

# Internal Analysis for an Innovative Healthy Restaurant with Four Investors

## 1. Administrative and Investment Structure

The restaurant is composed of four investors, each playing a crucial role in its success:

- **Management:** The first investor is responsible for daily operations, team supervision, and ensuring service quality.
- **Accounting:** The second investor manages budgeting, cash flow, and expense control to ensure sustainable profitability.
- **Logistics Services:** The third investor oversees the supply chain, inventory management, and ensures the availability of high-quality fresh ingredients.
- **Recipe Development:** The fourth investor is responsible for creating unique and delicious healthy recipes, ensuring the restaurant's differentiation in the healthy food industry.

## 2. Innovation in Customer Experience

- The restaurant offers a unique dining experience, where customers sit in a natural and relaxing environment.
- When ordering food, the cooking process is displayed through animation using a small projector on the table.
- Once the animation ends, the actual dish is served, exactly as it appeared in the display, enhancing the customer's experience and adding a unique attraction.
- This creative concept sets the restaurant apart from traditional dining establishments.

## 3. Competitive Advantage and Healthy Food

- The restaurant offers delicious healthy food, breaking the stereotype that healthy meals lack flavor.
- Moderate pricing makes it an attractive option for a wide customer base.
- Use of fresh, natural ingredients with a diverse menu that caters to different dietary needs.
- This concept introduces a new standard in healthy dining, combining quality, uniqueness, and affordability.

## 4. Estimated Investment Required

### A. Suitable Restaurant Space

To create a healthy, innovative restaurant with this unique experience, the recommended space should be between 150 to 250 square meters, divided as follows:

- Seating Area: 80-120 sqm to accommodate 30-50 customers.
- Kitchen & Storage: 50-80 sqm to provide a comfortable workspace for chefs.
- Projection & Smart Tables Area: 20-30 sqm for interactive dining experiences.

### B. Investment Estimation ( in Egyptian pounds – EGP

Category	Estimated Cost (EGP)
Monthly Rent (Based on Location)	40,000 - 80,000
Interior Design& Decoration	500,000 - 1,000,000
Kitchen Equipment &Storage Facilities	400,000 - 700,000
Technology (Projectors , Screens, POS Systems)	300,000 - 600,000
Staff Salaries (Monthly)	150,000- 250,000
Operational Capital (6 Months)	1,000,000 - 2,000,000
Total Initial Investment (Approximate)	2.5 - 5 Million EGP

## 5. Estimated Employee Salaries

Position	Number of Employees	Salary per Employee (EGP/month)	Total Salaries (EGP/month)
Executive Chef	1	30,000 -50,000	30,000 -50,000
Sous Chefs	3	15,000-25,000	45,000-75,000
Kitchen Assist ants	4	8,000 -12,000	32,000-48,00
Waiters	4	6,000-10,000	36,000-60,000
Restaurant Manager	1	20,000-35,000	20,000-35,000
Receptionist /	2	7,000 -12,000	14,000-24,000

Cashier			
Total Mouthly / salaries	15	150,000 -250,000 EGP	

## 6. Expected Revenue and Profitability

Assuming an average meal price of 250 EGP and a daily customer count of 200-300:

- Daily Revenue: 50,000 - 75,000 EGP
- Monthly Revenue: 1.5 - 2.2 million EGP
- Net Profit After Operating Costs: 20-30%, equivalent to 300,000 - 600,000 EGP per month.
- The initial investment can be recovered within 12-24 months, depending on sales performance and marketing effectiveness.

## 7. Key Success Factors

1. Choosing a Strategic Location in upscale areas or near business centers and malls.
2. Strong Digital Marketing using social media and influencer collaborations.
3. Providing a Unique & High-Quality Experience to attract and retain customers.
4. Gradual Expansion by opening new branches or introducing premium delivery services.