
Slice Society

BUSINESS PLAN

2026-06-05

PREPARED BY CONCEPT LB

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Mission

Slice Society exists to make New York–style pizza feel native to Beirut: fast when you're hungry, handcrafted when it matters, and always made with care. We're building a slice-first pizzeria that respects Lebanese flavor language—za'atar, sumac, pomegranate molasses, and pine nuts—while delivering a consistent, modern pie experience for lunch and dinner.

- Fermented dough + measurable consistency: slice portions designed for repeat quality across dine-in, takeaway, and delivery.
- Local ingredient integration: toppings inspired by Lebanese pantry staples (labneh, akkawi, halloumi, tahini) fused into familiar pizza formats.
- A clear, lean operation: full-line kitchen built for speed and throughput—supporting a target COGS of 28%.

Vision

In 3–5 years, Slice Society will be Beirut's go-to slice destination—known for bold, rotating toppings that feel both modern and deeply local. The founder's background in building a hospitality operation with multiple bar/restaurant locations becomes the operating backbone: tight service standards, efficient staffing, and a brand that guests recognize instantly. Our goal is to expand through disciplined replication of the dough + topping system.

- Become the #1 choice for slice cravings in premium and mid-range Beirut zones (Gemmayzeh/Mar Mikhael/Hamra/Achrafieh).
- Launch a seasonal Lebanese-inspired rotation program so the menu stays fresh without sacrificing throughput.
- Maintain a lean, full-line kitchen model with delivery-ready prep so 12:00–23:30 stays consistently excellent.

Concept Overview

Slice Society is a modern pizzeria built around a simple promise: great pizza you can trust every time—especially when you order a slice. We serve both whole pies and a robust slice program for Beirut's pace of life, operating 12:00–23:30 across lunch and dinner. The concept is intentionally designed for a hybrid service model (dine-in, takeaway, and delivery) so office workers, students, and families can find the same quality whether they're eating in or on the move.

I interviewed the founder, and the influence is clear: 10 years in hospitality, plus experience launching and running a bar/restaurant with three locations, shaped a practical, operationally tight approach. That mindset shows up in our plan for consistency—fermented dough with reliable production, a full-line kitchen that supports speed without cutting corners, and a lean staff model that can handle a competitive Beirut environment where customer expectations move quickly.

Beirut's dining scene is vibrant and crowded—Gemmayzeh, Mar Mikhael, Hamra, and Achrafieh are full of new openings and loyal regulars—yet a true NY-style slice destination is still a gap for many guests. Slice Society fills that gap with a recognizable style, then distinguishes it through Lebanese flavor integration: za'atar and sumac notes, pomegranate molasses brightness, and local cheese-forward topping concepts using akkawi and halloumi. Alcohol is not part of the concept (per the current license status), keeping focus on pizza and a juice-bar beverage direction that fits the whole-day flow.

- Guest journey: arrive → choose by slice/whole pie → order fast at the line → dine in (24 seats) or take away → delivery routed through the same production system for consistent quality.
- Menu philosophy: rotate weekly flavors while keeping core dough and process stable for predictable output and a target COGS of 28%.
- Operations fit: full-line kitchen and lean staffing support the projected volume needed to reach breakeven at 34.1 orders/day (based on the provided derived financials).
- Positioning: bold, minimal brand with a clean-modern interior mood—made for quick lunches, evening hangs, and post-work cravings.

The Location Strategy

In Beirut, Slice Society wins by placing a NY-style slice concept inside the city's high-frequency day-to-night corridors—where students, office workers, and families already move for coffee, quick bites, and casual dinners. Given Beirut's dense restaurant/cafe footprint (especially Gemmayzeh, Mar Mikhael, Hamra, and Achrafieh), the opportunity gap is not another full sit-down pizzeria—it's a fast, concept-driven slice program that also converts to take-away and delivery with consistent quality (fermented dough + intentional toppings). We recommend targeting mid_range neighborhood types for affordability-to-traffic balance, while selectively placing in premium zones only when rent is defensible against projected orders.

- Primary targets (best fit): mid_range zones—Hamra and Achrafieh—for lunch throughput (office workers) and evening walk-ins (casual dining) without Gemmayzeh-level rent pressure.
- Secondary targets (brand fit): premium street areas—Gemmayzeh and Mar Mikhael—only if the unit has strong pedestrian flow and delivery access; these neighborhoods match the bold, modern visual identity and concept-driven demand.
- Space strategy (250 sqm, 24 seats): design for a hybrid footprint—front-of-house for quick pick-up + a highly visible pizza line for trust-building; most volume is supported by takeaway/delivery.
- Real estate benchmark: Beirut rent varies widely (\$15–\$55 per sqm/month). With monthly rent anchored at \$5,500, prioritize leases where rent is proportional to achievable order volume; the broader market indicates the rent burden can quickly become a risk if footfall underperforms.
- Licensing constraint: alcohol is not allowed, so prioritize locations that don't rely on bar traffic—choose streets with strong meal demand and daytime activity (cafes, pharmacies, offices, student housing).
- Delivery-readiness: the street-level unit should minimize bottlenecks at the counter and enable fast packaging; delivery is a core channel (20% of sales mix).

SLICE SOCIETY

| Neighborhood type (Beirut) | Why it fits Slice Society | Key success conditions | Sales channel emphasis |
|--|---|---|--|
| Premium (Gemmayzeh, Mar Mikhael, Saifi Village, Downtown Beirut) | High concept appetite + strong evening footfall | Pedestrian density + easy access for riders; rent must stay controllable vs revenue | Dine-in + takeaway (more evening spikes) |
| Mid-range (Hamra, Achrafieh, Verdun, Badaro) | Steady lunch and early dinner traffic from offices/students | Visibility from the main street + convenient pickup signage | Lunch-throughput dine-in + takeaway (most reliable for hybrid) |
| Emerging (Karantina, Bourj Hammoud) | Less saturated; potential rent efficiency | Confirm consistent delivery demand and reliable staffing supply | Delivery + takeaway (requires operational excellence) |

The Environment & Atmosphere

Slice Society's atmosphere should feel clean, modern, and fast—like a bright workshop that happens to serve great pizza. We build anticipation from the moment guests step in: a clear line of sight to the dough process and the oven glow, with signage and menu boards kept minimal and bold. Across lunch and dinner, the space shifts from “quick slice stop” to “casual communal dinner,” without ever losing speed or clarity for takeaway and delivery pickup.

- Lighting: warm-white LED for appetite (especially for blistered crust visuals) with a brighter front counter during lunch; softer evening dimming to encourage longer dine-in stays.
- Music: daytime set at mid tempo (encourages flow and ordering pace), evening set slightly more energetic to match Beirut's after-work vibe.
- Furniture: compact seating for 24 (bench-style where possible) to keep the room productive; mix of small tables + counter-adjacent “slice seating” for quick turns.
- Materials & color: neutral modern base (off-white, charcoal, natural wood) with one signature accent color used on packaging, menus, and wayfinding to make the brand instantly recognizable.
- Guest journey: walk-in path leads directly to the pickup counter; display the slice of the day and weekly specials with tall, backlit boards—reduces decision time for lunch and pickup.
- Table talkers: minimal branded tabletop holders (utensils/napkins) and a pomegranate-zaitoun motif on QR/menu cards to reinforce Lebanese ingredient cues without clutter.
- Operational view: the full_line kitchen should look “professional and intentional,” reflecting the founder's 10-year hospitality background and credibility from running multiple concepts—clean stations, visible workflow, and disciplined finishing.

The Brand Positioning

Slice Society positions as a NY-style slice experience designed for Beirut’s hybrid lifestyle—quick, ingredient-forward, and visually confident. Founder-led hospitality experience translates into a simple promise: fermented dough, top-quality toppings, and consistent slice quality that travels well for takeaway and delivery. Because alcohol is not part of the offering, the brand must win on food atmosphere, speed, and taste storytelling—so every touchpoint (signage, packaging, menu design, and visuals of toppings) communicates intention and cleanliness.

| Brand element | Direction | What it communicates | How it differentiates |
|--------------------------------|---|--|--|
| Color palette | Charcoal + off-white base, one electric accent (tomato-red or za’atar-green) | Bold but minimal, modern pizzeria identity | Less “generic pizza” signage; closer to boutique Beirut cafe aesthetics |
| Signage | Large, simple typography; illuminated menu boards for slices + weekly specials | Speed + clarity for lunch crowds | Instant scanability beats the clutter typical around pizza competitors |
| Packaging | Minimal branded kraft + accent band; label stickers featuring topping names (e.g., Za’atar Nebula) | Food-forward authenticity | Turns takeaway into a collectible “slice card” moment |
| Menu architecture | Segmented by meal period (LUNCH / DINNER) + slice sizing; clear dietary callouts (veg options, cheese types) | Decision simplicity | Reduces friction for families and office workers in peak hours |
| Visual ingredient storytelling | Reference Lebanese staples (labneh, za’atar, sumac, pomegranate molasses, pine nuts, fresh mint) alongside classic pizza cues | Local credibility without losing NY-style identity | Creates a distinct emotional hook: international technique + local flavors |

SLICE SOCIETY

- Brand voice: confident, short, and ingredient-led (e.g., “Fermented dough. Baked loud. Finished clean.”).
- Packaging + pickup boards must highlight what’s new today—weekly specials are the marketing engine for repeat visits.
- Photography direction: crust texture close-ups, stretched dough, blistered edges, and topping density—avoid overly stylized scenes that don’t match “real slice speed.”
- Founder integration: the founder’s multi-location bar/restaurant background shows in service discipline—fast queue, clear callouts for hot items, and consistent guest experience across channels.

The Food Program

The Slice Society food program is NY-style at its core—fermented dough, high-heat baking, and a real slice program—then locally translated with Lebanese flavors guests already love: labneh, za’atar, sumac, akkawi and halloumi, tahini, pomegranate molasses, pine nuts, and fresh mint. The menu spans lunch and dinner without feeling like two different restaurants: lunch emphasizes quick ordering (slices + lighter add-ons), while dinner expands into whole pies and richer finishes. In interviews, the founder emphasized consistency and intention—taking what worked across past hospitality ventures (speed, station discipline, guest trust) and applying it to fermentation-driven pizza quality.

- Cuisine philosophy: NY-style slice craft (crisp foldable crust) + Lebanese ingredient signatures for a clear “Beirut twist.”
- Sourcing approach: prioritize local dairy and pantry classics (labneh, tahini, pomegranate molasses) and use regional herbs (flat-leaf parsley, fresh mint) for fresh finishing.
- Dough + process: fermented dough as the baseline for flavor depth; standardized portioning so slice size stays consistent for take-away and delivery.
- Menu architecture by meal period: Lunch lineup built for quick decisions; Dinner lineup introduces whole pies, richer sauces, and “finish-at-the-table” style garnishes (e.g., mint + sumac dust).
- Full_line kitchen logic: maintain a consistent prep system (sauce, dough, cheese blend stations) while supporting both dine-in and delivery throughput; no fragile “assembly-only” items.
- Weekly special cadence: rotate seasonal Lebanese ingredients and produce availability to keep regulars returning—each special is designed to fit the slice program (not just large pies).
- Dietary friendliness: ensure veg-forward options using halloumi/akkawi, labneh, roasted eggplant, and za’atar profiles; keep cheese choices distinct (akkawi vs halloumi) for variety.

SLICE SOCIETY

| Menu pillar | Signature Lebanese ingredients | NY-style technique anchor | Where it shows up (Lunch/Dinner) |
|----------------------------------|---|---|---|
| Za’atar & dairy | Za’atar, labneh, akkawi, olive oil | High-heat bake + crisp foldable crust | Lunch slices + Dinner whole pies |
| Sumac & pomegranate brightness | Sumac, pomegranate molasses, fresh mint | Finishing sauce added post-bake for aroma | Dinner finishes + special topper slices |
| Tahini richness | Tahini, roasted garlic (where available), lemon | Creamy drizzle balancing char | Dinner sauces + shared add-ons |
| Pine nut crunch + herb freshness | Pine nuts, flat-leaf parsley, mint | Texture layering for bite satisfaction | Lunch add-ons + Weekly Specials |

The Menu Structure

Slice Society's menu is built to convert footfall into fast decisions (slice-first), then expand baskets with whole pies, sides, and desserts—matching Beirut's busy café rhythm in Gemmayzeh/Mar Mikhael/Hamra-style daytime demand and late-evening cravings. We organize the offering by (1) NY-style slices (single-serve), (2) whole pies (shareable), (3) specialty “international + local” stacks, and (4) supporting extras: house sauces, sides, and sweet finishes. Portion strategy keeps food cost predictable with standardized dough weights, consistent toppings, and controlled cheese blends (mozzarella + locally accepted akkawi/halloumi accents).

- Pricing tiers: Entry slices → mid whole pies → add-ons (sides, sauces, desserts) to lift average ticket while keeping core items affordable.
- Portion strategy: 1 slice = standard cut from a baked pie; whole pies follow consistent dough weight and sauce coverage to control COGS.
- Local ingredient callouts: za'atar, sumac, pomegranate molasses, tahini, pine nuts, fresh mint, flat-leaf parsley, labneh, akkawi, halloumi.
- Dietary practicality: clearly labeled vegetarian and halal-friendly protein options (no alcohol in food processes).
- Operational simplicity for a lean full-line kitchen: topping prep uses shared base sauces (tomato, tahini, labneh dressing) and a single dough fermentation workflow.

SLICE SOCIETY

| Category | Goal | Item Count (planned) | Price Range (USD, typical) |
|---|----------------------------------|----------------------|---|
| Slices (NY-style) | Fast decision + high throughput | 6 | \$6–\$10 |
| Whole Pies | Shareable sales + ticket lift | 6 | \$24–\$38 |
| Specialty Stacks (international + Lebanese) | Signature differentiation | 6 | \$10–\$16 (slice/half) or \$30–\$42 (whole pie) |
| House Sauces / Sides | Upsell + margin support | 8 | \$4–\$12 |
| Desserts | Late-night repeat + brand memory | 3 | \$6–\$10 |

Lunch / Dinner / Late-Night

Daytime at Slice Society is designed like a modern Lebanese café stop: warm, quick, and satisfying with straightforward slice options and a few rotating specialty pies. Evening shifts to a more share-and-savor rhythm—whole pies, extra sides, and the deeper flavor profiles (sumac, pomegranate molasses, tahini, fresh herbs) that Beirut diners look for. Late-night stays fast: reheat-friendly slices, crispy edges, and easy-to-order sweets to complement the lean kitchen workflow.

LUNCH (12:00–16:30) — SLICES + WHOLE PIE STARTERS

THE ZA'ATAR SUN SLICE

Za'atar, garlic confit, tomato sauce, mozzarella, olive oil, pine nuts, finished with fresh mint

AKKAWI CRISP & PARSLEY

Akkawi cheese, tomato sauce, oregano, flat-leaf parsley, lemon zest, chili flakes

SUMAC CHICKEN SLICE

Sumac-marinated chicken, tahini drizzle, pickled red onion, mozzarella, parsley

LABNEH WHITE PIE SLICE

Labneh base, mozzarella, dried mint, cucumber ribbons, olive oil, black pepper

POMEGRANATE MOLASSES BEEF SLICE

Beef ragù, pomegranate molasses glaze, caramelized onion, mozzarella, sumac

HALLOUMI & ROASTED PEPPER SLICE

Grilled halloumi, roasted red peppers, tomato sauce, tahini swirl, oregano

WEEKLY SPECIAL — THE MARKET MINT

MUSHROOM SLICE

Created by Our Team to Highlight Amazing Seasonal Ingredients, mushroom medley, fresh mint, garlic, mozzarella, olive oil

MARGHERITA (SLICE SOCIETY STYLE)

San Marzano-style tomato, mozzarella, basil, extra-virgin olive oil, sea salt

WHOLE PIE STARTER: THE CLASSIC NAPOLI PIE

San Marzano-style tomato, mozzarella, basil, olive oil; served as a whole pie (order for sharing)

DINNER (16:30–22:30) — SIGNATURES + SHARE PIES

SLICE SOCIETY NY PEPPERONI (BEEF & SMOKED PAPRIKA)

Beef pepperoni-style rounds, tomato sauce, smoked paprika, mozzarella, chili honey drizzle

THREE-CHEESE ZA'ATAR PIE

Mozzarella blend, akkawi, labneh swirl, za'atar crust dust, pine nuts, fresh mint

TAHINI GARLIC CHICKEN PIE

Sumac chicken, tahini-garlic sauce, mozzarella, roasted garlic, parsley

POMEGRANATE BEEF & PINE NUT PIE

Slow-simmered beef, pomegranate molasses glaze, caramelized onion, mozzarella, pine nuts

HALLOUMI STACKED GREEN PIE

Halloumi, flat-leaf parsley pesto, tomato sauce, mozzarella, olive oil, lemon

SMOKY AUBERGINE & LABNEH PIE

Roasted aubergine, labneh, garlic, tahini, sumac, mozzarella

WEEKLY SPECIAL — THE SUMAC SUMMER

TRUFFLE-LESS SLICE

Created by Our Team to Highlight Amazing Seasonal Ingredients, seasonal mushrooms, sumac glaze, mozzarella, herbs, olive oil

ROASTED CHERRY TOMATO & BASIL PIE

Roasted cherry tomatoes, basil, mozzarella, garlic olive oil, sea salt

THE HOT HALLA-WOW (CHILI & HERB) PIE

Fresh mint + parsley herb mix, chili oil, halloumi, tomato sauce, mozzarella, lemon zest

LATE-NIGHT (22:30–23:30) — FAST CRISPY PICKS

CRISPY EDGE MARGHERITA SLICE

Tomato sauce, mozzarella, basil, olive oil; baked for extra crisp late-night finish

ZA'ATAR LABNEH SLICE (NO-FUSS)

Labneh, za'atar, mozzarella, olive oil, cucumber-dill garnish

SUMAC CHICKEN SLICE (REHEAT FRIENDLY)

Sumac chicken, tahini drizzle, mozzarella, parsley; portioned for fast late-night service

HALLOUMI & PEPPER SLICE

Halloumi, roasted peppers, tomato sauce, tahini swirl, oregano

WEEKLY SPECIAL — MIDNIGHT POMEGRANATE & PINE SLICE

Created by Our Team to Highlight Amazing Seasonal Ingredients, pomegranate molasses, pine nuts, mozzarella, mint

DESSERT SLICE SANDWICH (SWEET-FINAL TOPPING)

Brioche-style base, labneh-cream layer, honey, pistachio dust

Signature & Core Items

These are the hero products we train the team on first—each reflects the founder’s hospitality background building successful bar/restaurant concepts and now focusing on a slice-led, high-repeat menu with Lebanese flavors baked into a NY-style dough identity. The goal is clear brand recognition: fermentation-forward crust, quick assembly, and toppings that use Beirut-friendly ingredients (labneh, za’atar, sumac, akkawi, tahini, pomegranate molasses, pine nuts, fresh herbs).

HERO (CORE SIGNATURES)

THE ZA’ATAR SUN SLICE

Za’atar, garlic confit, tomato sauce, mozzarella, olive oil, pine nuts, finished with fresh mint

AKKAWI CRISP & PARSLEY

Akkawi cheese, tomato sauce, oregano, flat-leaf parsley, lemon zest, chili flakes

SUMAC CHICKEN SLICE

Sumac-marinated chicken, tahini drizzle, pickled red onion, mozzarella, parsley

LABNEH WHITE PIE SLICE

Labneh base, mozzarella, dried mint, cucumber ribbons, olive oil, black pepper

POMEGRANATE MOLASSES BEEF SLICE

Beef ragù, pomegranate molasses glaze, caramelized onion, mozzarella, sumac

HALLOUMI & ROASTED PEPPER SLICE

Grilled halloumi, roasted red peppers, tomato sauce, tahini swirl, oregano

THREE-CHEESE ZA’ATAR PIE

Mozzarella blend, akkawi, labneh swirl, za’atar crust dust, pine nuts, fresh mint

TAHINI GARLIC CHICKEN PIE

Sumac chicken, tahini-garlic sauce, mozzarella, roasted garlic, parsley

POMEGRANATE BEEF & PINE NUT PIE

Slow-simmered beef, pomegranate molasses glaze, caramelized onion, mozzarella, pine nuts

SMOKY AUBERGINE & LABNEH PIE

Roasted aubergine, labneh, garlic, tahini, sumac, mozzarella

SLICE SOCIETY

| Hero Item | Format (planned) | Target Food-Cost Logic (28% COGS target) | Recommended Price Point (USD) |
|---------------------------------|------------------|--|-------------------------------|
| THE ZA’ATAR SUN SLICE | Slice | Za’atar + pine nuts used in measured dusting; mozzarella is standardized | \$8.50 |
| AKKAWI CRISP & PARSLEY | Slice | Akkawi portion controlled; herb finish is low-cost/high impact | \$9.50 |
| SUMAC CHICKEN SLICE | Slice | Chicken portion standardized; tahini drizzle is capped by portion pump | \$10.00 |
| LABNEH WHITE PIE SLICE | Slice | Labneh is used as base layer; cucumber/pepper finish is light | \$9.00 |
| POMEGRANATE MOLASSES BEEF SLICE | Slice | Ragù bulk volume optimized; molasses used as glaze (not sauce bath) | \$11.50 |
| HALLOUMI & ROASTED PEPPER SLICE | Slice | Halloumi portion is pre-cut; roasted peppers are batch-prepped | \$10.50 |

| Hero Item | Format (planned) | Target Food-Cost Logic (28% COGS target) | Recommended Price Point (USD) |
|---------------------------------|-------------------------|--|--------------------------------------|
| THREE-CHEESE ZA'ATAR PIE | Whole pie | Cheese blend scaled; za'atar dusting is controlled for consistency | \$34.00 |
| TAHINI GARLIC CHICKEN PIE | Whole pie | Chicken-to-cheese ratio optimized; tahini used in controlled ribbons | \$36.00 |
| POMEGRANATE BEEF & PINE NUT PIE | Whole pie | Pine nuts are used as topping accent; molasses glaze portioned | \$38.00 |
| SMOKY AUBERGINE & LABNEH PIE | Whole pie | Vegetable-forward with mozzarella bind; labneh in measured layer | \$30.00 |

House Sauces / Sides / Desserts

HOUSE SAUCES (ADD-ONS / DIP)

SMOKY ZA'ATAR OIL DIP

Za'atar, extra-virgin olive oil, garlic, lemon zest, black pepper

CREAMY TAHINI GARLIC

Tahini, garlic, lemon juice, water to loosen, salt, olive oil

LABNEH LEMON HERB

Labneh, lemon juice, flat-leaf parsley, dried mint, olive oil

POMEGRANATE MOLASSES GLAZE

Pomegranate molasses, garlic, chili flakes, olive oil (for drizzle)

SUMAC PICKLE RELISH

Pickled red onion, sumac, parsley, olive oil, black pepper

ROASTED PEPPER TAHINI

Roasted red peppers, tahini, garlic, lemon, oregano

WEEKLY SPECIAL — HERB-MINT WHIP

Created by Our Team to Highlight Amazing Seasonal Ingredients, fresh mint, parsley, labneh-cream base, olive oil

SALADS / SIDES

TZATZIKI-STYLE CUCUMBER SALAD (LEBANESE CUT)

Cucumber, labneh, garlic, dill, olive oil, lemon

SUMAC TOMATO & PINE NUT SALAD

Tomatoes, sumac, pine nuts, olive oil, parsley, lemon

ROASTED AUBERGINE SMASH

Roasted aubergine, tahini, garlic, lemon, olive oil, chili

GREEK-ISH CHOP SALAD WITH MINT

Tomato, cucumber, red onion, fresh mint, parsley, olive oil

GARLIC PARSLEY POTATO WEDGES

Oven-roasted potato wedges, garlic, flat-leaf parsley, sea salt, olive oil

SLICE SOCIETY

DESSERTS

PISTACHIO LABNEH & HONEY CUP

Labneh-cream, honey, pistachios, orange blossom water, pinch of sea salt

ZA'ATAR BROWNIE SLAB (SWEET-SAVORY)

Cocoa brownie, za'atar-spiced caramel drizzle, olive oil aroma, vanilla

WEEKLY SPECIAL — POMEGRANATE MOLASSES CHEESECAKE BITES

Created by Our Team to Highlight Amazing Seasonal Ingredients, cream cheese, pomegranate molasses, crushed nuts, lemon zest

| Category | Item Count | Best Use (to lift ticket) |
|------------------------|------------|--|
| House Sauces (Add-ons) | 7 | Pair with slices/whole pies for repeatable flavor boosts |
| Salads / Sides | 5 | Offer as lunch completions and dinner sharing extras |
| Desserts | 3 | Late-night impulse add with minimal kitchen complexity |

The Beverage Program

Slice Society's beverage program is designed to move with the day and keep the pizza program crisp and fast—supporting a hybrid model (dine-in, takeaway, delivery) without overcomplicating the bar. Because alcohol is not allowed, our “evening energy” comes from intense coffee, handcrafted sodas, fresh-pressed juices, and signature mocktails built to pair with NY-style slices: bright acidity (sumac, lemon), creamy textures (tahini, labneh foam in cold drinks), and herbal lifts (fresh mint, flat-leaf parsley-infused syrups). Sourcing stays Beirut-local where it matters: za’atar, mint, pomegranate molasses, and sumac are used in-house to create distinctive flavor bases rather than generic mixers.

- Morning (12:00–15:00): espresso culture—espresso, cappuccino, latte, and tea—plus “slice-friendly” light cold milk drinks.
- Lunch (15:00–19:00): carbonated and refreshing options—house sodas, Italian-style chinotto-style soda, and fresh-pressed juices to cut through cheese.
- Dinner (19:00–23:30): mocktails with bold Lebanese profiles—pomegranate molasses, sumac-lime spritz, mint-citrus coolers—served in reusable, delivery-safe cups.
- Delivery-safe packaging focus: drinks are built to travel (sealed lids, low-foam methods, ingredient-side syrups where needed).
- Founding philosophy: following the founder's 10-year hospitality experience across multiple bar/restaurant locations, we emphasize repeatable recipes, fast throughput, and consistent taste across service modes.

Hot Beverages

HOT BEVERAGES

ESPRESSO 12 ML

single-origin espresso, chocolate-caramel notes

AMERICANO

espresso, hot water, crema-forward

CAPPUCCINO

espresso, microfoam milk, cocoa dust

LATTE

espresso, steamed milk, vanilla option

FLAT WHITE

espresso, velvety microfoam milk

MACCHIATO

espresso, small milk mark, caramelized finish

ICED? (NO—HOT) MATCHA LATTE

ceremonial matcha, steamed milk, honey drizzle

BLACK TEA POT

Lebanese black tea leaves, hot water, lemon slice

MINT TEA POT

fresh mint, black tea base, hot water

TEA WITH POMEGRANATE

pomegranate molasses syrup, black tea, orange zest

WEEKLY SPECIAL

Created by Our Team to Highlight Amazing Seasonal Ingredients

WEEKLY SPECIAL

Created by Our Team to Highlight Amazing Seasonal Ingredients

- Coffee sourcing approach: partner with a Beirut micro-roaster and keep a rotating “signature roast” to match the pizza’s fermented dough profile (medium roast, clean acidity).
- Milk choices: whole milk by default; offer oat milk for takeaway/delivery comfort and dietary flexibility.
- Operational clarity for a lean staff model: 2 espresso blends + 1 decaf blend; simplified hot-tea system using tea concentrate for speed.

Non-Alcoholic Beverages

NON-ALCOHOLIC BEVERAGES

ZA'ATAR LEMONADE SPRITZ

lemon, za'atar-infused syrup, sparkling water, fresh mint

SUMAC LIME SODA

sumac, lime, cane sugar, sparkling water

POMEGRANATE MOLASSES COOLER

pomegranate molasses, lemon, cold water, mint

FRESH-PRESSED ORANGE JUICE

fresh orange juice, crushed ice, no added sugar

FRESH-PRESSED CARROT + MINT JUICE

carrot juice, mint leaves, lemon

TAMARIND MINT FIZZ

tamarind concentrate, mint, sparkling water

ITALIAN CHINOTTO-STYLE SODA (BOTTLED)

chinotto-inspired bitter orange soda, chilled glass bottle

SPARKLING WATER

Italian-style sparkling water, lemon wedge

STILL WATER

filtered still water

TAHINI COLD CHOCOLATE

tahini, cocoa, milk (or oat), date-sweetened syrup

MOCKTAIL: MINT POMEGRANATE SPRITZ

pomegranate molasses, fresh mint, lime, sparkling water

MOCKTAIL: ZA'ATAR CUCUMBER COOLER

cucumber juice, za'atar syrup, lemon, soda top

WEEKLY SPECIAL

Created by Our Team to Highlight Amazing Seasonal Ingredients

WEEKLY SPECIAL

Created by Our Team to Highlight Amazing Seasonal Ingredients

- Evening pairing logic (pizza + mocktails): acidity-forward (sumac/lime) and herbal (mint/za'atar) choices to cut richness from akkawi, halloumi, and mozzarella.
- Repeatability for delivery: pre-batched syrups (sumac-lemon, za'atar-mint) portioned to keep taste stable between pickup and consumption.
- Cup strategy: 350–500 ml sealed cups for sodas/juices; smaller glasses for mocktails to reduce spill risk.

Equipment Requirements

To support a full-line pizzeria with a strong slice program and hybrid service (dine-in, takeaway, delivery) while keeping labor lean, the equipment plan focuses on speed, consistency of dough and bake, and reliable holding/dispensing for beverages. The founder's experience running multi-location hospitality operations is reflected in standardization—modular stations, minimal bottlenecks, and equipment selected for predictable throughput during lunch peaks and evening delivery waves.

- Deck Oven or Rotating Pizza Oven (NY-style high-heat bake)
- Pizza Stone(s) / Baking Deck Inserts
- Infrared Thermometer (oven and stone temp checks)
- Dough Proofing Cabinet (controlled humidity)
- Countertop Dough Proofing Box (short-cycle proofs)
- Commercial Dough Mixer (spiral mixer, high-capacity)
- Planetary Mixer (sauces, dough finishing, small batches)
- Dough Divider (optional for consistency, depending on batch sizes)
- Dough Ball Roller (if used with divider)
- Dough Scale (precision for portion control)
- Sheet Pan Racks (for dough and toppings storage)
- Walk-in Cooler (cold storage, if space allows)
- Reach-in Refrigerators (prep station overflow)
- Prep Refrigeration Under-Counter (multiple zones)
- Freezer (frozen dough if applicable, backup proteins)
- Cheese Storage Refrigerator (stable temp, dedicated drawers)
- Ingredient Pan Set (GN 1/2, 1/3, 1/4) for mise en place
- Temperature Probe Thermometer (food safety verification)
- Holding Cabinet for Hot Pizza or Warm Pass (hot holding)
- Pizza Holding Shelf / Warmer Drawer (short holds for slices)
- Reheat Conveyor / Warming Drawer (for slice refresh)
- Salamander Broiler (for topping finishing if needed)
- Stainless Steel Prep Tables (multiple lengths)
- Back-of-House Prep Sink (hand wash + prep washing)
- Front-of-House Utility Sink (for beverage/ice overflow)
- Three-Compartment Dishwashing Sink (warewashing line)
- Commercial Dishwasher (fast cycle)
- Glasswasher (optional depending on beverage volume)
- Ice Machine (cube or nugget for mocktails/cold drinks)

- Ice Bin (insulated, with scoop holders)
- Bar Blender (for mocktails; low-labor batch capability)
- Citrus Juicer (manual or electric for lemons/oranges)
- Commercial Espresso Machine (semi-automatic, barista-grade)
- Convection Grinder / Bean Grinder (2 grinders if blend rotation)
- Espresso Knock Box + Knock Drawer
- Milk Frother / Steam Wand (on espresso machine)
- Tea Kettle(s) (temperature-controlled if possible)
- Hot Water Dispenser (for teas)
- Coffee Brewer (if offering batch tea/coffee items)
- Syrup Dispensers (metered for sumac/za'atar/pomegranate)
- Bottling/Chinotto-style Refrigeration (bar display chiller)
- Carbonation System (if producing in-house sodas: CO2 cylinder + soda gun)
- Soda Gun / Draft System (for consistent carbonation)
- Mixing Pitchers (stainless, labeled)
- Food Processor (optional for sauce bases like tahini or pesto-style)
- Immersion Blender (sauces and creamy bases)
- Blender Bottles (batch blending, easy cleaning)
- Potato/Vegetable Wash Station (if used; otherwise dedicated colanders)
- Cutting Boards (color-coded) for proteins/veg/cheese
- Knife Sets (prep knives + pizza cutter/roller)
- Pizza Cutter Wheels (multiple spares)
- Bench Scrapers and Dough Handling Tools
- Dough Trays + Lid Covers (proofing and storage hygiene)
- Topping Slicer / Mandoline (thin-sliced veggies option)
- Chafing Dishes / Induction Warmers (light holding if needed)
- Label Printer + Food Safety Labels
- Food Storage Containers (Cambros / GN containers)
- Microgreens / Herb Fridge Drawer (mint, parsley, herbs)
- Pomegranate Molasses Storage (sealed food-grade containers)
- Tahini Storage (stirred containers with dosing spouts)
- Sumac Grinder / Portion Jars (if pre-ground sumac is not consistent)
- Za'atar Storage + Sifter (if using bulk spices)
- Color-Coded Towels + Sanitation Caddies
- Handwashing Stations (within required clearances)

- Garbage Bins with Food-Grade Liners (color coded)
- Grease Traps / Waste Management (if required by local regulations)
- Ventilation Hood System (kitchen canopy for pizza oven)
- Fire Suppression System (kitchen-rated)
- Exhaust Fans / Make-up Air (for hood effectiveness)
- Emergency Gas Shutoff Valves (if gas-powered ovens)
- Electrical Power Distribution Panels (for peak load safety)
- Water Filtration Unit (for consistent beverage and coffee output)
- Water Chiller or Filtered Water Dispenser (bar)
- Floor Drain(s) / Grease Traps (where applicable)
- EHS Cleaning Station (detergents, sanitizer, food-safe chemicals)
- Vacuum Sealer (cheese/protein portion freshness, optional)
- Vacuum Bags / Portion Bags (if vacuum sealing is used)
- Portion Scales for toppings (precise topping weight)
- Serving Line Racks (pan rails for slices during rush)
- Heat-Safe Gloves + Food Handling Gloves
- Customer Counter POS Hardware Mount + Receipt Printer
- KDS / Kitchen Display Screens (faster ticketing for lean staff)
- Ticket Printers (backup) for redundancy
- QR Ordering/Pay Kiosk or Table QR Standees (dine-in flow)
- Takeaway Packaging Dispensers (pizza boxes, slice clamshells, cups)
- Delivery Insulated Bags (pizza transit protection)
- Sealing/Packaging Tape Dispensers (quality control)
- Cup Lids, Straw Stock, Stirrer Station (front-of-house)

Daily Programming Strategy

Slice Society runs a consistent, slice-first day rhythm designed for Beirut’s fast decision-making in-cafe culture and hybrid ordering behavior (40% dine-in, 40% takeaway, 20% delivery). We keep the menu tight but always fresh: fermented dough pies that start baking from midday, a rotating “slice wall” for impulse ordering, and a late-evening pace that supports full pies for sharing. Because alcohol is not served, we lean into a juice-forward beverage program and the warm, social atmosphere of pizzeria evenings.

| Time Block | Atmosphere & Music | Lighting | Menu Focus | Target Guest |
|--------------------------|--|---|---|--|
| Morning (12:00–12:59) | Clean, energetic starter playlist; quick-service cues | Bright, minimal, modern (neon-free, glare controlled) | Breakfast-style za’atar slice + akkawi-kale pocket, cold juices, mint lemonade | Office workers, students grabbing an early bite before classes/meetings |
| Lunch (13:00–15:30) | High-throughput vibe; Arabic/English pop at moderate volume | Neutral warm whites for comfort and speed | NY-style cheese + pepperoni-equivalent (spiced beef or chicken pepperoni), labneh-tahini chicken, daily rotating slice; whole pies for groups | Walk-ins from Hamra/Achrafieh-style footfall patterns, families on lunch break |
| Afternoon (15:30–17:30) | Calm but still social; softer tracks and more seating time | Slightly dimmer; highlights on pizza prep and slice wall | Half-pie bundles, extra crunchy crust option, pomegranate molasses drizzle add-on | Students, casual meetups, those switching from lunch to early dinner |
| Evening (18:00–22:30) | Signature pizzeria energy; upbeat tempo; peak slice rotation | Warm accent lights over ovens and counter; Instagram-friendly | Signature house pies + weekly special; “share a pie” messaging; fresh herb finish (mint/parsley) | Date nights, office groups, families coming after work/school |
| Late Night (22:30–23:30) | Cozy close-out pace; low-volume, conversation-friendly music | Soft, warm; focus on takeaway packaging and final bake cycles | Last-call slices, late-night whole pie reorders, juice bar cold bottles for delivery | Delivery-first guests, late social groups choosing comfort food |

- Slice-first execution: 8–10 rotating slices per day so guests can choose in under 60 seconds.
- Weekly production cadence: new weekly special starts Monday baking to build routine and reduce waste.
- Delivery packaging built for crust integrity: insulated boxes + moisture control vents; pies cut at pick-up for heat retention.

- No alcohol strategy: prioritize pomegranate molasses, fresh mint, za'atar dusting, and tahini-based sauces to keep flavor intensity high.

The Service & Staffing Model

We operate Slice Society as “intentional fast,” not fast food—consistent timing, high-touch finish, and a clear guest journey from counter to oven. The founder’s 10-year hospitality background and experience building a multi-location bar/restaurant model translates into disciplined throughput and guest recovery: every shift has an accountable leader on the floor, a kitchen manager with an unwavering bake schedule, and training that prioritizes speed without sacrificing crust quality. With alcohol not served, we avoid bar complexity and keep the lean model focused on pizza workflow, slice merchandising, and juice bar speed.

| Position | Core Responsibilities | Typical Shift (Examples) | Coverage per Day |
|-------------------------------------|---|--------------------------|------------------|
| GM / Floor Lead | Guest experience standards, inventory checks, shift handoffs, staffing adjustments | 12:00–20:00 | 1 |
| Kitchen Manager | Bake schedule control, QC (crust timing, sauce consistency), line supervision | 12:00–22:00 | 1 |
| Pizza Line Cook (Full Line) | Dough handling, sauce/stretch, toppings, oven management, slice workflow | 13:00–23:00 | 2 |
| Prep / Dough Specialist | Fermentation rotation, mise-en-place, herbs/cheese prep, weekly special components | 12:00–20:00 | 1 |
| FOH Counter & Slice Merchandiser | Menu guidance, slice wall rotation explanation, takeaway packaging, POS/online coordination | 12:00–19:00 | 2 |
| FOH Pick-up & Delivery Coordinator | Order staging, labeling accuracy, communication with riders, guest issue resolution | 17:00–23:30 | 1 |
| Dish & Sanitization (BOH Support) | Warewashing, sanitation compliance, cleaning between rushes | 13:00–22:30 | 1 |
| Juice Bar Attendant (Cross-trained) | Juice prep, cold bottle filling, garnish (mint), topping add-ons, delivery-ready packaging | 12:00–21:00 | 1 |

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- Lean scheduling: coverage increases 16:30–21:30 to protect peak slice rotation and pickup accuracy.
- Training program: week 1 “dough discipline” (fermentation, portioning, bake timing); week 2 “speed with standards” (assembly order, finishing touches, sauce consistency); week 3 “guest recovery” (refunds/re-makes, delivery fixes).
- Daily pre-shift huddle (10 minutes): today’s top 3 sellers, weekly special highlight, allergens callouts, and delivery SLA reminders.
- Ongoing development: monthly tasting panel of 5 slices to calibrate to Beirut preferences (za’atar brightness, tahini richness, fresh herb freshness).

Our Guests

Slice Society is built for Beirut's everyday hunger—quick, craveable, and Instagram-worthy—without relying on alcohol. The founder's bar/restaurant background shapes our view of hospitality: we design for repeatable comfort moments (lunch cravings, after-work sharing, late pickup) and we keep ordering simple through a slice-first wall. With delivery enabled, we also capture guests who want a reliable “hot on arrival” pizza experience.

- Office Workers (25–45): lunch and early dinner, 30–45 minute decision window; attracted by fast pickup, reliable timing, and bold flavor without complexity (za'atar, tahini, pomegranate molasses).
- Students (18–28): value-driven but quality-seeking; drawn to rotating weekly specials and customizable slices; ideal for late-night takeaway/delivery when cooking is inconvenient.
- Families (28–50): shareable whole pies, clear portioning, and warm dining comfort; attracted to halloumi/akkawi-style cheese flavors and familiar Lebanese herbs presented in a modern NY-style format.
- Walk-by Concept Seekers (20–40): Beirut's Gemmayzeh/Mar Mikhael-style crowd wants a concept; attracted by the clean modern interior, slice rotation theatre, and weekly special storytelling.

Walk-by + Hybrid Advantage

Beirut's dense restaurant corridors create strong impulse traffic. Slice Society converts that momentum with visible slice merchandising and a fast path for takeaway/delivery—helping us meet the expected 100 orders/day scenario while keeping quality consistent.

SWOT Analysis

| Quadrant | Points |
|-----------------------|--|
| Strengths | NY-style slice program with Lebanese flavor logic (za'atar, labneh, tahini, sumac finish) that feels locally rooted; clean modern concept that differentiates from generic pizza chains; fermented dough discipline for consistent crust quality; hybrid model (dine-in/takeaway/delivery) increases revenue resilience in Beirut's variable footfall. |
| Strengths (continued) | Founder's multi-location hospitality experience supports disciplined throughput and guest standards; lean staffing model aligns with pizza production workflow; juice-forward non-alcohol beverage direction matches the licensing reality (no alcohol served). |
| Weaknesses | Large venue size risk if not sufficiently delivery-led or if seat utilization lags (space efficiency can weaken revenue productivity); dependency on dough fermentation consistency—any process drift can reduce repeat purchases; limited beverage upsell versus alcohol-capable competitors. |
| Opportunities | Weekly special cadence can drive repeat visits and social sharing in Beirut's concept-driven scene; corporate/lunch partnerships with nearby offices and coworking spaces using predictable pick-up windows; themed Lebanese-international pie collaborations during seasons (e.g., pomegranate harvest, mint festivals); optimize delivery menu engineering to protect crust integrity. |
| Threats | High competition from Lebanese café culture and international quick-casual concepts can pressure price perception (affordable positioning must be protected); operating cost volatility in Lebanon (rent and supply chain) may compress margins; speed expectations are unforgiving—delivery delays or inconsistent slices can quickly harm ratings in a dense market. |
| Threats (continued) | Alcohol is not allowed, so competitors with beer/wine pairings may capture longer dwell time and higher ticket segments; licensing timelines (2–4 months for food establishment approvals) can affect ramp pace if not managed tightly. |

Operations Overview

Slice Society will run as a full-line NY-style pizzeria optimized for speed, portion consistency, and slice throughput. The founder's 10 years in hospitality (including building and operating a 3-location bar/restaurant) informs a disciplined back-of-house workflow: standardized prep lists, tightly controlled dough batches, and daily production checks so the slice case stays fresh and the whole-pie build quality remains consistent from lunch to late night.

- Recipe documentation & costing: every dough, sauce, and topping item is documented in a master recipe binder plus a digital system (price updates weekly for imported cheeses and pine nuts). Each menu item links to portion weights and prep yield (e.g., labneh scoop size; mozzarella gram weight per slice).
- Costing software: use MarketMan (or similar) for recipe costing, inventory-to-production mapping, and waste tracking; reconcile weekly with supplier invoices in USD.
- Inventory control procedures: create par levels for high-velocity items (mozzarella, akkawi, halloumi, za'atar, sumac, pine nuts, pomegranate molasses, flat-leaf parsley, mint, tahini) and dual-verify delivery counts (receiving checklist + photo proof). Run "first-in-first-out" for dairy and herbs.
- Dough production cadence: schedule dough fermentation batches to support continuous bake cycles; label dough by batch time to maintain flavor and texture consistency (slice quality depends on bake timing).
- Kitchen labor management software: schedule staff using 7Shifts to align staffing with predicted order waves (lunch ramp, evening surge, late-night slice pull-through).
- Training materials: role-based SOP cards at each station—dough handling, sauce spread, cheese blend ratio (mozzarella + akkawi), topping placement (uniform coverage), slicing method, and quality checkpoints (crust edge blistering, bake color, cheese melt).
- Quality & speed checks: every 2 hours run a "slice audit" (weigh 1 slice, inspect crumb, confirm sauce-to-cheese ratio). Log variances to adjust portions without slowing service.
- Food safety & compliance: temperature logs for cold holding, thawing controls for proteins, and sanitation checklists for shared prep surfaces (especially when switching from za'atar/herb-heavy menus to other profiles).

POS & Profitability System

The POS strategy for Slice Society is built to protect margins and deliver speed: the menu is engineered around portioned slices and whole pies with tight modifier control, so every order maps back to a costed bill of materials (BOM). We'll integrate recipe costing, inventory usage, and labor schedules so the manager can see margin drift early—especially important in Beirut where ingredient prices can move quickly and local produce cycles affect herb quality.

- POS setup: configure the menu with standardized size/portion buttons (e.g., 1 slice vs whole pie) and limit free-text modifiers. Use predefined add-ons (extra za'atar, tahini drizzle, pomegranate molasses) with mapped weights.
- Recipe-cost integration: connect POS items to MarketMan-style recipe costing so every topping count and sauce drizzle has a tracked portion and cost per unit.
- Inventory reconciliation: weekly cycle counts for mozzarella, akkawi, halloumi, za'atar, pine nuts, pomegranate molasses, and herbs; daily tracking focuses on high-loss SKUs (fresh mint/parsley and dairy).
- Labor scheduling analytics: use 7Shifts labor forecasting against order volume by hour, then review actual vs scheduled labor hours at end-of-week.
- Profitability optimization: monitor category contribution by time block (lunch vs dinner), slice sell-through, and waste/overprep. Use alerts for COGS swings beyond the 28% target.

| Metric | How it's measured | Target / Rule | Manager action |
|-----------------------|--|---|--|
| COGS % | POS item mix + recipe BOM costing + weekly inventory variance | 28.0% target COGS % (food) | If trending above: tighten portion weights on mozzarella/cheese blend; reduce optional add-on pricing complexity or adjust batch sizing. |
| Gross margin \$ | Monthly revenue - COGS amount | Gross margin_usd = 23463.0 | If margin dips: review top 5 waste SKUs and adjust par levels for herbs/dairy. |
| Break-even orders/day | Fixed costs / average contribution per order (as tracked by POS mix) | Breakeven_orders_per_day = 34.1 | If below: launch slice bundles during low-volume hours; push pickup (40%) and delivery (20%) via targeted offers. |
| Labor efficiency | Orders per labor hour (by station and hour) | Lean staffing during off-peak; align to predicted order waves | Rebalance staffing schedule in 15-minute increments for the following week. |

Communications Strategy

Slice Society's communications plan will match Beirut's concept-driven culture while staying grounded in what the food does best: clean, bold NY-style slices with distinctly Lebanese ingredients. Leveraging the founder's experience from multi-location hospitality, we'll build trust through consistent content, visible process (dough fermentation, cheese pull, za'atar herbal finish), and neighborhood-first engagement in Gemmayzeh/Mar Mikhael-leaning audiences.

- Brand identity docs (pre-opening): finalize logo lockups, tone of voice (bold + minimal), menu typography, and photo guidelines for pizzeria visuals (crust blister close-ups, topping textures, slice cross-sections).
- Website + ordering setup: build a simple site with online ordering routes (pickup + delivery) and clear "slice availability" messaging for lunch/dinner windows (12:00–23:30).
- Social media setup: create Instagram/TikTok handles, highlight templates (Slices of the Week, Dough Diary, Beirut Ingredient Spotlight), and an admin-ready content workflow.
- Content calendar (8–10 weeks pre-launch): weekly pillars—(1) dough fermentation time-lapse, (2) ingredient spotlights (labneh, za'atar, sumac, pomegranate molasses), (3) build videos for the slice program, (4) community collaborations.
- Photography/videography plan: schedule a food + interiors shoot focusing on modern clean lighting; capture 3 hero angles for each of the rotating categories (WEEKLY SPECIAL, classics, and Lebanese-influenced hybrids).
- Pre-opening community outreach: line up local micro-influencers and Beirut food creators for short tastings; provide a "media kit" with menu highlights, opening date, and photo-ready assets.
- Operational transparency posts: publish short SOP-style clips showing portion consistency and hygiene standards (dairy handling, herb finishing) to differentiate in a competitive cafe scene.

Launch & Opening Strategy

| Timeline (relative to opening) | Owner actions | Guest/Community touchpoints |
|--------------------------------|--|--|
| 8–12 weeks out | Finalize menu engineering (slice lineup + whole pies), pricing, and weekly special rotation cadence. Confirm suppliers for mozzarella, akkawi, halloumi, pine nuts, za'atar, sumac, and pomegranate molasses in USD. | Announce “Slice Society is coming” with 2–3 teaser reels (dough + cheese pull). Recruit 20–30 local community testers for soft opening interest. |
| 6–8 weeks out | Complete brand asset kit, website ordering pages, POS menu programming, and inventory/par maps. Train team using SOP cards for each station. | Run a closed “process tasting” for partners and neighborhood tastemakers; collect feedback on portion feel and flavor balance. |
| 4–6 weeks out | Lock influencer list and photography schedule. Conduct 2 trial service runs to measure slice throughput and batch timing. | Host 1 community planning session (Q&A on slices + Lebanese ingredient stories) with local food pages. |
| 2–4 weeks out | Soft-launch menu online (ordering sandbox), publish opening timeline, and finalize daily slice availability messaging. | Offer a “founders’ tasting ticket” to create buzz among students/office workers via limited slots. |
| Soft opening week (Week 0) | Operate limited menu (slice classics + 2 weekly specials) to validate speed and COGS control. Tighten waste tracking and adjust par levels daily. | Friends & family nights (2 nights) + neighborhood “first slice” event with a small token for repeat visits. |
| Grand opening (Week 1) | Expand full menu to lunch + dinner scope. Launch a structured weekly special calendar to keep repeat traffic. | Influencer night + community partnership (e.g., local design/arts micro-event) to anchor the concept in Beirut’s lifestyle scene. |

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- Soft opening format: prioritize slice program availability and predictable bake cycles; start with a tight rotation (classic NY-style cheese + 2 Lebanese hybrids + 1 WEEKLY SPECIAL) to reduce complexity.
- Community engagement: partner with nearby gyms/office hubs to offer lunch pickup codes (aligning with 12:00–23:30 operating window and fast lunch service).
- Influencer nights: schedule based on peak social time; provide a guided “slice flight” that includes a za'atar/sumac profile and one pomegranate molasses-tahini finish.
- Operational targets during launch: confirm average ticket behavior and order volume consistency; track waste and COGS drift versus the 28.0% target and adjust portion weights if needed.
- No alcohol differentiation: since alcohol is not allowed, focus communications on juice-bar beverages and fresh Lebanese flavors as the pairing and refresh option.

Digital Marketing Strategy

Slice Society is a slice-first pizzeria with delivery enabled, so our digital plan prioritizes search intent (“pizza near me”), conversion (maps + reviews), and repeat behavior through WhatsApp/email promotions. Based on the founder’s experience launching and scaling multi-location hospitality brands, we’ll run a disciplined always-on system: weekly content, daily review responses, and channel-specific promos tied to our fermented-dough story and Beirut ingredient angles (za’atar, labneh, sumac).

- Professional photography plan (2-week sprint): NY-style slice close-ups, open-kitchen dough stretch, weekly special boards featuring za’atar, pine nuts, pomegranate molasses.
- Google Business Profile in Arabic + English: correct hours (12:00–23:30), weekly special updates, menu photos, high-intent posting (slice + delivery).
- Local SEO for Beirut neighborhoods: landing keywords for Hamra, Achrafieh, Gemmayzeh/Mar Mikhael when applicable (based on final street address) and consistent NAP listing.
- Review platform optimization: request reviews after delivery + after dine-in dessert; response SLA within 12 hours; pin top reviews mentioning “slices” and “crust”.
- Delivery platform presence: optimize photos and item names for slice add-ons (extra akkawi, halloumi swap, chilli-zatar drizzle). Maintain stock accuracy to protect ranking.
- Email/WhatsApp lifecycle: “New Slice Drop” at 10:00 daily/weekly, abandoned cart nudges on delivery, and a monthly “Fermentation Friday” offer tied to the founder’s dough craft.

Social Media Strategy

| Platform | Core Goal | Content Mix (weekly) | Beirut-specific angle |
|-----------|--------------------------------|---|--|
| Instagram | Drive visits + delivery orders | Reels 3–4x, Stories daily, 1 carousel weekly | Slice comparisons + local ingredient callouts (labneh, sumac, za'atar). |
| TikTok | Reach new audiences cheaply | 5–7 short videos, 1 trend/day max with controlled edits | Dough fermentation time-lapse + topping pulls with pomegranate molasses/glaze. |
| Facebook | Community + repeat business | 2–3 posts/week + event reminders | Target families and office workers with lunch specials + map-based posts. |

- Behind-the-scenes series: “From Ferment to Fold” (dough stretching, oven deck heat, slice cut reveal).
- Influencer partnerships: 10–20 micro-creators (Beirut food/student/office worker audiences) for “Slice Test” content; provide a discount code for tracking.
- Branded hashtags: #SliceSocietyBeirut #SliceDrop #NYStyleLebanon (and a campaign hashtag for each weekly special).
- User-generated content: monthly giveaway for best slice photo using a story tag; feature winners on the main grid.
- Content guardrails: no alcohol promotions (alcohol license is not allowed), so beverages focus on juice-bar items and non-alcoholic pairings.

Ownership Profile

The ownership team behind Slice Society includes a founder with 10 years in hospitality and direct experience building a bar/restaurant concept into a multi-location operation (3 locations). In our discussions, the founder emphasized two repeatable strengths investors can underwrite: (1) tight operational discipline (lean staffing, high-throughput prep, and consistent dough quality), and (2) brand building that translates into measurable demand—especially via the slice program and repeatable weekly drops. This leadership profile aligns with Beirut’s fast-moving F&B scene where concept clarity and execution speed decide whether a venue becomes a daily habit for office workers and students.

- Operational execution: full_line kitchen design that supports consistent slice yield and predictable dinner rush throughput.
- Multi-location scaling mindset: proven playbooks for menu engineering, supplier management, and SOP-driven service.
- Brand differentiation: NY-style slice identity with locally resonant ingredients (akawi, halloumi, za’atar, labneh, sumac).
- Lean model leadership: comfort operating with lean staffing while maintaining quality and service speed.
- Neighborhood-fit strategy: selecting a visible street location where lunch + late dinner footfall can convert to dine-in and delivery.

Key Skills & Expertise

Fermented dough operations • Multi-location hospitality scaling • Slice-program throughput design • Beirut ingredient curation • Digital demand generation discipline (maps + reviews + repeat promos)

Thank You.

Business Plan — Slice Society

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Assumptions Table (Lebanon-Calibrated)

Some cost categories (utilities, marketing, packaging allocations) are not explicitly provided in the inputs and are estimated using Beirut operational realities. Final budgeting will be determined after supplier quotes, final menu costing, and confirmation of delivery accounting treatment (whether packaging is capitalized/expensed/embedded in COGS).

| Assumption | Value | Explanation |
|---|--|---|
| Expected daily orders | 100 | User provided (confidence: user_unknown). |
| Average ticket (USD) | 12.5 | User provided (confidence: user_unknown). |
| Monthly rent (USD) | 5500 | User provided (confidence: user_unknown). |
| Capex budget (USD) | 350000 | User provided (confidence: user_unknown). |
| Staff model | lean | User provided (confidence: user_unknown). |
| Target COGS % | 28 | User provided (confidence: user_unknown). |
| Operating days/week | 6 | User provided (confidence: user_unknown). |
| Alcohol license status | not_allowed | User provided (confidence: user_unknown). |
| Sales mix dine-in % | 40 | User provided (confidence: user_unknown). |
| Sales mix takeaway % | 40 | User provided (confidence: user_unknown). |
| Sales mix delivery % | 20 | User provided (confidence: user_unknown). |
| Utilities (electricity, water, internet) | USD 600–1,100/month (estimated) | Missing/unknown in inputs; based on Beirut typical restaurant operating needs (air/ventilation, refrigeration load, internet/pos connectivity). |
| Marketing spend (monthly) | USD 500–1,200/month (estimated) | Missing/unknown in inputs; recommended for Beirut launch + ongoing content + micro-influencers. |
| Packaging & delivery consumables (non-COGS allowance) | USD 250–650/month (estimated) | Missing/unknown in inputs; allocation for takeout/delivery bags, napkins, slice liners, and minimal branded packaging. (Some items may be included in food COGS depending on accounting.) |
| Equipment range (capex) | USD 350000.0 | User provided (confidence: user_unknown). |
| Typical operating ratios | Target COGS 28.0% and channel mix dine-in/takeaway/delivery = 40/40/20 (as provided) | User provided (confidence: user_unknown). |