

FEASIBILITY STUDY FOR EVALUATING OPPORTUNITY FOR FARM TO TABLE FOOD FACILITIES IN THE KINGDOM OF BAHRAIN

Executive Summary

Our report covered the Investigation and evaluation of prospect opportunities in the food sector on the concept of Farm-to-Table. Conduct thorough due diligence and evaluate the following areas:

- Description of the Products & Services
- Review of the potential Market Acceptance in the market of Bahrain. looking at consumer's profile, consumption/purchase habits, competitive landscape and retail landscape development with a focus on:
 - The target market for product & service
 - Market study covering
 - Market Needs
 - Market Trends
 - Main Competitors
- A brief study on the competitive landscape covering; available concepts/brands in the market that would represent direct competition to Franchise Concepts, with brief information on market presence and footprint with the outcome of delivering a topline SWOT Analysis & Marketing Strategy.
- Provide a report on the cost of doing business covering rentals, labor costs, fit-outs, equipment, cutlery & utensils taxes, and other cost elements and factors of consideration. The output was combined with the projected revenue to yield to cashflow projection including a breakdown of the sources of revenues (restaurant + catering + take away) projected income, and break-even year (IRR). In addition, the report will cover
 - Organization & Staffing
 - Organizational Structure
 - Management team
- Assess the product range and qualifying products of potential for success in the market
- Simulating sales and figures & cost elements into a detailed P&L to evaluate the size of the opportunity and quantify both potential costs (CAPEX & OPEX) and bottom line delivering a financial projection.
- Providing best practices recommendations on organizational, operational, as well as managerial structure models to ensure smooth and successful implementation of business plans while delivering on financial objectives, with overall conclusion and recommendation.