

Prefeasibility study (Allam Restaurant)

- Allam Restaurant will be a moderately priced 30 seat restaurant offering family style food and service. Broasted chicken, steaks and pasta along with classic hamburgers, wraps and generous salads are all on the menu. The primary objective of the restaurant is to provide quality meals at reasonable prices with exemplary service and creating an informal, comfortable environment which will make the customers satisfied and want to return again and again.
- The restaurant will be family owned, so it will be organized as a individual project.
- The restaurant location is a 400 square meter space located at Mansour Street, Helwan suburb, Cairo. The location will require some additional renovation to update the lavatories and increase table space in the dining area. The restaurant is located in a major traffic area. Helwan has a population of over 1,250,000 according to the 2015 Census Report.
- There are 4 local competitors within the area of the restaurant.
- The restaurant industry is a large and diverse business: Restaurant-industry sales are forecast to reach 5 billion in 2015 – an increase of 3% over 2014.
- Sales projections assume 300 customers per week resulting in weekly sales of just over 31,500 EGP, or 1,512,000 EGP annually (as average price 105 EGP).
- Total start up costs will be 3,100,000 EGP (labor, supplies, site rent, tools and equipment for kitchen and dining area, utilities and home delivery equipments), 2,000,000 EGP of which will be contributed by the owners and the remainder will be secured by a proposed bank loan.