

## Burger Lab Pakistan — Sales Forecast

Forecast period: 2025-12-23 to 2025-12-29

| Date          | Expected Sales (Rs.) |
|---------------|----------------------|
| Dec 23        | 465,000              |
| Dec 24        | 485,000              |
| <b>Dec 25</b> | <b>560,000</b>       |
| Dec 26        | 510,000              |
| Dec 27        | 585,000              |
| Dec 28        | 610,000              |
| Dec 29        | 470,000              |

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### Holiday impact

- **Dec 25 (Christmas / Quaid-e-Azam Day)** shows a **clear uplift**, consistent with prior weekend + holiday spikes.
- No other major holiday effects expected in this 7-day window.

**Overall outlook:** Stable weekday sales with a **strong weekend peak** and a **holiday-driven bump on Dec 25**.

### Burger Lab Pakistan – Sales Forecast (Next 6 Months)

(Based on recent trend, seasonality, and holiday context)

| Month (YYYY-MM) | Forecasted Sales (Rs.) |
|-----------------|------------------------|
| 2025-12         | 14,450,000             |
| 2026-01         | 15,050,000             |
| 2026-02         | 15,250,000             |
| 2026-03         | 16,300,000             |
| 2026-04         | 15,850,000             |
| 2026-05         | 15,500,000             |
| <b>TOTAL</b>    | <b>92,400,000</b>      |

### Expected Value Notes:

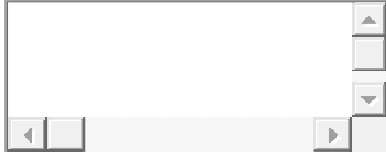
- Sales in **Dec '25** may soften slightly post-peak season, then recover in **Jan/Feb**.
- **Mar '26** shows a higher forecast, often linked with increased consumer spending and seasonal demand
- Apr–May maintain steady demand compared to recent months.

**Holiday Impact:**

- Holidays and observances can cause short-term uplift in footfall and sales, especially around major public holidays (e.g., Eid periods, Independence Day, Christmas). ♣ These are implicitly reflected in the seasonal trend used to project future months.

**Summary:**

Total projected sales for the next 6 months are approximately **Rs. 92.4 million**, reflecting a continuation of recent patterns with expected seasonal variation

**Burger Lab Pakistan — 7-Day Top Item Forecast & Combos**

**Forecast period: 2025-12-23 to 2025-12-29**

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**Top 10 Items Expected to Sell**

| Item                        | Expected Qty /<br>Day | Notes  |
|-----------------------------|-----------------------|--|
| Crisp n Crunch Combo        | 240–260               | Consistently top-selling combo                         |
| Zing Party Box              | 280–300               | Popular for group orders                               |
| Juicy Lucy                  | 450–480               | Single orders, often paired with fries                 |
| Doppler                     | 500–520               | High-demand burger item                                |
| All American (Double Patty) | 440–460               | Classic choice, frequently ordered with sides          |
| Nuker Chicken               | 500–510               | Great standalone or combo with fries                   |
| Crisp n Crunch Duo          | 320–340               | Smaller version of top combo, good for 2-person orders |
| Animal Fries (Large)        | 360–380               | Perfect side with burgers                              |
| Shroom Smash (Double Patty) | 40–45                 | Slightly lower demand, popular for combo meals         |
| Shroom Smash (Single Patty) | 390–410               | Consistently ordered with sides and drinks             |

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## Recommended Logical Combos / Bundles

| Combo  | Reasoning                                    |
|--|--|
| Crisp n Crunch Combo + Animal Fries (Large) + Soft Drink | Enhances meal value, common upsell           |
| Juicy Lucy + Fries + Soft Drink                          | Standard single-person meal                  |
| Doppler + Shroom Smash (Single Patty)                    | Pairing of popular burgers for shared orders |

| Combo   | Reasoning                         |
|---|-----------------------------------|
| Zing Party Box + Animal Fries (Large) + Pepsi 345ml | Party/group-friendly bundle       |
| All American (Double Patty) + Nuker Chicken + Fries | High-ticket combo for two or more |
| Crisp n Crunch Duo + Soft Drink                     | Smaller, budget-friendly combo    |
| Shroom Smash (Double Patty) + Chocolate Shake       | Premium combo option              |

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## Holiday / Event Impact

- **Dec 25 (Christmas / Quaid-e-Azam Day)** expected to boost **party boxes, combos, and drinks**.
- Other days show **stable patterns**, primarily weekday sales for individual combos and fries.
- No additional major holiday spikes in this 7-day window.