***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.

**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**.

**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.

**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.

**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.

**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.

**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.

**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.

**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.

**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,**

**I would like to extend my deepest gratitude to each one of you for your unwavering dedication and support throughout my journey at GIAIC. Your hard work, guidance, and encouragement have not only shaped my learning but also inspired me to reach greater heights. Thank you for sharing your wisdom, for always being approachable, and for making a lasting impact on my academic and personal growth.**

**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**