

IDEAS Café – Brand Profile

Prepared for Msheireb Properties – Retail Leasing Committee

IDEAS Café is a premium specialty coffee and creative lifestyle concept developed in Qatar. The brand is designed to blend refined coffee culture with elegant contemporary design, creating a distinctive experience aligned with landmark destinations such as Msheireb Downtown Doha.

1. Concept Overview

IDEAS Café is positioned as a high-end specialty coffee destination with a strong emphasis on quality, design, and customer experience. The concept integrates premium beverages, light desserts, and a creative atmosphere that encourages conversation, productivity, and cultural exchange.

2. Brand Positioning

Brand Category: Premium / Luxury

Target Market: Professionals, families, tourists, and culture-focused visitors

Price Positioning: Mid to high premium

Experience Focus: Quality, elegance, efficiency, and visual identity

3. Product & Menu Offering

- Specialty coffee (espresso, filter, signature blends)
- Premium teas and cold beverages
- Fresh pastries and desserts
- Light savory items

Average spend per customer: 30 – 45 QAR

4. Design & Space Concept

IDEAS Café features compact kiosk formats (3x3 m and 3x8 m) with high-quality finishes including marble textures, pearl chrome accents, LED lighting, and iconic circular signage. The design complements the architectural identity of Msheireb Downtown Doha while remaining visually distinctive.

5. Operations & Capacity

Operating Hours: 8:00 AM – 11:00 PM

Staff per unit: 4 – 6 employees

Daily customers: 200 – 350

Estimated annual turnover: QAR 1.2 – 2.0 million

6. Strategic Fit with Msheireb Downtown Doha

IDEAS Café is designed to complement the cultural, architectural, and lifestyle positioning of Msheireb Downtown Doha. The concept supports pedestrian flow, cultural tourism, and premium retail mix, contributing positively to the overall destination experience.

Conclusion

IDEAS Café represents a carefully curated premium café concept aligned with Qatar's evolving lifestyle and cultural scene. The brand offers strong visual identity, operational efficiency, and high customer appeal, making it a suitable addition to Msheireb Properties' retail portfolio.