

Brand Profile

Potato Habit Lebanon (Design logo to be included soon)

- **Business Overview**

French fries and baked potatoes food business belongs to the Potato Habit Lebanon Company.

French fries & baked potatoes are generally served hot, either soft or crispy, and are usually eaten as part of lunch or dinner or by themselves as a snack. In this time of narrowing consumers spending power, value of money what we aim to provide to the Lebanese people.

Over and above, the French fries & Baked potatoes food production line of business is a profitable industry and it is open for any aspiring young entrepreneur in Lebanon to come in and establish his or her business through franchising business system.

- **Executive Summary**

Potato Habit Lebanon will be a standard and registered chain of fast food restaurant that with strong bias in the production of French fries & Baked Potatoes that we aim to start-up at a Mall in Beirut, Lebanon, and hope to spread out via franchising to different Malls and street corners in Lebanon with the first 5 years of operations.

Potato Habit Lebanon will be involved in the sale of French Fries and Baked Potatoes with different toppings, along with soft drinks.

You could drench it with cheese sauce, dip it in sour cream and onion, bathe it in barbecue sauce or drizzle with your go-to condiments like cocktail sauce and other toppings and sauces. You could top it with bacon because bacon makes everything better, or you could do without because we also will offer vegetarian choices. Delve into buttered corn, button mushrooms, or olives for a healthy lifestyle.

Basically, we will be involved in operating a quick-service Kiosk(s)/Wall Units.

Potato Habit Lebanon will ensure that all our customers are given first class treatment whenever they visit any of our chains of fast food outlets. We will have a software that will enable us manage a one on one relationship with our customers no matter how large the

numbers of our customers' base may grow to. We will ensure that we get our customers involved when making some business decisions that directly affect them.

Potato Habit Lebanon is a family business that is owned by Mike Safadi and his immediate family members. Mike Safadi is an Agricultural Engineer; he has a B.Sc. in Agriculture Science and a Diploma Agricultural Engineering from the American University of Beirut, with passion in the food and beverages industry business. Mike Safadi curiosity and passion in the food and beverages business came from his graduate study time spent abroad in different European countries, where he got an interest in the small-medium size food businesses, and brought to Lebanon the concept above.

Although we aim to launch our business at Le Mall – Dbayeh, but there is a plan to open other wall unit's outlets via franchising all around Lebanon and in Arab countries.

- **Our products**

Potato Habit Lebanon is in the snacks production industry to service a wide range of clients and of course to make profits, which is why we will ensure we go all the way to make available a wide varieties of French fries and baked potatoes with different delicious toppings in our outlets always.

We will ensure that we do all that is permitted by the Lebanese Law to achieve our aim and ambition of starting the business. Our product and service offerings are listed below:

- Operating quick-service Potato Habit Kiosk/Wall Unit
- French Fries
- Baked Potatoes
- Toppings: Cheese sauce, BBQ sauce, sour cream and onion sauce, ketchup & mayo, salsa, tabasco, bacon, buttered corn, button mushrooms...
- Sale of beverages such as water, and sodas.

- **Our Vision Statement**

Our mission is to establish chains of fast food Potato Habit Lebanon Kiosks that will make available a wide variety of French fries and baked potatoes with delicious toppings, and soft drinks at affordable prices to the Lebanese, and other countries in the Arab region (UAE, Bahrain, Jordan, Qatar) where we intend opening our chains of Potato Habit Lebanon through franchising system.

- **Our Business Structure**

Potato Habit Lebanon Company, do not intend only to start a fast food kiosks business in Lebanon and the region, but also our intention of starting a fast food kiosk business is to build a standard business in Lebanon.

We will ensure that we hire people that are qualified, honest, customer centric and are ready to work to help us build a prosperous business that will benefit all the stakeholders (the owners, workforce, and customers).

In view of that, we have decided to hire qualified and competent hands to occupy the following positions:

- Supervisor for the owned kiosks of Potato Habit Lebanon
- Chef/ Kitchen worker(s) (staff either full-time or part-time).
- Sales & Marketing Manager
- Information Technologist
- Accountant/Cashiers

CEO – Chief Executive Officer is the owner of Potato Habit Lebanon – Mike Safadi:

- Heightens management's effectiveness
- Accountable for fixing prices and signing business deals
- Liable for providing direction for the business
- Creates, communicating, and implementing the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for signing checks and documents on behalf of the company
- Evaluates the success of the organization
- Reports to the investors

Supervisor of the Kiosk(s)

- Responsible for managing the daily activities in the restaurant (kitchen inclusive)
- Ensures that the Kiosk facility is in tip top shape and conducive enough to welcome customers
- Interfaces with third – party providers (vendors)
- Reports to the Chief Executive Officer
- Handle any other duty as assigned by the CEO

Chef / Kitchen Staff

- Responsible for producing French fries / baked potatoes as supervised by the supervisor
- In authority of carrying out all casual or unskilled jobs in the kiosk
- Responsible for packaging French fries and baked potatoes, and drinks meant for delivery
- Handles any other duty as assigned by the supervisor

Sales & Marketing Manager

- Manages external research and coordinate all the internal sources of information to retain the organizations' best customers and attract new ones
- Identifies development opportunities; follows up on development leads and contacts; participates in the structuring and financing of projects; assures the completion of development projects.
- Responsible for supervising implementation, advocate for the customer's needs, and communicate with clients (on behalf of CEO if not available).
- Develops, executes and evaluates new plans for expanding increase sales
- Document all customer contact and information
- Represent the company in strategic meetings along with the CEO

Information Technologist

- Manages the organization website
- Handles ecommerce aspect of the business
- Responsible for installing and maintenance of computer software and hardware for the organization
- Manages logistics and supply chain software, Web servers, e-commerce software and POS (point of sale) systems

Accountant / Cashier

- Responsible for preparing financial reports, budgets, and financial statements for the organization
- Performs cash management, general ledger accounting, and financial reporting
- Responsible for developing and managing financial systems and policies
- Responsible for administering payrolls
- Ensures compliance with taxation legislation with the Lebanese Government Bodies
- Handles all financial transactions for Mr. Potato
- Serves as internal auditor for Mr. Potato

No Waiters/Waitresses needed at the beginning – as the Kiosk will be Self-Service being in a Mall or a street corner.

Potato Habit Lebanon Business Plan – SWOT Analysis

Our intention of starting just one Kiosk of our fast food restaurant in Mount Lebanon/Beirut is to test run the business for a period of 6 months to 1 and half year prior to expanding in other locations in the country, to know if we will invest more money, expand the business and then open other Wall Unites/Kiosks all over Lebanese Malls and street corners, and later on the franchising system for Lebanon and the Arab region (UAE, Bahrain, Kuwait, Jordan...).

We are quite aware that at the time being, there are no Kiosks of French Fries and Baked Potatoes all over Lebanon – and even in the same location where we intend locating ours, at Le Mall Dbayeh, which is why we are following the due process of establishing a business.

We know that if a proper SWOT analysis is conducted for our business, we will be able to position our business to maximize our strength, leverage on the opportunities that will be available to us, mitigate our risks and be well equipped to confront our threats.

- **Strength:**

Our first location (Le Mall Dbayeh), the business model we will be operating on (physical chains of fast food kiosks), varieties of payment options, wide varieties of toppings for French fries and baked potatoes, and soft drinks and our excellent customer service culture will definitely count as a strong strength for Potato Habit Lebanon. So also, we have a management team that has what it takes to grow startup business from survival to profitability within the shortest time – frame.

- **Weakness:**

A medium weakness that may count against us is the fact that we are a new French fries and baked potatoes food kiosk– business and we don't have the financial capacity to compete with multi – million dollars chains of fast food restaurants with strong bias for French fries like McDonalds, Classic Burgers, Zaatar W Zeit et al who also in their menu has a part for French Fries.

- **Opportunities:**

The fact that we are going to be operating our fast food Kiosk(s) in one of the busiest Malls (Le Mall Dbayeh), provides us with unlimited opportunities to sell our products to a large number of people (Children, Youth, and adults) who frequent the Mall throughout the year.

- **Threat:**

Just like any other business, one of the major threats that we are likely going to face is economic downturn. It is a fact that economic downturn affects purchasing / spending power. (However, in Potato Habit Lebanon we value the money of the customer, hence we believe that we can mitigate this threat, since our good quality products will be affordable to all Lebanese people).

Potato Habit Business Plan – MARKET ANALYSIS

- **Market Trends**

In this era when the online community and social media is growing rapidly, you would do your business a who if you create your own online presence. One of the easiest ways to get people to see you as an expert in your line of business is to blog constantly about Mr. Potato French fries & Baked Potatoes and fast foods generally.

We will leverage on social media platforms like Instagram and Facebook, and others to publicize our brand and our concept.

- **Our Target Market**

One thing about our French fries and baked potatoes (with toppings) is that you can hardly find someone who don't patronize and frequent them. As a matter of fact, most fast food restaurants and kiosks now have menu designed specifically for veg and others depending on their food preferences.

In view of that, we will position our fast food Potato Habit Kiosk to serve everyone.

- **Our Competitive Advantage**

A close study of the snacks food production / fast food industry reveals that the market has become much more intensely competitive over the last decade. So, we are highly creative, customer centric and proactive if we must survive in this industry. We are aware of the stiffer competition and we are well prepared to compete favorably with other chains of fast food restaurants in Lebanon and the region.

Potato Habit Lebanon Company, will be launching a standard French fries and Baked Potatoes with different toppings food production business that will indeed become the preferred choice for all ages- of Lebanese and expats in the country.

One thing is certain, we will ensure that we have a wide variety of delicious and attractive toppings for the French Fries and Baked Potatoes **(through the help of the well-known Chef Richard Khoury) who is our PR and Consultant for the menu/concept.**

Thus, it will be difficult for customers to visit our fast food kiosk/wall unit (if in mall) and not make a purchase of French Fries/Baked Potatoes and other products.

One of our business goals is to make Potato Habit Lebanon Company, a one stop fast food Kiosk being at a Mall and/or street corner. Our excellent customer service culture, website, various payment options and highly secured and attractive facility will serve as a competitive advantage for us.

Mr. Potato Business Plan – SALES AND MARKETING STRATEGY

- **Sources of Income**

Potato Habit Lebanon is in operation to operate a standard and secured fast food Kiosk(s) business in Lebanon. We are in this F&B food production / fast food industry to maximize profits and we are going to go all the way out to ensure that we achieve our business goals and objectives.

In essence, our source of income will be the retailing of the following products at affordable prices / offering the following services:

- French Fries and Baked Potatoes with varieties of toppings
- Sales of water and soft drinks...

- **Sales Forecast**

One thing is certain when it comes to fast food restaurant business, if your fast food restaurant is centrally positioned, you will always attract customers cum sales and that will sure translate to increase in revenue generation for the business.

We are well positioned to take on the available market in Lebanon and we are quite optimistic that we will meet our set target of generating enough income / profits from the first six month of operations and grow the business and our clientele base.

Below is the sales projection for Potato Habit Lebanon®, it is based on the location of our business and other factors as it relates to Kiosk start-up in Lebanon:

The price list menu is a “draft” and not the final list of prices. The menu prices will vary according to toppings.

The menu will have the following (Prices are not final yet)

- French Fries with different toppings prices will vary from 4.500 LL to 7.500 LL
- Poutine (Quebec French Fries with Gravy Sauce, under consideration with Chef Richard)
- Baked Potatoes with different toppings prices will vary from 6.000 LL to 8.500 LL
- Sodas (pepsi, 7up and Miranda) will be at fixed price of 1.500 LL
- Water (small) will be at fixed price of 1000 LL

PS: The Menu and the prices are not final yet.

Marketing Strategies

In order to continue to be in business and grow, we must continue to sell our delicious French fries and baked potatoes, and drinks which is why we will go all out to empower our sales and marketing team to deliver. In summary, Potato Habit Lebanon will adopt the following sales and marketing approach to win customers over:

- Open our French fries food production Kiosk in a grand style & free tasting for all.
- Introduce Potato Habit Lebanon French fries and Baked Potatoes food production Kiosk by sending introductory letters alongside our brochure to corporate organizations, schools, event planners, households and key stake holders in Lebanon
- Ensure that we have a wide variety of potato, and soft drinks in our restaurant at all times.

- Make use of attractive hand bills to create awareness and also to give direction to our fast food Kiosk(s)
- Position our signage / flexi banners at strategic places around Beirut and Mount Lebanon
- Create a loyalty plan that will enable us reward our regular customers

Mr. Potato Business Plan – Publicity and Advertising Strategy

Despite the fact that our fast food Kiosk will be well located (Le Mall Dbayeh or other Malls) we will still go ahead to intensify publicity for the business. We are going to explore all available means to promote Potato Habit Lebanon French Fries and Baked Potatoes.

Potato Habit Lebanon has a long-term plan of opening chains of fast food Wall Units/Kiosks in various locations all around Lebanon which is why we will deliberately build our brand to be well accepted in Lebanon before venturing out.

As a matter of fact, our publicity and advertising strategy is not solely for winning customers over but to effectively communicate our brand. Here are the platforms we intend leveraging on to promote and advertise Potato Habit Lebanon French Fries and Baked Potatoes:

- Place adverts on community based newspapers, radio stations and TV stations.
- Encourage the use of word of mouth publicity from our loyal customers
- Leverage on the internet and social media platforms to promote our business
- Ensure that we position our banners and billboards in strategic positions all around Beirut and Mount Lebanon
- Advertise PotatoHabit®, business in our official website and employ strategies that will help us pull traffic to the site

• Our Pricing Strategy

Pricing is one of the key factors that gives leverage to fast food restaurants, thus, we aim to make our products affordable for all citizens.

• Payment Options

The payment policy adopted by PotatoHabit Lebanon®, is all inclusive because we are quite aware that different customers prefer different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and regulation of Lebanon.

Here are the payment options that PotatoHabit®, will make available to our clients:

- Payment via online through our website (it will come at a later stage of operation)
- Payment with cash
- Payment via credit cards / Point of Sale Machines (POS Machines)

Business Plan – Sustainability and Expansion Strategy

The future of a business lies in the numbers of loyal customers that we will have, the capacity and competence of the employees, the investment strategy and the business structure. If all of these factors are missing from a business (company), then it won't be too long before the business close shop.

One of our major goals of starting PotatoHabit®, is to build a business that will survive off its own cash flow without the need for injecting finance from external sources once the business is officially running.

We know that one of the ways of gaining approval and winning customers over is to retail our French fries / baked potatoes a little bit cheaper than what is obtainable in the market and we are well prepared to survive on lower profit margin for a while.