

# Restraunt Bussiness Pitch Deck

Fresh Ingredients, Timeless Taste.



# Why is now the right time for this restaurant? What is the demand?

## Growing Demand for Online Food Services 🍴

- The food delivery market is growing at **70% per year**.
- More people prefer ordering food online instead of dining out.

## Huge Market Size 📊

- The restaurant industry is worth **\$7 millions** in Pakistan.
- Increasing number of customers looking for **quick, affordable, and healthy food options**.

## Limited Competition in Our Niche 🚀

- Many competitors focus only on fast food.
- We stand out with **fresh, homemade, and high-quality meals**.

## Technology-Driven Growth 📱

- Online ordering, fast delivery, and **digital marketing** are changing the food industry.



# Problem Statement





## The Food Industry Challenges We Are Solving

- ✖ Limited access to fresh, hygienic, and affordable food.
- 🛵 Slow and inefficient delivery services.
- 🌱 Lack of healthy and organic meal options.
- 📱 Unorganized and outdated online ordering systems.



# Our Solution




## How We Solve These Problems

-  **Fresh & Affordable Food** – High-quality, delicious meals at competitive prices.
-  **Fast & Reliable Delivery** – Real-time order tracking for customer satisfaction.
-  **Healthy & Organic Options** – A menu with nutritious, organic, and balanced meals.
-  **Seamless Online Ordering** – A user-friendly website/app for easy ordering.



# Market Opportunity





## Why Now?

-  The food delivery market is growing at **60% per year**.
-  Online food ordering is projected to reach **\$7 million by 2022**.
-  Customers are shifting towards **convenient, healthy, and digital-first dining experiences**.



# Business Model

## How We Make Money

-  **Dine-in Revenue** – Traditional restaurant service.
-  **Online Orders & Delivery** – Website + food delivery partners.
-  **Subscription Plans** – Monthly meal plans for loyal customers.
-  **Catering Services** – Corporate and event-based food services.




# Competitive Advantage

## What Makes Us Different?

- 🌿 **Fresh Ingredients** – Locally sourced, high-quality ingredients.
- 🌀 **Speed & Efficiency** – Faster delivery than competitors.
- 📱 **Tech-Enabled Services** – Seamless digital experience for customers.
- 🎯 **Targeted Marketing** – Data-driven promotions and customer loyalty programs.



# Marketing Strategy




- **Social Media Campaigns** – Instagram, Facebook, TikTok promotions.
-  **Discounts & Referral Programs** – Encourage repeat customers.
-  **Partnerships with Influencers & Food Bloggers**
-  **SEO & Google Ads** – Targeting local food lovers.



## Financial Projections

- **Year 1:** \$700 in revenue with 50% profit margin.
- **Year 2:** Expansion to International locations with 70% increase in revenue.
- **Year 3:** \$1 million revenue with 88% customer growth

# Meet the Team

-  **Founder/CEO** – Hammad (Background & expertise).
-  **Head Chef** – [John Doe] (Years of experience & specialties).
-  **Marketing Lead** – Hammad (Digital & local marketing expert).



# Call to Action (Investment Ask)

**Join Us in Redefining the Dining Experience!**

- 💰 **Seeking Investment:** \$XX to expand operations and marketing.
- ✉️ **Contact Us:**  
iamhammad224@gmail.com | +92 3172774237
- 🌐 **Website:**  
<https://final-hackathone-mu.vercel.app/>



## Food List

Search by name or tags...



### Hot dog

This is a most fampouse dish

**\$20.00**

~~\$15.00~~

Category: Spicy



### Cheezy Pizza

Cheezy Pizza with fantasy taste

**\$40.00**

~~\$30.00~~

Category: Pizza



### Burger

Refreshing fresh lime drink made with natural ingredients.

**\$38.00**

~~\$45.00~~

Category: Drink



### Chicken Seekh



### Fresh Lime



### Chapli Kabab

## Category

- ☐ Lime
- ☐ Orange
- ☐ Mango
- ☐ Burger
- ☐ Pizza
- ☐ Cake
- ☐ Wrap
- ☐ Soup
- ☐ Salat
- ☐ Biryani
- ☐ Sandwich

## Latest Products



Chicken Tikka  
**\$34.00**



custurd  
**\$40.00**



Muffin  
**\$40.00**



Salat  
**\$40.00**