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# zaatar w semsom

BUSINESS PLAN

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PREPARED BY CONCEPT LB

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## Mission

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In Beirut's competitive F&B landscape, our mission is to make authentic za'atar and sesame flavors feel unmistakably modern—delivered fast, consistently, and beautifully. We focus on bold seasoning, clean execution, and a streamlined menu that turns first-time curiosity into repeat habits for lunch and dinner.

- Specialized menu built around za'atar + sesame (somsom), with tight recipes that speed service without sacrificing taste.
- A modern QSR experience for young professionals: order quickly, customize easily, and get food at peak freshness.
- Use Lebanon's signature ingredients—labneh, tahini, pomegranate molasses, sumac, pine nuts, fresh mint—to keep each bite locally rooted.

## Vision

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Within 3–5 years, we aim to become Beirut’s go-to za’atar-and-sesame destination—known for consistently fast service, a signature “somsom” profile, and seasonally refreshed variations that keep the menu feeling current. As demand grows through dine-in, takeaway, and delivery, we’ll standardize the craft so every store tastes unmistakably like the first.

- Expand from a single 35 sqm street concept into a small network of QSR units across high-footfall neighborhoods.
- Evolve the menu through seasonal Lebanese ingredient drops (mint, pomegranate molasses, pine nuts, akkawi/halloumi swaps) while keeping core items unchanged.
- Strengthen operational excellence—lean staffing, full-line kitchen workflow, and rapid ticket times—so we can scale without losing quality.

## Concept Overview

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ZAATAR W SOMSOM is a Modern Mediterranean QSR designed for Beirut's lunch-and-evening rhythm (operating hours 12:00–23:30; meal periods: lunch and dinner). The concept is intentionally specialized: our brand differentiator is the “za’atar w somsom” profile—za’atar’s aromatic bite paired with sesame richness—so guests instantly understand what we’re about, and the kitchen can execute quickly and consistently. With a full-line kitchen and a lean staff model, we optimize for speed, repeatability, and smooth throughput across dine-in, takeaway, and delivery.

When I spoke with the founder, the vision centered on building a concept that feels modern but stays unmistakably Lebanese. The menu language stays close to classic pantry and garden flavors—labneh, tahini, sumac, fresh mint, flat-leaf parsley, pine nuts, and pomegranate molasses—while presentation and recipe structure are tuned for a QSR format. The result is a street-accessible experience: a clean, bold counter-service journey where guests customize quickly, watch food go out fresh, and move on without waiting—ideal for young professionals in Beirut's high-pace neighborhoods.

Guest experience is designed end-to-end. Guests arrive at a compact 35 sqm footprint with seating for 18, choose between lunch and dinner favorites, and customize in seconds through a tight set of add-ons and sauces that reinforce the za’atar/somsom signature. For pickup and delivery, packaging protects crunch and aroma; for dine-in, the seating supports quick meals without long dwell times. Strategically, the concept fits where people already seek quick, concept-driven dining—Gemmayzeh/Mar Mikhael/Saifi Village/Downtown for premium footfall, and Hamra/Achrafieh/Verdun/Badaro for consistent mid-range demand. Alcohol is not part of the model (license not allowed), which keeps service focused on food and coffee-led beverage direction. Financially, the plan targets monthly performance aligned to expected daily orders of 80 and an average ticket of \$7.00, producing projected monthly revenue of \$14,599 with target COGS at 32% and a calculated breakeven of 34.65 orders per day.

- Cuisine + positioning: Modern Mediterranean, mid-priced, built around za’atar and sesame (somsom) with bold minimal brand cues.
- Service model: QSR, fast counter service with customization and a lean staffing approach; optimized for dine-in (40%), takeaway (40%), delivery (20%).
- Operations + timing: 12:00–23:30, lunch + dinner focus; designed for Beirut’s speed-of-life and consistent ordering patterns.
- Kitchen + menu discipline: full-line kitchen workflow supported by a tightly specialized product line to protect throughput and quality.
- Local ingredient authenticity: anchoring recipes in labneh, tahini, sumac, fresh mint, flat-leaf parsley, pine nuts, pomegranate molasses, and classic Levant cheeses like akkawi/halloumi where applicable.

# The Location Strategy

Beirut’s restaurant energy is strongest where footfall mixes young professionals with late-day activity—especially Gemmayzeh, Mar Mikhael, Saifi Village, Downtown, and the mid-range corridor of Hamra/Achrafieh. For zaatar w semsom, we’ll place a modern, fast-execution street-styled counter concept in a compact 35 sqm footprint (18 seats) to capture grab-and-go lunch and dinner demand, while still serving a meaningful dine-in slice (target mix: 40% dine-in). The market’s opportunity gap is clear: despite the popularity of za’atar and sesame across Lebanese bakeries and cafés, there’s limited specialty retail built around a single flavor language (“za’atar w semsom”) with consistent, quick, full-line throughput—especially in walkable streets with delivery-friendly demand.

- Target trading zones with dense restaurant clusters: Gemmayzeh/Mar Mikhael/Saifi (premium) and Hamra/Achrafieh (mid-range) where office and student flow supports daily orders.
- Prioritize streets with strong evening density (12:00–23:30) to support dinner take-away and delivery (20% delivery target).
- Choose a unit with visible street frontage and an easy queue-through design—critical for QSR speed and lean staffing.
- Rent benchmark discipline: use Beirut’s rent range (\$15–\$55 per sqm/month) but protect performance because the current rent anchor is \$1,800/month—keep the rent burden under control relative to projected revenue.

Z A A T A R W S E M S O M

Neighborhood tier	Best-fit micro-location	Why it works for this concept
Premium	Gemmayzeh/Mar Mikhael/Saifi Village/Downtown side streets with high pedestrian flow	Young professionals + late dinner traffic; strong dine-in and social share potential without needing alcohol
Mid-range	Hamra/Achrafieh blocks near universities, coworking, and retail corridors	High lunch churn; consistent takeaway velocity during the day; dependable delivery demand
Emerging (selectively)	Karantina/Bourj Hammoud only if footfall is proven via nearby anchors	Lower competitive intensity, but traffic reliability must be validated before committing

## The Environment & Atmosphere

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The space feels like a modern Lebanese street pantry—clean, bright, and fast—so guests instantly understand the product: za’atar, sesame, and hot-fresh Lebanese comfort prepared with QSR speed. We’ll use warm natural textures (light wood, stone-look surfaces) paired with crisp, bold graphic signage so the “zaatar w semsom” identity reads from the sidewalk. Lighting and sound will shift from brighter, energetic lunch to a darker, appetite-driven dinner mood while keeping the line moving and the kitchen visible enough to signal freshness.

- Visual language (all day): matte neutrals + deep za’atar-green accents; minimal typography in Arabic/English; a signature sesame/za’atar wall graphic behind the order counter.
- Lunch (12:00–15:30): brighter overhead lighting, lighter background music, clear “order-now” menu boards; seating optimized for 20–30 minute turns.
- Dinner (19:00–23:30): slightly warmer lighting, intensified scent cues (toasted sesame/za’atar on the flat-top), bass-forward playlist volume to match Beirut evening energy.
- Queue + service flow: linear counter with quick pick-up shelf for takeaway/delivery labels; dedicated “heat & sauce” finishing zone to keep product consistent.
- Packaging-ready ambience: visible sealing station and branded take-away wrap area so takeaway looks as premium as dine-in.

# The Brand Positioning

Our positioning is specialty-within-Lebanon: not another mixed menu, but a modern Mediterranean QSR that becomes synonymous with za'atar and sesame. I interviewed the founder, and the through-line is a disciplined flavor obsession—building a repeatable system around toasted sesame (somsom) and herbaceous za'atar so every item tastes connected, instantly recognizable, and easy to reorder. Visually, we'll differentiate through a bold, minimal identity: strong color coding per sauce family, clean menu boards, and packaging that feels like street food elevated—no alcohol required to create a “night out” moment. This reduces customer decision fatigue and speeds service, supporting the lean staffing model.

Brand pillar	What guests experience	How it shows on-site
Za'atar x Sesame mastery	Distinct, toasted, herb-forward flavor in every bite—signature “system,” not variety for variety's sake.	Menu architecture (order pathway), sauce-color coding, toasted sesame finishing station
Fast, clean QSR execution	Predictable timing and consistent heat/texture—especially for delivery and takeaway.	Clear pickup workflow, visible production line, standardized portions
Modern Lebanese street pantry	Comfort food familiarity with a contemporary feel—minimal, bold, photogenic.	Matte neutrals + za'atar-green accents; bilingual signage; branded sleeve/label design

Z A A T A R W S E M S O M

- Color palette direction: za'atar-green accent, sesame-amber highlights, and cream/charcoal neutrals for high-contrast menu readability.
- Signage style: large, typographic “zaatar w semsom” marquee; side signage with sauce icons (tahini, pomegranate molasses, sumac) to guide fast choices.
- Packaging: sturdy, grease-managed wraps and clamshells with a sealed “heat & drizzle” label so takeaway quality stays intact in Beirut delivery conditions.
- Competitive emotional hook: “one flavor language, endless favorites”—a specialty counter that feels confident and modern against generalist cafés.

# The Food Program

The food program is a Modern Mediterranean specialty menu designed as a repeatable workflow for a full-line QSR kitchen. The founder’s vision—centered on za’atar and sesame—drives a tight set of core doughs, proteins, and sauces that are recombined across lunch and dinner to keep speed high while still feeling fresh. We’ll source locally where possible (labneh, halloumi, za’atar, sumac, tahini, fresh mint, flat-leaf parsley, pine nuts, pomegranate molasses) and then build “system sauces” that can be produced consistently in batches for throughput. Across meal periods, the menu shifts the emphasis: lunchtime favors lighter, faster assembly (wraps, small plates, labneh-forward bowls), while dinner adds more indulgent, hot-finished items (grilled halloumi plates, meat skewers, loaded sesame drizzle options). With no alcohol license, we’ll let coffee-forward beverages and fresh mint/sumac refreshers own the drinking ritual, keeping it compatible with our target operating window (12:00–23:30).

- Cuisine philosophy: Lebanese modern—distinct za’atar herb notes and toasted sesame richness, balanced with sumac brightness and pomegranate molasses acidity.
- Sourcing approach: prioritize Lebanese staples (za’atar blends, tahini, labneh, akkawi/halloumi, pomegranate molasses, pine nuts, herbs) with consistent suppliers for batch reliability.
- Kitchen workflow: standardized prep + modular finishing; toasted sesame finishing and herb top-ups are done near order time for quality.
- Menu span by meal period: lunch = quick wraps/bowls; dinner = hot plates/skewers with sauce drizzle options.
- Lean staffing alignment: use a controlled number of SKUs and shared components so the kitchen remains efficient during peak evening rush.

Z A A T A R W S E M S O M

Menu section	Core flavor system	Local ingredients to feature	Best for
Za’atar & Sesame Sides	Toasted somsom + herb-forward za’atar	toasted sesame, za’atar, sumac, fresh mint, flat-leaf parsley	Lunch add-ons + delivery upsells
Signature Wraps & Bowls	Tahini creaminess + labneh tang + za’atar punch	labneh, tahini, pomegranate molasses, sumac	Dine-in speed + takeaway satisfaction
Hot Plates & Skewers	Grilled protein + sesame drizzle + pomegranate brightness	halloumi or akkawi, lamb/beef/chicken options, pine nuts	Dinner energy + repeat ordering
Dessert & Sweet Finish	Sesame-sweet profile balanced with citrus notes	pomegranate molasses reduction, toasted sesame, mint	Post-meal takeaway + café-style ending

# The Menu Structure

zaatar w semsom is built as a modern Mediterranean QSR in Beirut where ordering is fast, portions are consistent, and flavor is repeatable. The menu is organized into three main zones—Pitas & Bowls (main meals), Plates & Wraps (shareable but quick), and Coffee/Light Bites (late-night finish)—with every item anchored by za’atar and sesame (somsom). We keep the structure lean to support a full-line kitchen with predictable prep and stable COGS, targeting food costs of 32%.

- Core ordering flow: Choose base (pita / bowl / plate), then proteins, then “somsom intensity” (classic / extra) to control garnish spend and speed line execution.
- Price positioning (mid): focused on value bundles rather than many expensive add-ons—every upgrade is tied to a clear portion metric (e.g., +30g chicken or +1 spoon labneh).
- Local ingredient strategy: labneh, akkawi, halloumi, tahini, sumac, pomegranate molasses, pine nuts, fresh mint, and flat-leaf parsley are used across categories so the kitchen benefits from common prep batches.
- Dessert discipline: 2–3 desserts max, produced to daily par levels; no long soak items that disrupt lunch-to-dinner transitions.
- Weekly specials: one rotating seasonal hero per meal zone that uses premium produce (e.g., pomegranate, herbs, seasonal veg) while keeping the rest of the line stable.

Z A A T A R W S E M S O M

Menu Zone	Primary Categories	Target Portion Strategy	Price Range (USD)
Lunch / Dinner	Pitas, Bowls, Plates, Wraps	Standardized base + measured toppings; consistent garnish depth	6.5–9.5
Late-Night	Light Plates, Coffee/Tea Pairings	Smaller shareable plates with fast assembly	4.5–7.5
Sides & Sweet	House sauces, salads/sides, desserts	Batchable sides; dessert in tight variety to protect food cost	2.0–5.0

## Lunch / Dinner / Late-Night

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Daytime is all about speed and comfort: hearty za'atar/somsom-forward mains built for pickup and quick dining in Beirut neighborhoods like Hamra and Achrafieh. Evening shifts to richer textures—griddled akkawi/halloumi, pomegranate molasses brightness, and extra pine nut crunch—while still staying QSR-fast. Late-night keeps it light but satisfying, emphasizing coffee-friendly plates and small bowls.

### LUNCH / DINNER MAINS

#### SOMSO MANAQISH PITA (ZA'ATAR & SESAME)

pita, za'atar, toasted sesame (somsom), olive oil, nigella (baraka), labneh-side, sumac

#### AKKAWI GRILL + ZA'ATAR FOAM PITA

akkawi cheese, za'atar crumble, sesame, labneh, fresh mint, olive oil, sumac

#### HALLOUMI CRUNCH BOWL WITH TAHINI

halloumi, tahini, lemon, toasted sesame, pine nuts, flat-leaf parsley, cucumber

#### CHICKEN SHAWARMA ZA'ATAR WRAP

chicken shawarma, za'atar, tahini garlic, tomato concassé, pickles, sumac

#### BEEF KOFTA SOMSO PLATE

beef kofta, za'atar, toasted sesame, pomegranate molasses drizzle, onions, parsley

#### FALAFEL LABNEH BOWL (SOMSO LAYER)

crispy falafel, labneh, za'atar sesame topping, tahini, fresh mint, cucumber-dill

#### SEARED SALMON WITH SUMAC SESAME

seared salmon, sumac sesame crust, tahini-lemon sauce, roasted peppers, parsley

#### VEGGIE FIRE ROASTED EGGPLANT BOWL

roasted eggplant, tahini, za'atar, pomegranate molasses, pine nuts, mint

#### LAMB & HERB ZA'ATAR PLATE (ATHENS-STYLE LEBANESE)

lamb pieces, za'atar, fresh mint, flat-leaf parsley, olive oil, onions, sumac

#### WEEKLY SPECIAL: POMEGRANATE-MINT SOMSO CHICKEN

seasonal pomegranate molasses, fresh mint, chicken, za'atar sesame coating, labneh swirl, toasted pine nuts

### LATE-NIGHT LIGHT PLATES

#### MINI MAN'OUCHES (ZA'ATAR + SOMSO TRIO)

3 mini man'ouches, za'atar, toasted sesame, olive oil, side labneh

#### ZA'ATAR & AKKAWI CHEESE PLATE

akkawi, za'atar, sesame, olive oil, sumac, parsley

#### TABBOULEH WITH SUMAC + MINT (SIDE-BOWL)

bulgur, tomatoes, cucumber, flat-leaf parsley, fresh mint, sumac, olive oil

#### FRESH LABNEH WITH SESAME CRUNCH

labneh, toasted sesame, olive oil, pine nuts, za'atar dust

#### WEEKLY SPECIAL: ROASTED PEPPER & TAHINI ZA'ATAR FLAT

roasted peppers, tahini, za'atar, sesame, pomegranate molasses, herb salad

## Signature & Core Items

These hero items are the brand's backbone: za'atar and sesame (somsom) are not an afterthought—they're integrated into the base, the topping, and the finishing sauce so guests experience a consistent flavor signature across pita, wrap, and bowl formats. The founder's vision (solo ownership) focuses on a small set of high-repeatability winners, optimized for a lean, full-line kitchen—built to survive Beirut's busy lunch rush and still deliver premium texture at dinner.

### HERO DISHES

#### SOMSO MANAQISH PITA (ZA'ATAR & SESAME)

pita, za'atar, toasted sesame (somsom), olive oil, nigella (baraka), labneh-side, sumac

#### AKKAWI GRILL + ZA'ATAR FOAM PITA

akkawi cheese, za'atar crumble, sesame, labneh, fresh mint, olive oil, sumac

#### HALLOUMI CRUNCH BOWL WITH TAHINI

halloumi, tahini, lemon, toasted sesame, pine nuts, flat-leaf parsley, cucumber

#### CHICKEN SHAWARMA ZA'ATAR WRAP

chicken shawarma, za'atar, tahini garlic, tomato concassé, pickles, sumac

#### BEEF KOFTA SOMSO PLATE

beef kofta, za'atar, toasted sesame, pomegranate molasses drizzle, onions, parsley

#### FALAFEL LABNEH BOWL (SOMSO LAYER)

crispy falafel, labneh, za'atar sesame topping, tahini, fresh mint, cucumber-dill

#### VEGGIE FIRE ROASTED EGGPLANT BOWL

roasted eggplant, tahini, za'atar, pomegranate molasses, pine nuts, mint

#### SEARED SALMON WITH SUMAC SESAME

seared salmon, sumac sesame crust, tahini-lemon sauce, roasted peppers, parsley

ZA'ATAR W/ SESOM

Hero Item	Recommended Price Point (USD)	Food-Cost Target (COGS % basis)
SOMSO MANAQISH PITA (ZA'ATAR & SESAME)	7.5	30–33%
AKKAWI GRILL + ZA'ATAR FOAM PITA	9.0	32–34%
HALLOUMI CRUNCH BOWL WITH TAHINI	9.5	31–34%
CHICKEN SHAWARMA ZA'ATAR WRAP	8.5	29–32%
BEEF KOFTA SOMSO PLATE	10.0	31–35%
FALAFEL LABNEH BOWL (SOMSO LAYER)	8.0	28–32%
VEGGIE FIRE ROASTED EGGPLANT BOWL	8.5	28–31%
SEARED SALMON WITH SUMAC SESAME	12.0	34–37%

# House Sauces / Sides / Desserts

## HOUSE SAUCES & TOPPINGS

### TAHINI LEMON GARLIC

tahini, lemon juice, garlic confit, salt, olive oil

### LABNEH CREAM SWIRL

labneh, olive oil, mint, pinch of sumac

### POMEGRANATE MOLASSES DRIZZLE

pomegranate molasses, lemon zest, olive oil

### ZA'ATAR SESAME SPRINKLE (SOMSO MIX)

za'atar blend, toasted sesame, nigella (baraka), olive oil

### SUMAC TOMATO RELISH

tomatoes, sumac, olive oil, parsley, garlic

### GARLIC PICKLE QUICK BRINE

cucumbers, garlic, vinegar, salt, dried mint

### PINE NUT CRUNCH DUST

pine nuts, olive oil, za'atar sesame, salt

### WEEKLY SPECIAL: HERB-YOGURT ZA'ATAR FOAM

greek yogurt, fresh mint, flat-leaf parsley, za'atar, toasted sesame, lemon

## SALADS / SIDES

### TABBOULEH BEIRUT STYLE

bulgur, tomatoes, cucumber, flat-leaf parsley, fresh mint, olive oil, lemon

### CUCUMBER & DILL YOGURT SALAD

cucumber, dill, labneh-yogurt base, garlic, olive oil

### ROASTED PEPPER SALAD WITH SUMAC

roasted peppers, sumac, olive oil, parsley, pomegranate molasses

### GARDEN HERB PLATE (PARSLEY + MINT)

flat-leaf parsley, fresh mint, lemon, olive oil, toasted sesame

### WEEKLY SPECIAL: POMEGRANATE CRUNCH SALAD

pomegranate arils, cucumber, herbs, sumac, toasted sesame, olive oil

## DESSERTS

### SOMSO HALVA BOWL (TAHINI-SESAME)

tahini halva, toasted sesame, honey drizzle, pistachio dust

### BAKED AKKAWI WITH ROSE & POMEGRANATE

akkawi, rose water, honey, pomegranate molasses, toasted pine nuts

### WEEKLY SPECIAL: DATE & SESAME DATE CAKE SLICE

dates, toasted sesame, cocoa nibs, tahini cream, citrus zest

ZA'ATAR W/ SESAME

Category	Item Count	Purpose in Ops (speed + COGS)
House Sauces & Toppings	8	Batch-prepped; controls consistency and upsell without added cooking time
Salads / Sides	5	Mostly no-cook assembly; uses common herbs and citrus
Desserts	3	Limited SKUs; produced in tight batches to protect food cost

## The Beverage Program

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“Za’atar w semsom” is built as a bold, modern Mediterranean QSR where the beverage line cleans the palate, drives repeat visits, and supports fast service through simple, high-throughput recipes. We interviewed the founder about their disciplined approach to execution—same philosophy on drinks: tight SKU count, consistent grammage, and ingredient integrity. Because alcohol isn’t part of the model, the evening menu shifts into coffee-forward comfort and refreshing non-alcoholic spritz-style drinks rather than cocktails. Sourcing stays local-first for flavor partners (za’atar aroma, mint, sumac, pomegranate molasses) while core coffee inputs follow specialty roaster standards for consistent extraction. The program moves through the day: morning/early hours emphasize espresso and milk drinks; lunch leans into cool lemon-soda, tahini-mint blends, and chilled herbal tonics; dinner keeps it lighter with sumac-juice spritzes, sparkling water variations, and cold coffee.

- Morning (12:00–15:00): espresso, cappuccino/latte, hot & iced mint tea, manaqeesh-friendly citrus additions
- Lunch (15:00–19:00): za’atar-lemon soda, sumac spritz, pomegranate-mint cooler, fresh-pressed juice options
- Dinner (19:00–23:30): cold coffee, iced latte variations, herbal iced teas, sparkling water with sumac or mint syrup
- No alcohol: design “evening refresh” with spritz + foam topping instead of cocktails
- Local flavor partners: mint, flat-leaf parsley for herbal profiles (where applicable), sumac, pomegranate molasses, tahini
- Operational simplicity: reusable syrups (sumac, mint, pomegranate-molasses), batch-prepped juices, and measured pour recipes

# Hot Beverages

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## HOT BEVERAGES

### ESPRESSO

Single-origin espresso, crema-forward shot, 100% arabica blend

### AMERICANO

Espresso shot, hot water dilution, silky crema

### CAPPUCCINO

Espresso, microfoam milk, cinnamon dust (optional)

### LATTE

Espresso, steamed milk, vanilla or cinnamon option

### DOUBLE ESPRESSO

Two espresso shots, crema-rich extraction, clean finish

### ICED AMERICANO (HOT OPTION)

Hot americano variant with extra extraction, optional orange zest

### ZA'ATAR MINT TEA

Fresh mint, light za'atar infusion, black tea base

### SMARTEA EARL GREY

Earl grey tea, bergamot aroma, lemon twist

### LOCAL HERBAL MINT (ARABIC TEA)

Flat-leaf mint, gentle hot brew, optional honey

### WEEKLY SPECIAL ZA'ATAR-SOMSEM LATTE

Created by Our Team to Highlight Amazing Seasonal Ingredients

- Service sizes: Espresso (single/double), Cappuccino & Latte (small/medium), Tea (regular)
- Coffee sourcing philosophy: consistent roast profile for stable extraction; founder's execution rule is standardized dosing and grind
- Herbal hot teas are batch-steeped and refreshed every 2–3 hours for peak aroma

# Non-Alcoholic Beverages

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## NON-ALCOHOLIC BEVERAGES

### ZA'ATAR-LEMON SODA

Lemon, za'atar syrup, sparkling water, mint garnish

### SUMAC SPRITZ

Sumac cordial, sparkling water, orange peel, ice

### POMEGRANATE & MINT COOLER

Pomegranate molasses, fresh mint, lime, cold water

### TAHINI MINT SHAKE (LIGHT)

Tahini, mint, milk or oat milk, date syrup touch

### FRESH-PRESSED ORANGE JUICE

Fresh orange, ice, optional pomegranate drizzle

### GREEK-STYLE LEMONADE

Lemon, cane sugar, sparkling or still option

### ITALIAN CHINOTTO (BOTTLED)

Chinotto soda, bitter citrus profile, chilled bottle

### SPARKLING WATER (PLAIN)

Chilled sparkling water, no additives

### SPARKLING WATER WITH MINT

Sparkling water, mint syrup or fresh mint muddle

### WEEKLY SPECIAL POMEGRANATE SUMAC SPRITZ

Created by Our Team to Highlight Amazing Seasonal Ingredients

- Spritz format mimics “cocktail-like” ritual without alcohol: cordials + sparkling + citrus peel
- Batch prep: syrups (za'atar-lemon, sumac, mint) and pomegranate-molasses base prepared daily
- Juice program: prioritize orange + optional seasonal additions to control waste and keep lead times low

# Equipment Requirements

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A lean, full-line QSR kitchen for Beirut should be engineered for speed, repeatability, and safe holding of flatbread, proteins, and toppings—while the beverage program runs on batch cordials, filtered water, and high-reliability coffee equipment. Below is a comprehensive equipment checklist organized by area. This aligns with a founder-led approach to operational discipline: standard recipes, minimal downtime, and straightforward sanitation cycles.

- Kitchen ventilation hood system (commercial, properly ducted)
- Hood canopy filters (washable/replacement set)
- Fire suppression system (hood-integrated, UL/CE compliant)
- Gas supply regulator and shutoff valves (if applicable)
- Electric distribution panel (kitchen loads, labeled breakers)
- Commercial espresso machine (2-group or 3-group, plumbed)
- Espresso grinder (high-capacity, timed dosing)
- Backup grinder hopper system (if required by volume)
- Coffee knock box (with bin) + knock drawer
- Espresso machine water filtration system (scale reducer)
- Espresso machine dedicated water softener/filter (where required)
- Milk refrigerator (bar-grade, under-counter)
- Barista workstation tools (tamper station, distribution tool set)
- Digital scale (0.1g–5kg range)
- Prep table refrigerator (stainless, for cold mise en place)
- Speed rack shelving (wire racks, for staging)
- Countertop blast chiller (or blast freezer, if cutting prep ahead)
- Deck oven or rotating pizza oven (for manaqeesh/flatbreads)
- Convection oven (backup + roasting, smaller footprint)
- Flat-top griddle / plancha (for proteins and finishing)
- Char-grill / salamander broiler (compact, if needed for toasted toppings)
- Commercial fryer (if menu includes falafel/pan-fried items; otherwise omit)
- Induction cooktop (for sauces and quick reheats)
- Stainless mixing bowls (multiple sizes)
- Planetary mixer (small-to-mid capacity) for sauces/dough support
- Handheld immersion blender (for tahini/pomegranate bases)
- Food processor (pulse chopping, herbs, nuts)
- Blender (smoothies/shakes like tahini mint)
- Juicer / citrus press (manual or commercial)

- Cold beverage fridge / under-counter fridge (for juices and cordials)
- Batch cooking kettles / sauce pots (various sizes)
- Stock pot (large) for soups/sauces (if applicable)
- Steam table / hot holding unit (if holding prepared items)
- Holding cabinet for flatbread (warm, humidity-controlled)
- Reheating salamander or reheat oven (for QSR throughput)
- Commercial rice steamer (only if relevant; flatbread-centric concept may not need)
- Chafing dishes (if catering or overflow holding)
- Countertop water filtration unit (beverage water consistency)
- Ice machine (S-type cube or nugget, sized for spritz + espresso cooling)
- Ice scoop + dedicated ice bin
- Undercounter ice bin or direct draw line (if installed)
- Carbonator / soda maker (for in-house sodas, if used instead of bottled)
- CO2 cylinder(s) + regulator for soda
- Soda gun taps / beverage gun station (with measuring nozzles)
- Water filter cartridges (scheduled replacement set)
- Ingredient ingredient storage dry racks (wire + labeled bins)
- Dry storage shelving system (food-grade, rat-proof)
- Walk-in cooler (optional for 35 sqm; use if prep volume requires)
- Walk-in freezer (optional depending on storage plan)
- Reach-in freezer (if no walk-in)
- Stainless prep sink(s) (two-compartment wash where feasible)
- Three-compartment warewashing sink (if manual wash required)
- Commercial dishwasher (glass & ware) or pass-through dishwasher
- Dishwasher rinse aid system
- Sanitizing chemical dispenser (for wash cycle)
- Handwashing sink with touch-free faucet (code compliant)
- Food thermometer (instant-read) + probe thermometers
- Infrared thermometer (surface temps, quick checks)
- pH strips (optional for syrups; mostly for quality checks)
- Color-coded containers (hot/cold; allergen separation)
- Condiment squeeze bottles (daily prep)
- Labeled cambro tubs (batch storage)
- Pour spouts / ladles / skimmers (separate for sauces)
- Wire baskets / strainer sets (for herbs and nuts)

- Chopping boards color system (raw meats, veg, ready-to-eat)
- Knife set (chef, serrated, boning) + sharpening rod
- Cut-proof gloves + food-safe gloves
- Aluminum sheet pans (multiple sizes) for baking and holding
- Gastro pans (for steam/hot holding and prep)
- Perforated trays (draining and crisping)
- Cooling racks (for flatbreads post-bake)
- Toaster/ toaster oven (backup for buns or quick toasting; optional)
- Waste bins with liners + secured storage for trash
- Grease trap / interceptor maintenance access (as required)
- Fire extinguishers (kitchen class K + ABC) + inspection tag
- First-aid kit (code compliant) + eyewash station (if required)
- Front-of-house beverage station (sanitation wipe-down area)
- Serving area ice well and cup dispenser
- Cup lids and straw dispensers (if spritz uses specific lids)
- POS terminal + receipt printer (for ticket speed)
- Order display screen(s) for assembly flow
- Customer-facing menu board holders / acrylic frames
- Back-of-house barcode/label printer (for batch traceability)
- Chemical storage cabinet (locked, labeled)
- Dunnage racks (dry storage elevation)
- Water heater (if needed for dish wash and sinks)
- Water pressure booster pump (if city pressure requires stabilization)
- Electrical extension reels (approved) + surge protection for kitchen electronics
- Floor scrubber / mop system (commercial) and drain maintenance brush

## Daily Programming Strategy

For “zaatar w semsom” in Beirut, the daily rhythm is designed to turn our za’atar/somsom identity into a repeatable habit: quick lunch pick-ups, satisfying dinner bowls, and late-night coffee + warm flatbread moments. We keep the menu focus tight and the service fast (QSR execution, full-line kitchen) so the experience feels modern and intentional—not rushed.

Time of Day	Atmosphere / Music	Lighting & Flow	Menu Focus (Fast Hits)	Target Guest Type
Morning (12:00–13:00) — soft open window	Low-volume café tracks (Arabic pop + modern beats), quiet brand calibration	Bright, clean white LEDs; visible to-go line positioning	ZA’ATAR & SOMSOM Man’oushe, fresh mint lemonade, Turkish-style coffee add-ons	Walk-by office workers, students, early lunch starters
Lunch (13:00–16:00)	Upbeat but not loud; faster tempo to match quick turnover	Warm-neutral lights; priority pick-up lane	Signature bowls (labneh + za’atar chicken / halloumi), sesame-tahini sauces, add-on salads (pomegranate molasses drizzle)	Young professionals, commuters, teams ordering together
Afternoon (16:00–19:00)	Chill café energy; more lingering seating	Slightly dimmer, modern accent strips; slower pace at the counter	Halloumi + akkawi bites, za’atar fries, mint tea, iced coffee + somsom sprinkle desserts	Casual meet-ups, neighborhood explorers (Hamra/Achrafieh-like foot traffic)
Evening (19:00–22:00)	Dinner energy; upbeat modern Mediterranean playlist	Balanced brightness; table-ready visuals for dine-in	Full dinner bowls + man’oushe combinations, roasted pine nuts & sumac finishers	Date-night casual, friends, customers returning after work
Late Night (22:00–23:30)	Night café—comfortable volume; focus on warmth and comfort	Warmer hues; emphasis on pickup speed and reheat-friendly items	Warm flatbread re-orders, za’atar chicken, tahini-somsom dips, coffee focus menu	Night owls, delivery users (Beirut late demand) & late pickups

- Speed standard: every made-to-order item should reach guest within a tight QSR window by batching flatbread dough, sesame toppings, and salad prep.
- Daily menu engineering: rotate 1 seasonal topping for the za’atar-man’oushe platform to keep locals curious without expanding the core line.

- Delivery-first consistency: pack sauces (tahini + pomegranate molasses) in sealable cups; warm flatbreads arrive covered to protect crispness.
- House music & aroma cue: consistent “toasted somsom” aroma from finishing sesame at the pass (brief, controlled release) so the brand is identifiable even before the logo is seen.

## The Service & Staffing Model

“zaatar w semsom” is positioned as a QSR that still feels premium through process: we sell speed, but we cook with care—flatbread from the line, sesame finishing at the pass, and fresh labneh/tahini builds made for flavor clarity. The founder’s approach (solo ownership) is to keep the operation lean and accountable, with cross-training so the experience remains consistent even during high-demand lunch/dinner spikes. Alcohol is not part of the model, so service focus stays on food, coffee, and fast guest turnaround.

Position	Core Responsibilities	Shift (Example)	Staffing Logic (Lean Model)
GM / Founder (Owner-operator)	Inventory control, supplier standards (za’atar, sesame/somsom, dairy), daily line checks, guest issue resolution, cash-up, KPI tracking	12:00–21:00 (covers peak + close oversight)	Owner presence during ramp-up; later reduces to management schedule
Kitchen Manager (cross-trained)	Full-line kitchen supervision: dough/flatbread timing, chicken roasting/grilling, halloumi/akkawi handling, food safety compliance	13:00–22:00	Ensures consistent outputs and keeps production steady for dine-in + delivery
FOH Lead / Order Captain	Queue management, upsell (extra sesame crunch / pomegranate molasses), dine-in table flow, delivery handoff checks	12:00–20:00	Prevents bottlenecks; maintains QSR speed perception
FOH Staff (2 roles, cross-trained)	Customer service, cashier/ordering support, pickup shelf + packaging control, cleanliness resets	11:30–19:30 and 16:30–23:00	Lean coverage across lunch and late-night surge
BOH Prep (2 roles, cross-trained)	Salads (parsley, sumac garnish), labneh/tahini assembly station support, pine nuts roasting, pomegranate molasses drizzle prep	12:00–18:00 and 16:00–23:30	Batching reduces line delays and protects flavor
Line Cook (1 core cook) + Utility	Flatbread/man’oushe production, protein finishing, sesame toasting at pass, plating + packing for delivery	13:00–22:30	Kept as the “engine” of consistency for QSR throughput

- Training program (Week 1–4 ramp): (1) za’atar flavor mapping (salt/sumac balance), (2) somsom finishing technique (toast timing), (3) sauce portioning (tahini + pomegranate molasses), (4) packaging for delivery freshness.
- Standard work: a timed prep board by period (Lunch/Evening/Late) to control throughput and avoid waste.
- Ongoing development: monthly tasting panels led by GM—compare batches for sesame aroma, labneh freshness, and heat consistency.
- Guest recovery protocol: if an order is delayed or misbuilt, the FOH lead triggers a fast remake with priority lane and records root cause for line refinement.

## Our Guests

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We're building "zaatar w semsom" for Beirut's high-frequency dining moments—people who want a clean, modern take on a Lebanese flavor foundation (za'atar, tahini, labneh, sumac, pomegranate molasses) without waiting like a full-service restaurant. The founder—operating solo—understands the value of repeat behavior and tight taste standards, so the concept targets guests who notice consistency and speed.

- Young professionals (20–35): lunch swaps from cafés to a more filling modern Mediterranean QSR; fast takeaway, clear portions, coffee add-ons, sesame topping identity that feels "instagrammable" without being gimmicky.
- Students & early-career workers: budget-aware mid pricing with high flavor per bite—man'oushe + dips combos and halloumi/akkawi options.
- Local families & groups for dine-in (evenings): small-to-mid group orders built around sharable dips, warm flatbread, and salad sides (pomegranate molasses + mint).
- Delivery users (Gemmayzeh/Mar Mikhael-style late demand): delivery-ready packing for sauces and warm items; consistent builds so the dish survives travel without becoming soggy.

### Why Beirut will choose us

Beirut already loves za'atar, but most spots either go traditional without the modern QSR speed—or go international with less emphasis on Lebanese signature notes. Our specialized menu makes the "zaatar w semsom" promise unavoidable, and our operating rhythm is aligned to lunch/dinner peaks plus late coffee demand.

Z A A T A R W S E M S O M

## SWOT Analysis

Category	Strengths	Weaknesses	Opportunities	Threats
Internal	Specialized flavor identity (za'atar + sesame/somsom) with disciplined menu focus; simplifies training and improves consistency in a full-line kitchen.	Narrow specialization can limit trial for guests expecting broad international options; relies on strong execution of sesame finishing and sauce balance.	Coffee-focused beverage tie-in increases average ticket through add-ons without adding alcohol complexity.	Lean staffing raises operational risk if illness/absences occur during peak hours; any speed drop can hurt repeat intent.
Market	Beirut's dense restaurant culture supports concept-driven openings; modern clean presentation differentiates from older legacy grills.	Competition in cafés and quick Mediterranean is intense in Hamra/Achrafieh-style corridors; the guest must immediately "get it" from the counter.	Delivery-friendly build formats match Beirut's late-night ordering behavior; 20% delivery mix is structurally aligned with this audience.	Economic volatility can reduce discretionary dining; guests may trade down to cheaper shawarma/pizza options unless value is obvious.
Operations	Batchable prep (parsley, sumac garnish, pomegranate molasses drizzles) supports throughput for 80 daily orders.	Full-line kitchen requires strong production planning; if the line is not balanced, man'oushe cycles can create queues.	Seasonal topping rotation (pine nuts, mint, pomegranate molasses variations) keeps the concept fresh without menu bloat.	If suppliers (za'atar, sesame) fluctuate in quality, taste consistency may suffer—necessitating tightly defined specs and backup sources.

Investor note on credibility: while the specialized menu supports speed and brand clarity, the operating environment in Beirut is fast-moving—so the advantage only holds if we nail consistency and throughput from day one, especially at lunch and late-night handoffs to delivery.

## Operations Overview

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We designed operations around speed, repeatability, and strict cost control for a modern Mediterranean QSR focused on za'atar and somsom (za'atar w semsom). The founder's approach (solo ownership with a lean model) informs a single production line that standardizes dough, toppings, sauces, and assembly—so every order lands consistent, even during Beirut peak lunch/dinner windows (12:00–23:30). Recipes are documented to gram-level, and costing is maintained in a dedicated recipe-to-inventory system to keep COGS at the target of 32%.

- Recipe documentation & costing: maintain a master recipe card for each item (grams per portion, yield %, waste factors) inside MarketMan; link each recipe ingredient to SKU-level inventory and a standard portion photo for training.
- Inventory control: conduct daily cycle counts for high-rotation SKUs (za'atar, tahini, sesame mix/somsom, flour, labneh, akkawi/halloumi, pine nuts, pomegranate molasses, sumac, herbs) + weekly full inventory; set reorder points with lead-time buffers for Beirut suppliers.
- Labor management software: schedule with 7Shifts (or equivalent) using historical rush patterns by day; create role-based prep/line checklists to minimize idle time and reduce training complexity.
- Training materials: build a “line playbook” with 10–15 core procedures (e.g., za'atar mix prep, tahini consistency, labneh portioning, flatbread timing, assembly sequence) and bilingual visual SOPs (EN/AR).
- Food safety & prep workflow: full-line kitchen layout uses color-coded boards, separate handling for ready-to-eat herbs (mint/parsley) and dairy (labneh/cheese), and a two-temperature monitoring routine for hot holds/cold holds.
- Operational rhythm: open prep 2.5 hours before doors (mixing za'atar, prepping chickpeas/labneh bases, portioning cheese/herbs); line assembly standardized to a fixed “serve time” target (e.g., under 6 minutes from ticket print for take-away).
- Waste reduction: batch prep only to demand bands (low/normal/high) and use FIFO; track shrink on sesame/tahini/cheese daily and adjust portion sizes within tolerance.
- Delivery-ready packing: because delivery is 20% of sales, packaging includes venting strategy for flatbreads and moisture-control liners to keep za'atar crisp without sogginess.

# POS & Profitability System

Profitability is managed through a tight link between POS sales data, recipe costing, and inventory/labor scheduling—so the team can react quickly to Beirut demand swings without drifting portioning or ingredient quality. We will implement a POS-first workflow: every menu item routes to a recipe definition, each recipe maps to inventory SKUs, and each SKU uses a controlled standard cost. This framework is what sustains the target food COGS of 32% while keeping execution fast for a QSR service model (and no alcohol program).

- POS strategy: use a POS that supports modifiers and recipe mapping (e.g., Toast, Square for Restaurants, or a local Lebanese POS with recipe costs); lock portion-based modifiers to prevent price/COGS drift (e.g., extra labneh uses a defined additional SKU weight).
- Recipe costing integration: MarketMan (or equivalent) imports recipe grams and standard costs; update ingredient costs weekly based on supplier invoices and monthly based on average purchase price.
- Inventory reconciliation loop: POS product usage feeds inventory adjustments; manager performs daily “variance review” (top 10 SKUs by usage vs sales) to catch mistakes and waste early.
- Labor scheduling control: 7Shifts ties staffing levels to sales forecasts by hour; define target labor hours per 100 orders to keep the lean model sustainable during lunch spikes.
- Profitability analytics: track contribution margin by category (za'atar sandwiches/flatbreads, somsom toppings, labneh sides, salads, drinks/coffee items) and by channel (dine-in vs takeaway vs delivery).
- Optimization tools: run “price/portion guardrails” quarterly—adjust only within approved thresholds (e.g. +/- 5% on portion or price) to protect customer value perception.

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Metric	How It's Measured	Target / Reference
Monthly revenue	POS totals by channel (dine-in/takeaway/delivery) during 26 operating days/month	\$14,599 (decided)
COGS amount	Recipe cost × POS-sold quantities with SKU standard costs	\$4,672 (decided)
Gross margin	Revenue – COGS	\$9,927 (decided)
Fixed costs (known only)	Budget line items tracked outside POS (rent, core wages, utilities where applicable)	\$4,300 (known)
Breakeven orders per day	Orders/day needed to cover fixed costs given the current contribution profile	34.65 orders/day

# Communications Strategy

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Communications are built to launch a focused identity: bold, minimal “za’atar w semsom” that feels modern in Beirut’s cafe-forward environment. Because alcohol is not offered, messaging leans into food, fresh herbs, sesame-forward somsom, and the speed/QSR clarity of what you’ll get and how fast it arrives. As the founder is a solo owner in a lean model, communications also need to be lean: content and assets designed once, then reused across Instagram, TikTok, Google, and delivery platforms.

- Brand development (pre-opening): finalize logo/wordmark, Arabic+English typography rules, color palette, and a photography style guide (close-ups of za’atar dust, tahini sheen, pomegranate molasses glaze).
- Identity docs for consistency: create a “menu voice” guide with standardized descriptions (grams/portion cues) and naming conventions for somsom, labneh, akkawi/halloumi, and herb toppings.
- Website + landing page: simple “what we serve” page with menu highlights, opening hours (12:00–23:30), location map, and delivery call-to-actions.
- Social media setup: Instagram + TikTok accounts, highlights for “Menu,” “Our Ingredients,” “How It’s Made,” “Location/Hours,” and “Deals (opening week).”
- Content calendar (first 6–8 weeks): 3–5 posts/week + 2–3 reels/week focusing on (1) assembly process, (2) ingredient origin (labneh, za’atar, sumac, fresh mint, pine nuts), (3) team/owner story, (4) customer reaction clips.
- Photography/videography plan: pre-shoot 30–45 short clips (15–25 sec each) for prep and assembly; capture “order-to-hand-off” timing to reinforce QSR speed without overpromising.
- Delivery platform readiness: ensure menu accuracy (photos, item names, modifier descriptions) and set up channel-specific promos (e.g., first-order delivery discount) to hit early order targets.
- Community-first outreach: send a small set of press/influencers “seed tasting” packs emphasizing the za’atar + sesame pairing and modern Mediterranean simplicity.

## Launch & Opening Strategy

Weeks Before Opening	Workstream	Deliverables
8–10 weeks	Brand + content foundations	Brand identity finalization, menu design, ingredient story assets, first batch of photography/videography brief
7–6 weeks	Operational readiness	Recipe cards at gram-level, SOPs, inventory SKUs live in costing software, initial labor schedules in 7Shifts
5 weeks	POS + menu accuracy	POS item mapping to recipes, channel menu setup (dine-in/takeaway/delivery), training test orders, packing test for delivery
4 weeks	Community & partnerships	Neighborhood tastings list (Hamra/Mar Mikhael/Achrafieh-style audience alignment), influencer shortlist, local business collaboration outreach
3 weeks	Final marketing build	Website landing page live, social calendar confirmed, Google Business Profile prepared (hours, photos, menu links if available)
2 weeks	Soft-open invitations	Friends & family event plan, staff final training, mock service runs with real POS tickets
1 week	Pre-launch proof	Limited-time tasting drop, content “how it’s made” reels, resolve any bottlenecks from service tests
Opening week (Week 0)	Launch mechanics	Soft opening evenings, influencer night, community engagement table, daily feedback loop and menu fine-tuning

- Soft opening approach: run 3–4 evenings of friends & family tastings, then a 2-day “community menu” with a limited set of best-sellers (za'atar + somsom flatbreads/sandwiches) to validate speed and portion consistency.
- Influencer night: invite 10–20 local Beirut food creators for a short-timing service (ticket-to-hand-off filming) focused on the visual appeal of za'atar dust, tahini drizzle, and pomegranate molasses finish.
- Community engagement: partner with nearby coworking spaces/cafes for employee perks (e.g., takeaway coupon cards) to match the young professional target and drive takeaway/delivery mix.
- Opening-week promos aligned to channel mix: emphasize takeaway and delivery offers (since alcohol is not allowed and sales mix targets include takeaway 40% + delivery 20%) with a dine-in-friendly “first bite” experience.
- Feedback loop: collect 30–50 structured reviews across channels (Google + delivery platform comments) using a simple form (taste, speed, packaging quality); adjust prep schedules and portioning before scaling to full menu availability.
- Operations during launch: cap daily menu complexity early (only core items) to protect throughput; then add long-tail items after 3–5 days once assembly time stabilizes.

# Digital Marketing Strategy

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We will build demand around the product: zaatar + sesame (somsom) in a clean QSR execution. In Beirut—where café culture drives discovery—we'll win customers via local SEO, always-on review velocity, and rapid conversion from Google and delivery platforms. Since alcohol is not allowed, our digital messaging will lean fully into coffee-forward pairings (where applicable) and fresh-from-the-kitchen Mediterranean flavors, especially for lunch timing.

- Professional photography: monthly rotating hero shots of zaatar w semsom variants, close-ups of zaatar blend texture, and packaging for takeaway (Gemmayzeh/Mar Mikhael style visuals).
- Google Business Profile (GBP): complete categories for Modern Mediterranean + Mediterranean bakery/snacks + coffee (if applicable), weekly photo updates, and daily use of Q&A to reduce ordering friction.
- Local SEO: optimize for “zaatar” + “somsom” + neighborhood intent (Hamra/Achrafieh/Downtown equivalents based on your location street), and keep NAP consistent across directories.
- Review platform optimization: internal standard to request reviews within 2 hours of delivery/takeaway; respond in English + Arabic with a templated but warm voice.
- Delivery platform presence: ensure menu parity, strong thumbnails, and pricing rules that protect margin (target COGS 32%); highlight best-sellers and bundle offers for each platform.
- Email marketing: 2-week launch cadence (welcome + product education + weekly special teaser), then weekly “Za'atar Wednesday” style emails for the next seasonal drop.
- Retargeting: simple Meta pixel + delivery-conversion ads focused on repeat purchase (frequency-based offers, not heavy discounting).

Z A A T A R W S E M S O M

## Social Media Strategy

Platform	Primary role	Content pillars	Cadence (starter)
Instagram	Brand clarity + menu discovery	Reels (fast builds), Stories (daily specials), carousel explainers (zaatar blend, sesame sauce)	4–5 posts/week + daily Stories
TikTok	Speed + street-food energy	Behind-the-scenes of dough/assembly, customer reactions, “order in 15 seconds” walkthroughs	3–4 short videos/week
Facebook	Community + shareability	Local updates, event-style promos, repost best-performing IG content	2–3 posts/week

- Reels/stories workflow: show the zaatar + somsom assembly step-by-step to reduce hesitation for first-time customers.
- User-generated content (UGC): encourage customers to tag the store and share their “somsom level” (e.g., extra sesame) with a weekly prize (free weekly special).
- Influencer partnerships: micro-influencers in Beirut (10k–50k) with a focus on Hamra/Mar Mikhael food communities; 2–3 creators per month, product seeding + recipe-style content.
- Branded hashtags: create a consistent set (e.g., #zaatarwsomsom #beirutzaatar #somsommoment) and feature tagged customers in Stories within 48 hours.
- Launch sequence: 10-day countdown (prototype menu days), grand opening day “line & serve” content, then weekly special reveals.
- Community replies: daily comment-to-DM conversion for questions like “spicy?” “extra sesame?” “best combo for lunch?”

ZAATAR WSOMSOM

## Ownership Profile

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The ownership structure is solo, which is a strategic advantage for speed in a lean QSR model: decisions on menu refinement, batching, and waste control can be made quickly during the ramp-up. We interviewed the founder's fit for this concept around modern Mediterranean flavors centered on zaatar and sesame (somsom), and the execution philosophy—clean assembly, consistent flavor profiles, and fast throughput—aligns with the founder's operating mindset expected in Beirut's high-velocity lunch and delivery demand.

- Key strengths to leverage: product obsession (zaatar blend + somsom sauce consistency), throughput discipline (full-line kitchen workflows), and localized taste calibration for Beirut diners.
- Commercial focus: protect margin with a disciplined COGS target of 32% via tight portioning and standardized recipes for weekly specials.
- Owner-led guest experience: direct oversight of packaging quality and pickup speed to support the 40% takeaway channel and delivery reliability.
- Solo execution plan: owner involvement during peak lunch/dinner windows during the first 8–12 weeks to stabilize service time and reduce remake rates.

### **Founder Expertise (to be validated during onboarding)**

Primary strengths: modern Mediterranean product focus • lean-QSR execution • recipe standardization • local flavor calibration for Beirut • strong guest handling for takeaway/delivery. Note: founder background was not provided—this will be finalized during operator interviews and training sign-off.

**Thank You.**

Business Plan — zaatar w semsom

Z A A T A R W S E M S O M

## Assumptions Table (Lebanon-Calibrated)

Financial figures referenced here are based on the deterministic derived\_financials outputs provided (days\_per\_month, monthly\_revenue\_usd, cogs\_amount\_usd, gross\_margin\_usd, fixed\_costs\_usd\_known\_only, breakeven\_orders\_per\_day). Additional operating budgets (utilities, marketing, packaging detail) are not provided as line items and will be set once the exact location, staffing plan, and vendor quotes are confirmed.

Assumption	Value	Explanation
Expected daily orders	80	User provided (confidence: user_unknown). Used as given in the financial anchors.
Average ticket (USD)	7	User provided (confidence: user_unknown). Used as given in the financial anchors.
Monthly rent (USD)	1800	User provided (confidence: user_unknown). Used as given in the financial anchors.
Capex budget (USD)	45000	User provided (confidence: user_unknown). Used as given in the financial anchors.
Staff model / labor approach	lean	User provided (confidence: user_unknown). Used as given; exact headcount and wage assumptions will be set during staffing planning (Lebanon labor rates: \$3–\$8/hour typical).
Target COGS %	32	User provided (confidence: user_unknown). Used as given in the financial anchors.
Operating days/week	6	User provided (confidence: user_unknown). Used as given in the financial anchors.
Alcohol license status	not_allowed	User provided (confidence: user_unknown). Used as given; beverage offering will remain non-alcoholic.
Sales mix (dine-in / takeaway / delivery)	40% / 40% / 20%	User provided (confidence: user_unknown). Used as given; packaging and delivery workflow will be optimized accordingly.
Utilities	Assumed within fixed costs (not specified in anchors)	Utilities are not provided as a standalone line item; assumed to be included in fixed costs for planning purposes. The exact utilities budget will be determined based on meter history once a location is selected.
Marketing	Assumed within operating/marketing budget; no separate anchor provided	Marketing budget is not provided. Based on Beirut's competitive environment, we recommend allocating an initial monthly marketing envelope sufficient for creative

Assumption	Value	Explanation
		production + GBP/ads + influencer seeding; exact amount will be set during the launch plan.
Packaging	Assumed tied to takeaway/delivery share (no separate anchor provided)	Packaging costs are not provided as a standalone number. We will estimate packaging cost per order based on takeaway/delivery volumes (40%/20% channels) during menu costing.
Equipment range (capex)	45000	User provided (confidence: user_unknown). Used as given; equipment scope for a full-line kitchen will be validated via quotes to mitigate under-budget risk flagged in the risk report.
Typical operating ratios (COGS / channel mix)	COGS 32.0% target; channel mix 40% dine-in / 40% takeaway / 20% delivery	User provided (confidence: user_unknown). Used as given from the financial anchors summary.