



# CORPORATE PROFILE

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FOOD AND BEVERAGES



# ABOUT US

## We are Bold, Experts, Thinkers, Marketers.

For more than 15 years, Our executive management have helped clients identify market opportunities, develop solid strategies, create scalable processes, and build stronger teams.

We are your consulting team, dedicated to achieving your goals. We are the spirited side of professional services marketing, where left-brain meets right-brain. From strategic marketing plans and branding to websites, social media, marketing automation, and everything in between, our marketing services identify market opportunities, develop solid strategies, create scalable processes, build stronger teams, and produce measurable, business impacting results. We are more than a marketing firm—we are your marketing partner.

The **popup** Agency Branding Protocol is a proprietary process providing strategic marketing and branding services that leads clients through goal setting, branding and positioning to the development and implementation of specific tactics. POPUP AGENCY serves service-based firms in the accounting, consulting, engineering, financial, insurance, information technology, human resources, architectural, construction, security, real estate, hospitality, F&B, beauty & wellness and healthcare industries.

# AN AGENCY WITH BOLD THINKING AND **INSPIRED IDEAS**

## MISSION

Provide professional consulting services to companies, governments, and private entrepreneurs who are seeking expert advice and creative solutions in building, growing, and achieving their objectives and potential.

## VISION

Become the one and only Consultancy and Management Company of their choice and partner. Deliver services that create opportunities that benefit our clients, their business, and our business by utilizing new technologies that utilize marketing and management strategies effectively.

Deserving our client's trust by being true and accountable for our actions.



# VALUES

At POPUP we operate on a specific set of principals – our Core Values – and everything we do signifies our S.M.A.R.T capabilities in times of our doubts, our core values are always pulling us back on track.

**INTEGRITY**

**TEAMWORK**

**IMPROVEMENT**

**PHILOSOPHY**

**FUN & FAMILY**

**PASSION**

# WHAT DO WE DO?

We develop, a market research and feasibility study to maximise and create financially profitable and sustainable restaurant and cloud kitchen concepts throughout Qatar, UAE for private & corporate financial investors. We strive to create Food & Beverage concepts that are most importantly operationally feasible for the team on property, the suppliers and other key stakeholders. There are many factors to take into consideration whilst designing, setting-up and creating a Hotel restaurants or standalone restaurants experiences you want to amaze your future guests with. We as Food & Beverage industry consultants are there to support you in this assignment. "Your future success is our joint responsibility

## OUR MAIN PROCESSES

**01** PROJECT PLANNING, KICK-OFF & MARKET RESEARCH

**02** CONCEPT STRATEGY & STRATEGIC DIRECTION

**03** RESTAURANT DEVELOPMENT SUPPORT - DESIGN & BUILD

**04** CORPORATE IDENTITY

**05** PRE-OPENING SUPPORT & ASSISTANCE  
(Employee strategy, finding the right team & creation of team structure)

**06** POST-OPENING SUPPORT & ASSISTANCE



# OUR SERVICES





**KITCHEN DESIGN FIT-OUT**

**INTERIOR DESIGN SUPPORT**

**FACILITY DESIGN SUPPORT**

**CORPORATE IDENTITY**

**MARKET POSITIONING AND TARGETING**

**PRE-OPERATION SERVICE**

**POST OPERATION SERVICE**





## **KITCHEN DESIGN FIT-OUT**

We provide planning, designing, and outfitting a commercial kitchen and restaurant space to create a functional, efficient, and aesthetically appealing dining environment. It involves the careful consideration of various elements, including layout, equipment selection, interior design, and overall ambiance, to ensure a seamless and enjoyable experience for both staff and customers

**STRATEGIC BRIEFING WITH CONCEPT DETAILS**

**TENDER PROCESS INTERIOR & KITCHEN DESIGNERS**

**TECHNICAL DRAWINGS**

**STAFF & GUESTS, PRODUCTS & WASTE ROUTING**





## **INTERIOR DESIGN SUPPORT**

We give details most particularly on the art and science of creating visually appealing and functional spaces within commercial dining establishments. It involves the thoughtful selection and arrangement of elements like colors, materials, furniture, lighting, and décor to achieve a cohesive and inviting atmosphere that complements the restaurant's concept and enhances the overall dining experience.

**PRELIMINARY FLOOR PLAN DEVELOPMENT**

**DEFINITION KEY DESIGN FEATURES**

**INSPIRATIONAL LOOK & FEEL RESEARCH**

**VISUAL MOOD BOARD & MATERIAL REFERENCES**





## **FACILITY DESIGN SUPPORT**

POPUP Promotes comprehensive process that involves planning and creating functional, efficient, and safe spaces for food preparation, cooking, and dining within a commercial restaurant setting. The goal is to optimize the workflow, enhance the guest experience, and ensure the smooth operation of the establishment.

**BACK-OF-HOUSE & RESTAURANT AND BAR ZONING**

**FUNCTIONAL KITCHEN PROCESS PLANNING**

**FIXED FURNITURE & EQUIPMENT PLANNING/KITCHEN EQUIPMENT/LIGHTING DESIGN**



# BRAN DING.

## CORPORATE IDENTITY, MARKET POSITIONING & TARGETING

BRANDING AND MARKETING IS A VITAL FACTOR TO TAKE INTO CONSIDERATION WHILST LAUNCHING YOUR OWN RESTAURANT. THEREFORE WE WILL SUPPORT YOU IN THIS WITH OFFERING OUR SERVICES THROUGH OUR MANAGEMENT DEPARTMENT. OUR TEAM IS WELL EXPERIENCED IN CREATING A BRAND STORY AND BRAND IMAGE THAT WILL TIE UP TO YOUR MARKETING STRATEGY



# PRE-OPERATION SERVICE

## PRE-OPENING SUPPORT AND ASSISTANCE

MANAGING THE PRE-OPENING IS BENEFICIAL TO SUCCEED BASED ON THE PREVIOUS DECISIONS THAT HAVE BEEN MADE AS WELL AS COORDINATING CERTAIN PROCESSES UPFRONT THE ACTUAL OPENING. HEREBY WE WOULD FACILITATE THE FOLLOWING SERVICE



## **PROJECT MANAGEMENT**

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**PRE-OPENING BUDGET  
DEVELOPMENT CRITICAL PATH  
OVERVIEW DESIGN PROCESSES  
MONITOR PROGRESSION**

## **STAFF CONCEPT**

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**STAFF STRUCTURE & ORGANISATION  
SUPPORT RECRUITMENT KEY ROLES  
INITIAL ON BOARDING KEY ROLES**

## **OS&E PROCUREMENT SUPPORT**

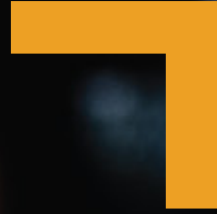
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**IDENTIFY REQUIRED OS&E  
SOURCING & TENDER SELECTION  
DESIGN OS&E CATALOGUE**

## **RESTAURANT SET-UP**

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**CULINARY ASSISTANCE & TRAINING  
GUEST TOUCHPOINT  
SUPERVISION OF 3RD PARTIES (PR & WEB DEVELOPMENT)**



# POST-OPERATION SERVICE

## POST-OPENING SUPPORT AND ASSISTANCE

CONNECTED TO THE PRE-OPENING PHASE, THE POST-OPENING PHASE GOES ALONG. THIS IN ORDER TO TICK OFF THE KEY LEARNINGS AS WELL AS TO MAJORLY FOCUS ON THE TRAINING ELEMENTS.





## **TRAINING MATERIALS**

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**TRAINING GUIDE & MATERIAL  
DEVELOP CONCEPT BRAND BOOK-MANAGEMENT & LINE STAFF  
TRAINING EXECUTION**

## **ON-SITE TRAINING**

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**ORIENTATION PHASE TRAINING  
HOSPITALITY TRAINING  
OPERATIONAL EFFICIENCY TRAINING  
LEADERSHIP TRAINING**

## **CLOSE-OFF PROJECT**

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**SUPERVISION KEY STAFF & TEAM  
INTERNAL REVIEW F&B OPERATION POST OPENING  
COST & REVENUE OVERVIEW**

**NEW**

# INTRODUCING

# CLOUD CHEF

POPUP INNOVATES THE CHEF AND TECHNOLOGY, REGARDING RECIPE DEVELOPMENT AND WIDE EXPERIENCE OF DIFFERENT FOOD DELICACIES, WHERE CLOUD COMPUTING MEETS THE CHEFS AND ALLOWS CONSUMERS TO COLLABORATE REMOTELY, INTER-ACTING INLINE WITH THEIR FOOD PREFERENCES ON SUCH SPECIAL OCCASIONS AND EVENTS, WHERE CONSUMERS MAY ACCESS VAST RECIPE DATABASES ACCORDING TO THEIR NEEDS, ALONG WITH THEIR BOOKING REQUEST FOR A PARTICULAR CHEF OF THEIR PREFERENCES, TO SCHEDULE A VISIT AND PREPARE THE MENU ON THE SPOT LOCATION, THUS WE CALLED IT A "CHEF BESIDE YOU SERVICES" IN TIMES OF YOUR CRAVINGS, DELIVERING THEIR GREAT VALUE PREPARED MENUS.

**TO KNOW MORE  
LOG ON TO**

[www.popup.qa](http://www.popup.qa)



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REACH

US



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