

## **Executive Summary**

Dubai being a cosmopolitan city thriving with substantial growth and business friendly atmosphere, has abundance of opportunities. In a city of majority south Asian expatriates, a market gap in the restaurant industry is identified where lack of authentic South Asian cuisine offered at good quality for an affordable price to the middle-income segment. The objective of the project was to fill the gap by setting up a restaurant to provide authentic and traditional menu to address the gap, in a contemporary atmosphere for dine in as well as home delivery services. The implementation project was in several phases starting with the project idea and the business case defining the entry wedges leading to setting up the restaurant with its key components; defining the business strategy including marketing/branding, acquiring and refurbishment of the restaurant, setting up the supply chain and delivery network. The project was implemented by author and two partners as entrepreneurs to the restaurant while the project implementation was supervised and monitored by PIM's supervisors and the Genesis incubator.

“Liyari Express”, the authentic Pakistani cuisine restaurant opening was the immediate objective of the project with a strategy to provide authentic cuisine providing customers a unique experience and taste of home. The target segments were identified, and the strategies were developed for the various operations of the restaurant. Setting up the physical restaurant, registration and branding as well as marketing plans were developed and implemented. Critical factors in the core of the business were the defining of the menu, resourcing key roles with right skill sets and the supply chain to ensure the product and the service achieved as per objectives.

Dine in customer experience as well as the presence online to reach wider market were key delivery channels. The social media marketing channels and sign up with online portals to materialize the marketing strategy to achieve business objectives were completed. The restaurant opening was completed on plan meeting all elements of the business strategy and completed the requirements of the project for the programme. The business operations and the financial performance were measured against the plans to ensure performance.