

GOURMET



# ABOUT US

Q Gourmet is the leading Distributor, Institution Sales Exporter & Importer of all kind of food products.

Our major focus is into export of quality products from Qatar to cater to needs of customer world over.

We provide array of products from well-known Qatari as well as Multi-National Companies at very competitive prices . Also we ensure all the accreditations are in place in respect to goods which are been exported giving consideration to the place where those are been exported. Due to our long standing relations/ tie- up with institutions / companies, we are able to provide great offers to our customers. □ While exporting goods our main aim is not only to supply varied products but also to give

one stop services / solutions in regard to all the aspects involved in export.

Customer satisfaction, meeting commitments are of paramount value to our organization.

we receive local & imported stocks from factories and company warehouses. With this model in place we can provide fresh stock and thereby increase the shelf life of products.

We can provide bulk goods locally in Qatar catering to retailers, super markets. We give delivery of goods at the door steps with our wide spread logistics facilities in place. We supply a big chain of wholesalers who in turn supply to thousands of wholesalers, Retailers and Key account players. We have our own fleet of vehicles and warehouses to carter to business needs. Our warehouses are well maintained and protected against adverse weather conditions. We check the product and packing quality at our warehouse before sending to our customers.





# MISSION

Keeping in mind the goal of becoming the world's preferred global supplier.

- To develop/innovate simpler/transparent ways of doing business with our partners
- Build enduring and mutually beneficial business liaisons.
- Build infrastructure which boost Exports.
- See to that the end customers enjoy their life at the best with quality products.
- Foster a work environment that facilitates the growth of employee strengths in tandem with that of the company.



# VISION

To excel in exporting varied products in all spontaneity and zest and spread our wings world-wide, thus making it a preferred supplier in Global Market place. We want to see Q Gourmet spreading its reach around the world and growing its business year on year. We want us to be known as a preferred supplier in Global market place providing quality products and quick service.

THE VALUES WE STAND FOR

**LOYALTY**  
**HONESTY**  
**INTEGRITY**  
**RELIABILITY**  
**TRANSPARENCY**  
**MUTUAL RESPECT**



# SERVICES

- 1- Import & Export of all food products
- 2- Hospitality Concept creation
- 3- Hospitality management & Operation
- 4- Franchise modelling
- 5- menu designing, development & Recipe
- 6- Staff recruitment and training
- 7- Concept branding & design
- 8- Restaurant design & development
- 9- Branding & brand development
- 10- Operations assessment





# IMPORT & EXPORT



**Q** Gourmet is a trading company which operates in the food and drink business areas and has a role as facilitators in the placement of high-quality food products in foreign markets. We have a dedicated professional teams to support and fulfill your business needs.

Q gourmet is specialized in the distribution, import, export, trade and logistic warehousing of food commodities.

Q gourmet commitment is based on long term business relationships, guiding our principles of trust with our customers that are based on professionalism and business ethics. We pride ourselves on providing the best transparent and quality services.

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# CONCEPT BRANDING & DESIGN

Developing a strong brand is a critical step for every organization. It helps convey what customers can expect from your products and services, as well as the key traits that set you apart from your competitors. Defining your brand is like a journey of business self-discovery in which you identify your core values, your ultimate goals, and how you want others to perceive you.

Q gourmet creative services team works with organizations launching an event, program, or division to develop a memorable and compelling brand identity.

Our process includes:

- Marketing & Promotional Strategy
- Employee Training & Development
- Theme Costing & Development
- Operations & Manpower Planning
- Policies & Procedure Development
- Press Releases □ • Equipment Procurement
- Administrative Management
- Shop & Interior Design
- Menu Engineering
- Sales & Marketing Data Analysis

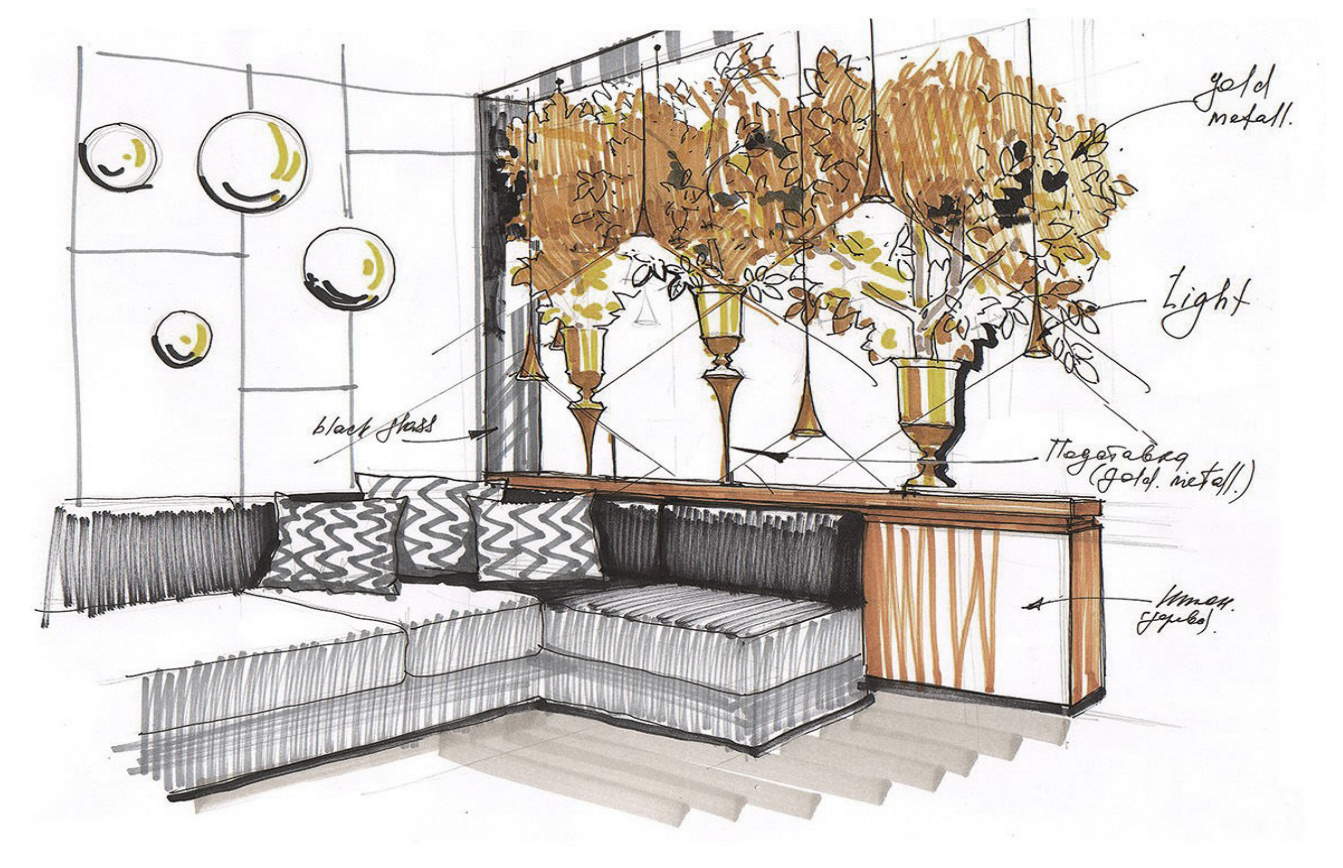




# RESTAURANT DESIGN & DEVELOPMENT

**Q** gourmet is an expert in the field of Hospitality concept development, management and consultancy. From idea to inauguration and beyond, Q gourmet helps you in every step of the way to make your dream concept a reality. Q gourmet has conceptualized and developed many famous and unique hospitality perceptions in the Middle East. We have experience in bringing any hospitality concept to life.

Equipped with sound market information, customer knowledge & study and strategic analysis, your hospitality concept is developed and nurtured to not only fulfill and satisfy the target market but also to ensure swift return on investment and profit maximization while maintaining high standards of quality, integrity and growth.





# HOSPITALITY MANAGEMENT & OPERATION

Q Gourmet understands that to help an operation meet or exceed its goals, it is critical that the right management team is in place. In filling key management positions, Q Gourmet can look outside of the business to identify manager or chef candidates, but we may find people with the requisite skills in-house, then developing a system to set them up for success in filling management roles. We find the combination of these two strategies, recruiting externally and ensuring that existing team members have opportunities for growth, is the key to fielding a superb management team that is a true asset to the operation



## OPENING A RESTAURANT



WE have created many of new restaurant around the region and we franchised most of them . Whether you're starting your first restaurant or are a seasoned veteran brushing up on the latest tools for opening a restaurant or launching a new prototype, Q gourmet is here to provide you the guidance and resources you need before opening a restaurant. As the restaurant industry becomes more competitive and complex with every passing year it is important to keep up with the latest best practices for opening a restaurant.



# CONCEPT CREATION

At Q Gourmet , developing a new restaurant concept is a collaborative process that connects your vision with our experience and industry expertise.

Q gourmet works to fully understand your thoughts and objectives, whether developing a scalable concept for growth or a single-unit operation. With a pulse on the latest food trends, growing markets and successful concepts in every service category and cuisine, we will research and recommend a list of "must-see" competitive and on-trend concepts in specific markets. Each restaurant on the tour is carefully selected to provide unique learnings—from pricing strategy and decor to service touch points—and to survey the existing restaurant landscape and any potential voids in the market.

Throughout the "Discovery Tour," Q gourmet provides conceptual, operational and financial insights, sharing high-level strategies and big ideas that will enable your restaurant to have a unique competitive edge. In an effort to define your restaurant—its food, service and design strategies; check averages, dayparts and much more—you will then experience a brand positioning and strategic planning session to define as a group a viable restaurant brand that connects with guests and boasts a financial model that works.





# MENU DEVELOPMENT & RECIPE

Q Gourmet team of culinary experts has created lots of menus and menu items for independent and multi-unit concepts. Menu creation is a balancing act where items must be at once craved, driving guest loyalty, and profitable.

Q Gourmet work has spanned cuisines, from Middle Eastern to European, Arabian Gulf to Indian subcontinental and can accommodate the most stringent dietary restrictions.

Q Gourmet first begins with a high-level menu spine, featuring categories and approximate item counts.

Working closely with the entrepreneur or operator, Q Gourmet then enters research & development mode where we work in a test kitchen using appropriate raw material to create menu selections that deliver the "wow" in flavor and visual appeal while considering targeted food cost, profit contribution and the potential for consistent execution.







# OPERATIONS ASSESSMENT

Q Gourmet often equates an operation's assessment to "take a look under the hood", examining each moving part of your restaurant in an effort to identify what's working and what's not.

By performing an objective assessment of a concept, Q gourmet can discover potential efficiencies, cost savings and improvements in the back of house, front of house and management procedures.

While each operations assessment is customized to meet the needs of each unique foodservice concept's situation, Q gourmet always begins by thoroughly reviewing all operational material, training documents and recipe books prior to visiting the physical restaurant space. Armed with an understanding of any outlined systems and processes, our representatives spend time onsite from pre-opening to pre-closing, to experience all dayparts, in addition to pre-preparation, shift change and end-of-day systems.

Q gourmet will also compare any written standards to reality, noting variances as well as bringing to light any gaps in operational systems and processes. You can then expect to receive a holistic yet detailed assessment of your complete concept.

At its conclusion, you'll walk away with a comprehensive set of recommendations that will improve operational excellence, food handling, product quality and guest satisfaction, boosting both top-line sales and bottom-line profits.

While single-unit restaurants can benefit greatly from an expert opinion and an objective outsider's view, it is critical for growing concepts to establish standardized systems and processes to efficiently and sustainably grow their brand.



The background features a light blue and white sketch. On the right side, a hand-drawn pen is visible, pointing towards the center. Scattered across the page are various geometric shapes, including triangles, squares, and circles, some of which are filled with a light blue color. The overall style is artistic and hand-drawn.

# BRANDING & BRAND DEVELOPMENT

Successful brands are built on a unique point of differentiation that is strongest when reinforced by all elements of the guest experience. Whether the goal is to develop an entirely new restaurant brand, increase sales and profitability or maximize marketing opportunities, it is Q gourmet mission to translate the brand positioning across a concept's food, beverage, facility and service strategies.

Q gourmet can work closely with a client's agency and designer or can provide seasoned experts to create and manage the brand's execution in the following ways:

- Brand Identity (Logos, Color Palette, Typography, Signage, Brand Style Guide)
- Identification of Core Values
- Brand Discovery (Setting the Vision, Articulating the Values, Defining the Culture)
- Brand Strategy (Positioning, Brand Story, Naming Systems)
- Brand Experience (Website, Collateral, Guest Experience)



# MANAGEMENT

Company culture is very important when delivering an integrated operation that is understood, lived and delivered. It all starts with management. Proper management gets the whole team going in the same direction and pulling at the same too.

Management should be done by objectives and not tasks. It is principal driven management that confirms the brand attributes' execution– not just from a design or consumer point of view.

Operation runs on a shared set of goals that would have everybody centered on the team for. Management needs to stem from the brand promise that has been developed at the beginning. This would help build a team of cultured, committed and capable members ready to ensure actionable progress.

The restaurant is very complicated and our job is to ensure that you get it right from the first time. We are able to drill down to every functional area, every key performer within those to measure performance and productivity.

Operations Audits

Purchasing & Supply Chain

Quality Standard Audits

Turnarounds

Food Cost & Quality Improvement

Budget Variance Analysis

Executive Management Reporting & Dashboards

Operations Manuals



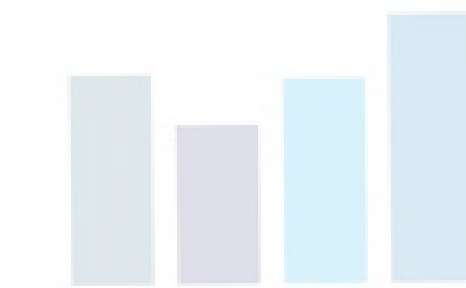
# FRANCHISING

We look to make the right connections to bring your restaurant brand to new international markets.

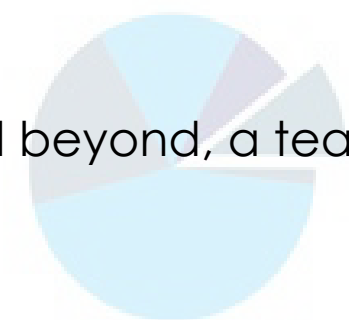
Support system Overview

Q gourmet has built a team of experienced and dedicated franchising support. For the moment you complete your franchise application to the time of opening the outlet and beyond, a team of franchising experts are available to support you in the following:

- Operations
- Training
- Design
- Marketing & PR
- Human Resources Support



# Franchise





# STAFF RECRUITMENT AND TRAINING

Staff recruitment and training

The HR Director of the Group will support in:

- Providing recommendation on the number of employees required per category based on outlet area, number of seating and expected kitchen production
- Provide information on agencies who can support in referring staff
- Support in the interview of the staff, specifically the Manager position
- Provide HR policy, regulations, as guidance

## TRAINING

In coordination with the operation team, the following will be achieved:

- Scheduled training program chefs, managers, waiters and baristas before the operation of the first outlet
- Detailed day to day training program
- Evaluation and official report with detailed analysis
- Further training is offered upon franchisee request



# CONTACT US

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