

# **Business Pitch Deck and Presentation:**

## **1. Introduction**

- **Marketplace Name:** *Ibrahim Restaurant and Services*
  - **Tagline:** *"Delicious Bites, Delivered Right!"*
  - **Business Overview:** Ibrahim Restaurant is a one-stop online food marketplace offering a wide range of junk food, desserts, drinks and juices, soups, salads, breakfast, lunch, and dinner options. Customers can browse menus, learn about chefs, and order effortlessly through an add-to-cart and checkout system. The platform is powered by Sanity, ensuring seamless product updates and inventory management.
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## **2. Problem Statement**

- Finding high-quality, diverse food options online can be difficult, especially when craving healthy salads, homemade soups, or quick junk food.
- Many small restaurants and chefs lack the digital presence needed to reach a broader audience.
- High commission fees on existing food marketplaces make it tough for food businesses to stay profitable.

### ***Example:***

- Small food vendors find it challenging to sell online due to **complex ordering systems** and **high platform fees**.
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### 3. Solution

- Ibrahim Restaurant and Services provides a platform for all types of food cravings—from healthy salads and soups to quick junk food, hearty breakfasts, and full-course meals.
  - Our Sanity integration ensures real-time updates, keeping menus fresh and inventory accurate.
  - A chef-focused approach allows customers to explore chef profiles, building trust and authenticity.
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### 4. Market Opportunity

- The online food delivery market in Pakistan is expected to grow at a CAGR of 10-12% over the next five years.
  - Busy professionals, families, and students demand convenient, high-quality meals.
  - The demand for healthy options like soups, salads, and fresh juices is increasing alongside traditional junk food and full-course meals.
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### 5. Product

- **Key Features of Ibrahim Restaurant and Services:**
    - ✓ **Diverse Menu:** Junk food, desserts, drinks, juices, soups, salads, breakfast, lunch, and dinner options.
    - ✓ **Chef Profiles:** Customers can learn about chefs and their specialties.
    - ✓ **Seamless Ordering:** Smooth add-to-cart and checkout experience.
    - ✓ **Sanity Integration:** Automated product and inventory management.
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## 6. Business Model

- **Revenue Streams:**
    - **Order Commissions:** A small percentage on every transaction.
    - **Premium Listings:** Restaurants and chefs can pay to feature their menus.
    - **Subscription Plans:** Special discounts for members.
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## 7. Marketing Strategy

- **Social Media & Influencers:** Partner with food bloggers and fitness influencers to attract different audiences.
  - **SEO & Content Marketing:** Rank for food-related searches to increase traffic.
  - **Referral & Loyalty Programs:** Offer discounts and reward points to retain customers.
  - **Targeted Ads:** Focus on specific food categories (healthy meals, desserts, quick bites, etc.) to reach the right audience.
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## 8. Team

- **Founder & CEO** – Leads business strategy and operations.
  - **Tech Team** – Manages platform development, including Sanity integration.
  - **Marketing Team** – Drives branding, promotions, and partnerships.
  - **Customer Support** – Ensures smooth ordering and issue resolution.
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## 9. Financial Projections

- Year 1: Customer acquisition, brand awareness, and chef onboarding.
  - Year 2-3: Expansion, premium features, and revenue growth.
  - Revenue Goal: Scaling 2-3x annually through increased order volume and partnerships.
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## 10. Call to Action

- Seeking investment and strategic partnerships to expand Ibrahim Restaurant and Services.
- Funds will be used for platform enhancements, marketing, and vendor onboarding.
- Let's revolutionize online food ordering together!

## Checklist for Day 7:

Deployment Checklist: ✓

Security Checklist: ✓

Post Go Live Checklist: ✓

Business Pitch Deck: ✓

Resume PDF: ✗

# **Gratitude and Appreciation:**

**Dear Sir Obaid, Sir Anus, Sir Ameen Alam, Sir Zia, Governor  
Sindh Kamran Khan Tessori and the entire faculty,**

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I truly appreciate your commitment and feel incredibly fortunate to have been a part of this wonderful learning environment.

With sincere thanks and respect,

Saadia Parveen

CEO

Ibrahim Restaurant And Services