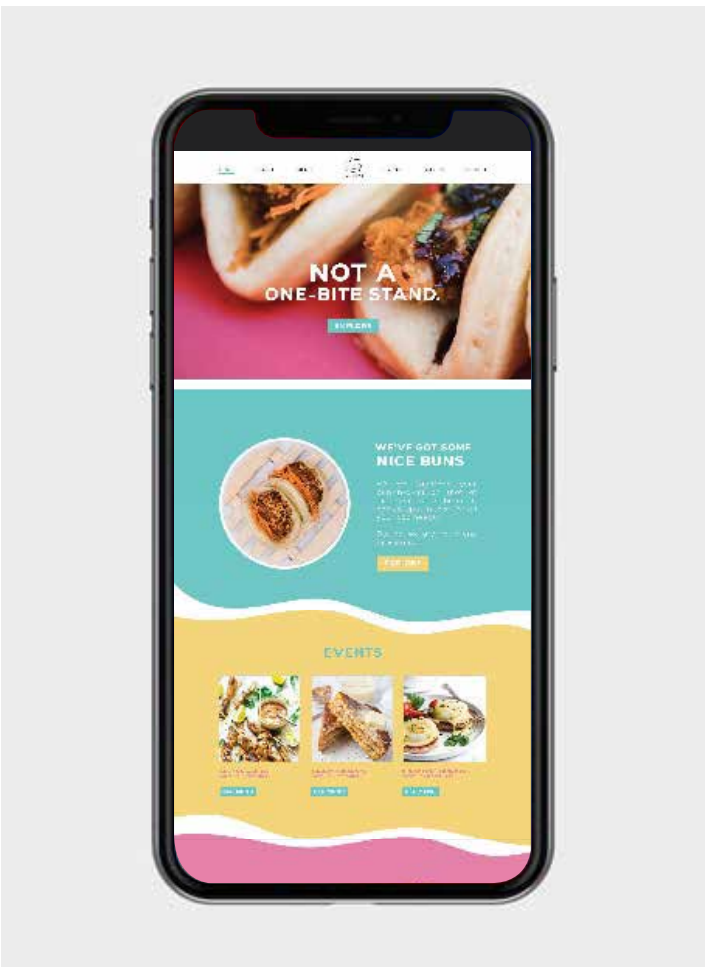
restaurant and café



BAOFRIEND

SCOPE

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BANG BANG BURRITO

SCOPE

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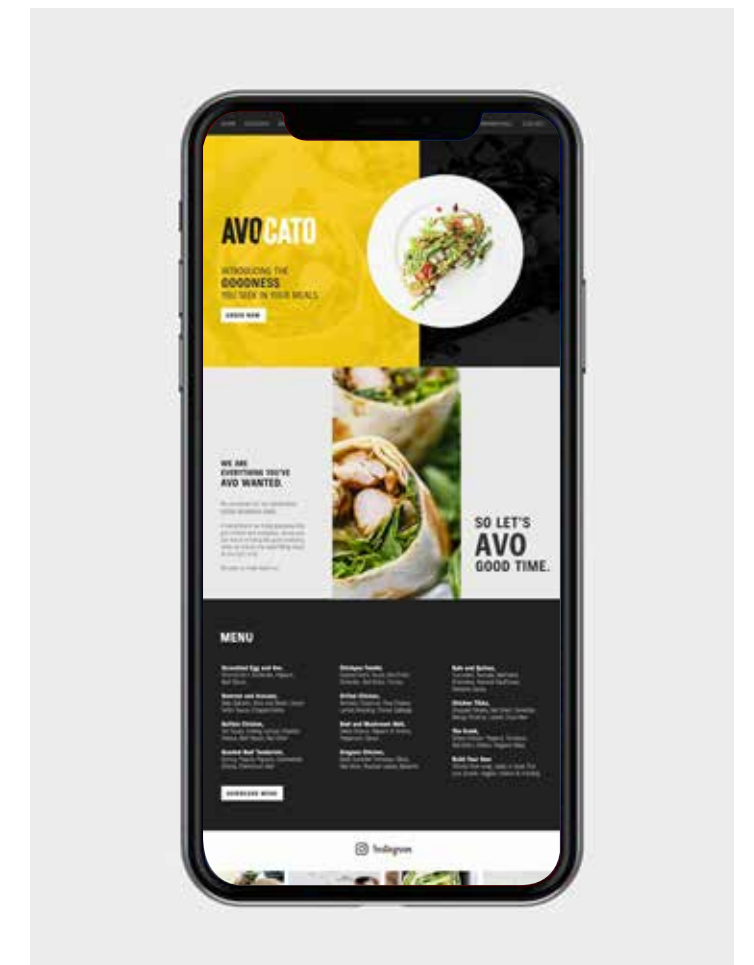
AVOCATO

SCOPE

- Business Model Canvas
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AVOCATO
WHOLESOME HOME DELIVERY



MAMAR

SCOPE

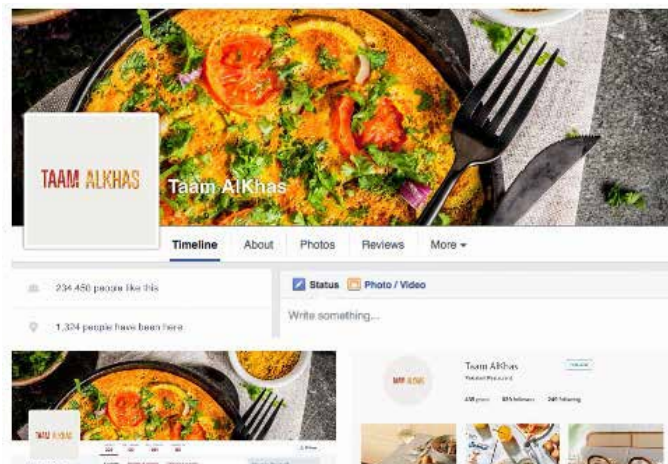
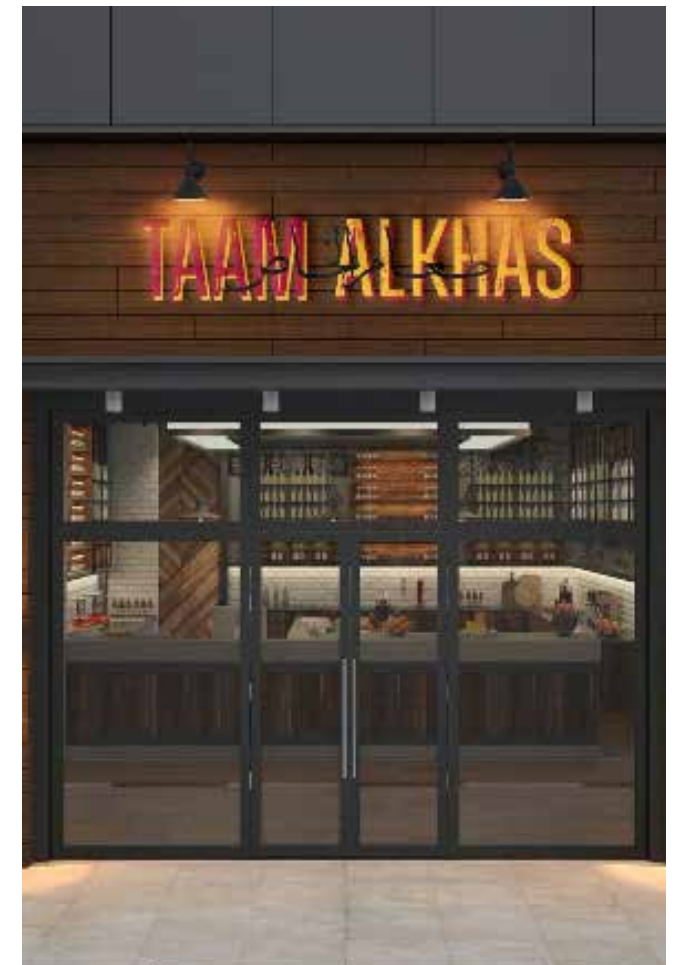
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TAAM ALKHAS

SCOPE

- Logo Design & Brand Identity
- Concept Brochure



CRÉPERINA

SCOPE

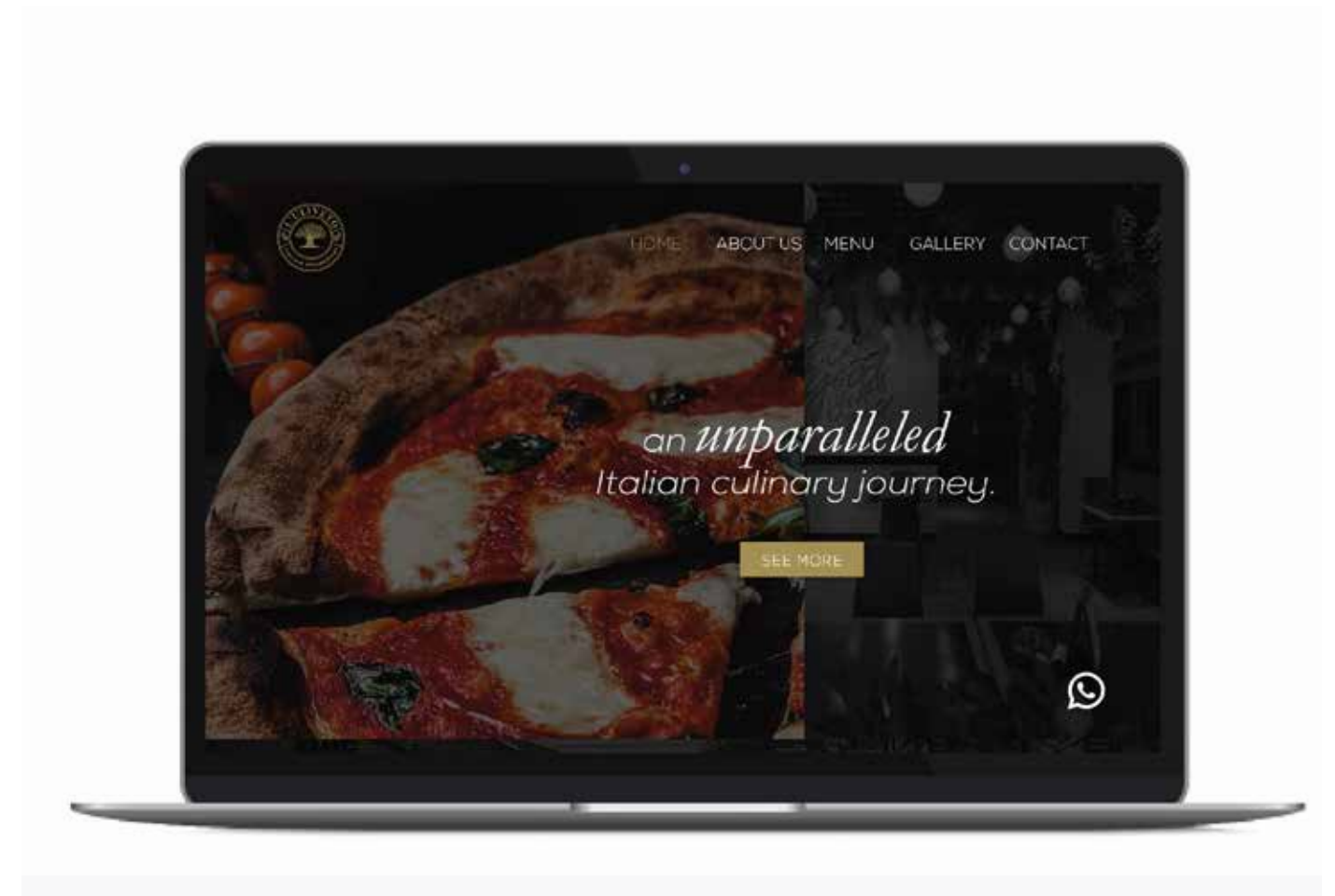
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- Packaging Design



L'ULIVETO

SCOPE

- Website Design & Development



SOUL BITES

SCOPE

- Business Model Canvas
- Logo Design & Brand Identity
- Concept Brochure



SELA CAFE

SCOPE

- Brand Identity



CASA CAUCASSIA

SCOPE

- Business Model Canvas
- Logo Design & Brand Identity
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- Website Design & Development



MEMOS COFFEE

SCOPE

- Logo Design & Brand Identity
- Concept Brochure
- Packaging Design



CONCEPT DEVELOPMENT

SCOPE OF WORK

To research, develop, design all essential pillars of a concept as a blue print in preparation of a successful business incubation with Tier A Package services.

BROAD SCOPE OF SERVICES INCLUDED IN TIER A CONCEPT CREATION PACKAGE:

1. CONCEPT RESEARCH & RATIONALE
2. CONCEPT IDEA WITH 'RAISON D'ETRE'
3. BUSINESS MODEL CANVAS DEVELOPMENT
4. FULL IDENTITY FORMATION
5. CONCEPTUAL BROCHURE
6. CONCEPTUAL VIDEO
7. CONCEPTUAL UNIFORM DESIGN
8. CONCEPTUAL INTERIOR
INSPIRATIONAL MOOD BOARD
9. FEASIBILITY STUDIES
10. EURO MONITOR F&B RESEARCH
11. PRE-OPENING MANUAL

DOCUMENT 1:

RESEARCH & RATIONALE

This document is researched findings on market needs & SWOT analysis on the idea.

DOCUMENT 2:

CONCEPT IDEA PRESENTATION

Based on rationale, an initial idea is presented that has potential to become a full-fledged Concept

DOCUMENT 3:

BUSINESS MODEL CANVAS: -

This document is a blueprint of the business model that facilitates feasibility & financial studies. It includes:

1. MARKET ANALYSIS
 2. CONCEPT DESCRIPTION
 3. BRAND BLUEPRINT
 4. BRAND POSITIONING & COMMUNICATION
 5. PRODUCT
 6. BRAND EXPERIENCE OFFLINE & ONLINE
 7. PROFIT CHANNELS
 8. PRODUCT DEVELOPMENT GUIDELINES
 9. OPERATIONAL GUIDELINES
 10. HUMAN RESOURCE & TALENT NEEDS
 11. LOCATION GUIDELINES
 12. MARKETING & TRENDS OVERVIEW
 13. FOUNDERS & CONSULTANTS BRIEF D.)
- CONCEPT BRAND IDENTITY
-

DOCUMENT 4:

FULL BRAND IDENTITY VEX & VSM FILES

These are the brand's full identity collaterals

DOCUMENT 5:

CONCEPTUAL BROCHURE

Brand's entire concept visualized & expressed via a professionally designed brochure

DOCUMENT 6:

CONCEPTUAL VIDEO

The brand is brought to life in an brand video that build brand feel.

DOCUMENT 7:

CONCEPTUAL UNIFORM MOOD BOARD:

Staff uniforms aligned to brand, in a design mood board.

DOCUMENT 8:

CONCEPTUAL INTERIORS MOOD BOARD

A mood board of interior look & feel, furniture, lighting, fittings.

DOCUMENT 9:

FINANCIAL PROJECTIONS & INVESTMENT ANALYSIS

Full Financial study that crunches the numbers in Cap Ex, Sales forecast for 5 years, ROI & Breakeven & all financial projections relevant to opening a restaurant.

ADDITIONAL DOCUMENTS:

10. GENERIC MARKET RESEARCH - BY (EURO-MONITOR INT'L)

1. Restaurants Assessment in the United Arab Emirates
2. Restaurants Sales Volume & Market Share Assessment in the UAE
3. Home Delivery & Takeaway in the UAE

11. NEW RESTAURANT PRE-OPENING MANUAL

‘Contact us today for a free
consultation & let us guide you
through the best solutions to
building your business’

THANK YOU!

CIRCA



2010

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