

# Bagel Bros X Grenie

Empowering merchants with smarter, real-time insights.

# *Meet Bagel Bros*

Bagel Bros is a cozy cafe serving freshly bagels and coffee. Like many local merchants, they rely on Grab to reach their customers.



*However,*

The boss, Jamie, **struggles to deal with operational bottleneck** as he needs to focus on everything of his shop.

“What sold the best today?”

“Which campaign is actually working?”



“When should I prep for peak orders?”

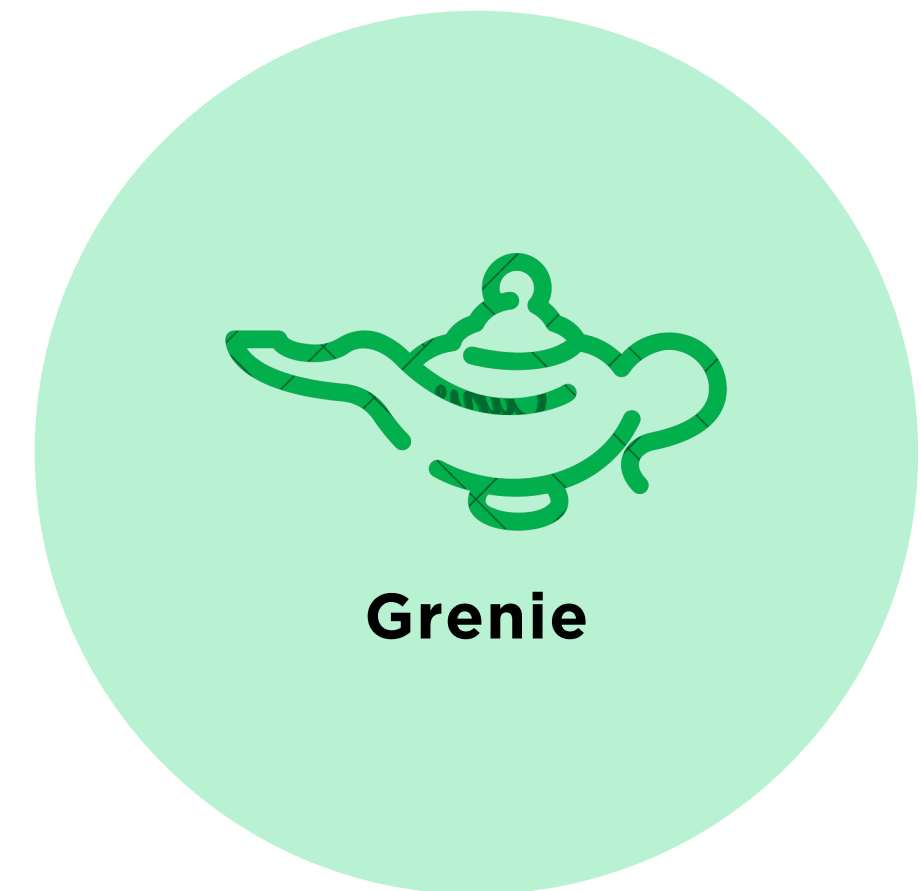
“Do I still want to remain this menu?”

*Jamie and his team are struggling as they don't have time to read through the data and analyze it.*

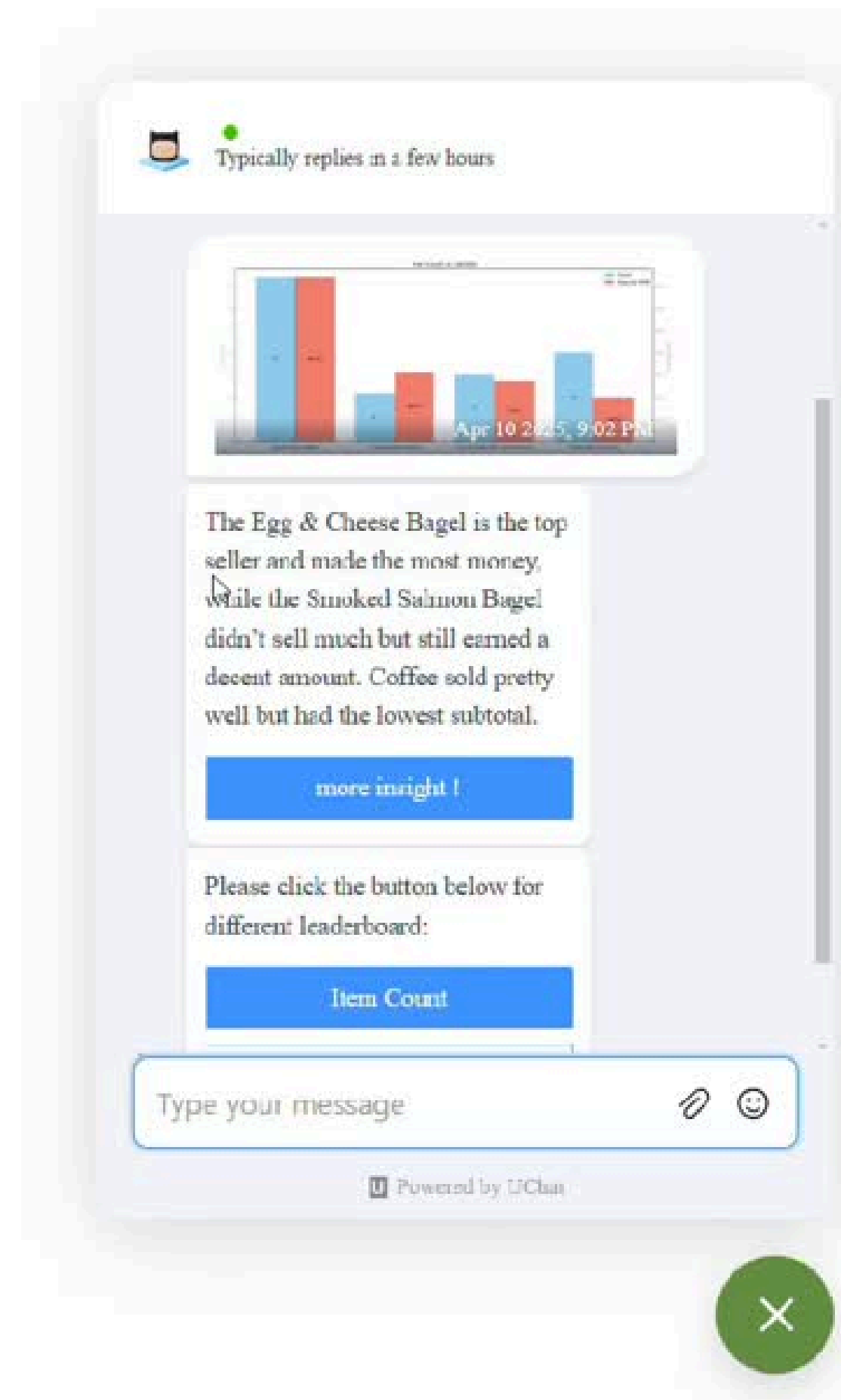
# ***Introducing Grenie***

## ***Grab chat-based AI Assistant***

- Daily summaries auto-sent after store closes
- Instant reply to merchant questions
- Alerts during peak hours
- Available to be deployed on multiple chat platforms preferred by merchant

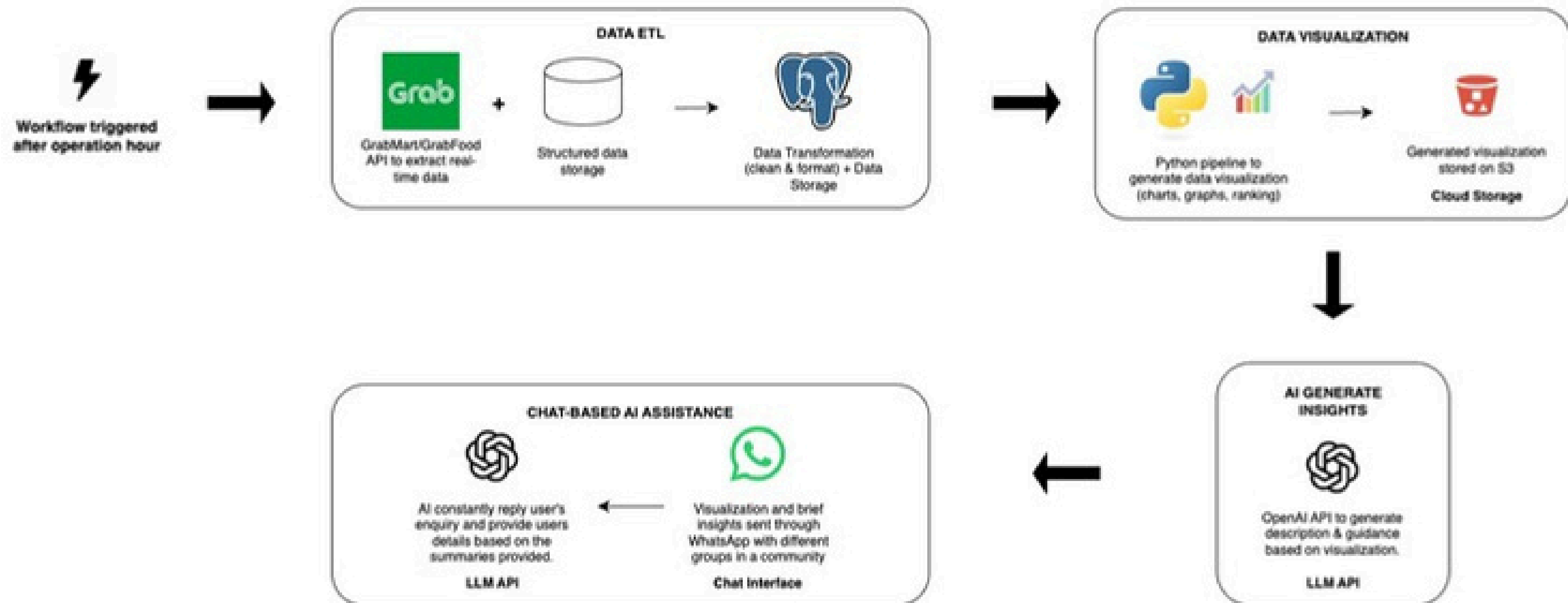


# Demo



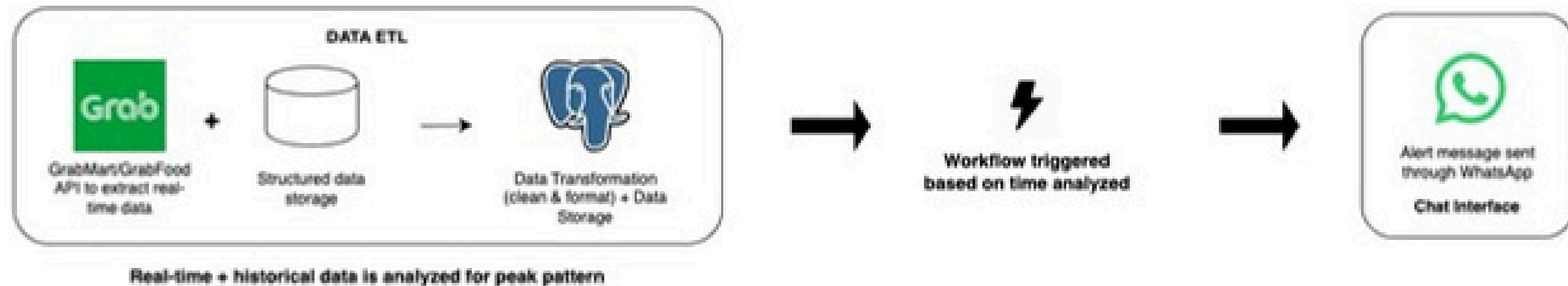
# Under the Hood

***Data → ETL → Visualization → AI Summary → Chat***

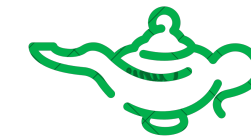


# Under the Hood

***Data → ETL → Automation → Chat***



# ***Why Grenie Matters***



***Helping Merchants Win Everyday***

## **Personalized Merchant Guidance**

- Tailoring advice based on merchant's information
- Analysis based on merchant own data
- Merchant can ask Grenie for competitors analysis

## **Real-time Analytics & Business Insights**

- Automated timely delivery of sales & inventory reports
- Timely alerts on peak hours

## **Multilingual & Multi-platform Support**

- Multilingual interactions
- Straightforward for various digital literacy levels
- Deployed on merchant preferred chat interface



# *Bagel Bros After Using Grenie*

“We know what sold  
the best today.”

“We can tell which  
campaign is working.”



“We prep with confidence  
for peak orders.”

“We make smarter  
menu decisions.”

*Jamie and his team believe that with **Grenie**, their  
bagel shop runs smarter, not harder.*

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