
Slice Society

BUSINESS PLAN

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PREPARED BY CONCEPT LB

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Mission

Slice Society exists to make “slice-worthy” pizza a daily habit in Beirut—consistent, craveable, and fast without sacrificing craft. We serve fermented-dough slices and whole pies engineered for repeat orders, clear workflows for hybrid service (dine-in + takeaway + delivery), and flavors that feel local while still distinctly NY-style.

- Fermented dough + precise toppings: every slice is built to hold structure from oven to box.
- Levant-to-pizza flavor translation: za'atar, tahini, pomegranate molasses, sumac, pine nuts, mint—used as intentional pizza elements, not garnish.
- Efficient guest experience: line-to-seat and line-to-delivery is designed to keep lunch speed and dinner satisfaction.

Vision

In 3–5 years, Slice Society becomes Beirut’s go-to reference for NY-style slices with an unmistakably Levantine twist—known for rotating weekly specials, dependable texture and flavor, and a service model that scales to multiple neighborhoods. The goal is to be the concept people trust when they want something new that still feels reliably “right.”

- Neighborhood footprint: expand from a street-facing hub into 2–3 additional Beirut locations based on demand for delivery-led lunch and dinner.
- Product innovation engine: weekly specials that systematically test Levantine ingredients (akkawi/halloumi, labneh, za’atar blends) in rotating topping formats.
- Operational excellence: a lean, repeatable kitchen system that protects dough quality and slice consistency even at peak order volume.

Concept Overview

Slice Society is a modern pizzeria serving slices and whole pies, designed specifically for Beirut's pace. The founder's 10 years in hospitality—including founding a bar/resto with 3 locations—shows up in how we balance atmosphere, speed, and repeatability: a clean, modern room; a straightforward ordering flow; and a product that's consistent across dine-in, takeaway, and delivery. Lebanon's competitive F&B landscape rewards concepts that are both familiar and differentiated—so we anchor in NY-style slice structure while translating Levant flavors into pizza language.

The differentiator is “pizza built with intention”: fermented dough for superior chew and edge char, top-quality ingredients, and a dedicated slice offering so guests can order quickly without losing the feeling of a full meal. Instead of generic “fusion,” Slice Society uses Lebanon's best-known pantry and produce—labneh, za'atar, sumac, tahini, pomegranate molasses, pine nuts, halloumi/akkawi, fresh mint, and flat-leaf parsley—as precise topping components. With alcohol not allowed, we lean harder into a juice-bar direction (refreshing, craveable pairings) to keep the experience complete from lunch through late dinner.

Guest experience is engineered end-to-end. From 12:00–23:30 across lunch and dinner, guests can walk in, order at the counter, and receive hot slices fast—while a hybrid service line supports delivery packing without compromising texture. Seating is intimate (24 seats on a ~250 sqm footprint), so the space is intentionally clean and modern, with minimal friction between ordering and settling in. For delivery and takeaway, packaging and topping placement are designed so the slice remains structurally sound. We operate 6 days/week and target an accessible, affordable price point for families, office workers, and students—people who want quick satisfaction, consistent quality, and a reason to come back for the next weekly special.

- Service model: hybrid (dine-in + takeaway + delivery), alcohol not offered.
- Operating cadence: 12:00–23:30, meal periods = lunch and dinner; 6 days/week.
- Kitchen approach: full-line production to keep dough quality stable and enable reliable slicing and topping throughput.

The Location Strategy

In Beirut, Slice Society wins by placing NY-style slices and whole pies where footfall is consistent through lunch-to-late-night: dense, walkable streets with commuters, students, and families nearby. With an operating window of 12:00–23:30 and a hybrid service model (40% dine-in, 40% takeaway, 20% delivery), we need a location that supports both fast grab-and-go and high-throughput delivery pickup—without relying on evening-only traffic. Our founder’s 10 years in hospitality (including building a bar/resto portfolio with three locations) informs the placement logic: choose streets where “everyday occasions” happen daily, then design the ordering flow to capture slices while people are already out.

- Target neighborhood types: premium and mid_range street corridors—Gemmayzeh / Mar Mikhael / Downtown Beirut (premium) and Hamra / Achrafieh / Verdun / Badaro (mid_range)—because they concentrate lunch crowds, student traffic, and nightlife spillover.
- Opportunity gap in-market: NY-style slice offerings are limited in Beirut’s pizza scene; most options skew toward whole pies or café-style ordering. Slice Society anchors a dedicated slice program with fermented dough and consistent toppings.
- Real estate fit: the concept is planned for a 250 sqm venue; in Beirut, rent is typically \$15–\$55 per sqm/month. At \$5,500 monthly rent (decision anchor), the rent burden is supported by high utilization from delivery/takeaway and a lean staff model.
- Visibility + pickup: prioritize frontage on a main pedestrian/vehicle artery so delivery riders and customers can quickly grab takeaway boxes without bottlenecks.
- Restaurant resilience: Beirut’s F&B scene is competitive but durable; new openings attract attention. We plan a launch rhythm (ramp-up over 4 months) that leans on repeat purchase (slice loyalty) rather than one-time hype.

SLICE SOCIETY

Factor	What We Need	Why Beirut Supports It	How It Impacts Sales
Population & demand	High daily footfall within 5–10 minutes	Beirut’s metro population (~2.4M) concentrates work, study, and events	Supports lunch+dinner continuity (12:00–23:30)
Rent economics	Manageable rent vs projected revenue	Market rent varies widely (\$15–\$55/sqm/month)	Decision anchor rent: \$5,500/month supports throughput model
Service mix	Delivery + takeaway must be operationally smooth	Beirut delivery culture + dense neighborhoods	Enables slice-driven volume beyond seating capacity
Brand discovery	A concept people recognize visually	Concept-driven dining is growing despite economic challenges	Signage, packaging, and storefront cues convert passerby traffic

The Environment & Atmosphere

Slice Society's atmosphere is clean, modern, and fast—built for stopping in for a slice, then staying if you want to. The space feels intentionally minimal: bright, high-contrast lighting, a clear line of sight to the pizza process, and seating that works for individuals and small groups. As the day changes, the mood shifts without changing the identity: lunch feels bright and energetic; dinner turns a touch warmer to match the richer fermented-dough aromas and shareable whole pies. Our founder's bar/resto experience shapes the music volume and pacing—lively enough for energy, never so loud that it discourages quick lunch ordering.

- Front-of-house design: matte finishes, pale concrete/stone textures, and a bold accent wall that becomes the photo spot for slice boards and whole pies.
- Lighting: cool-white for lunch (12:00–16:00), then softer warmer tones from late afternoon through night to highlight toppings and melty cheese.
- Furniture: mix of two-tops and a few longer community benches—optimizes for quick turns and takeaway customers who still want to sit.
- Soundtrack: upbeat modern playlists with Lebanese-friendly pop and international hits; tempo increases closer to commute hours, then relaxes near 21:00.
- Operational cues: visible menu callouts at the ordering line (“SLICE TODAY,” “BUILD YOUR PIE,” “LABNEH POM MINT”), guiding guests instantly even when the restaurant is busy.
- Scent strategy: engineered ventilation so fermented dough notes remain present without overpowering—especially important for a slice-forward concept.

The Brand Positioning

Slice Society is positioned as bold but minimal—NY-style slices with a Beirut-native ingredient language. Visually, the brand stays clean: strong typography, graphic slice photography, and packaging that feels like a modern street-food label rather than a generic pizzeria. Emotionally, it promises intention: fermented dough, consistent bake windows, and topping combinations that reflect what Beirut loves—labneh, za’atar, sumac, akkawi, tahini, pine nuts, and pomegranate molasses—combined with international influences for “new flavor” discovery.

Brand Pillar	What Guests Feel	What They See & Taste	Packaging/Signage Detail
Slice Focus	Fast clarity—what to order right now	Dedicated slice boards with rotating weekly flavors	Front counter signage: “TODAY’S SLICES” with 3–5 featured options
Fermented Craft	Better texture, better repeatability	Fermented dough bite + crisp edge	Short bake-time language on menus: “Fermented Dough • Baked Fresh”
Beirut-Inspired Ingredients	Local pride + recognizable flavors	Labneh, za’atar, sumac, akkawi/halloumi	Packaging stamp: “Za’atar • Sumac • Labneh Mood”
International Mix	Surprise without confusion	Sauce and spice crossovers (e.g., tahini-chili, mint-garlic herb blend)	Icon system showing “Local Base” vs “Global Twist”
Hybrid Convenience	Easy for lunch, reliable for delivery	Toppings engineered for travel + remelt	Sealable boxes with topping separation cues for takeaway riders

- Color palette direction: cream/stone base + black/charcoal typography, punctuated by a single vibrant accent (pomegranate red) to signal signature pomegranate molasses notes.
- Signage style: minimal, grid-based signage that mirrors the slice layout—guests scan quickly and order within seconds.
- Packaging: takeaway boxes and sleeves designed to keep slices crisp for short delivery distances; printed nutrition/ingredient callouts highlight local ingredients (za’atar, labneh, akkawi) to drive repeat orders.
- Differentiation vs typical Beirut pizza: rather than competing on just “whole pies,” Slice Society owns the slice moment—so guests return daily for variety within a reliable bake.
- Founder-led credibility: the founder’s bar/resto growth experience translates into consistent service rhythm, brand repetition across touchpoints, and operational discipline that protects quality during peak periods.

The Food Program

The food program is built around one core idea: NY-style slices with intention—fermented dough, a repeatable bake schedule, and topping combinations that feel both familiar and fresh. Slice Society is a pizzeria designed for Beirut's daily rhythm: lunch for commuters and office workers, dinner for families and students, with takeaway and delivery engineered for reliable flavor transfer. Reflecting the founder's 10-year hospitality background (including the operational discipline from launching and scaling a bar/resto across three locations), the kitchen philosophy emphasizes speed without shortcuts: standardized dough, clear topping yields, and a slice board that rotates predictably.

- Cuisine philosophy: NY slice fundamentals (crisp edge, foldable size, consistent bake) translated into local Lebanese flavors—labneh, za'atar, sumac, akkawi cheese, halloumi, tahini, mint, and pine nuts—plus an international twist in sauces and spice blends.
- Ingredient sourcing approach: daily prep for herb-forward toppings (fresh mint, flat-leaf parsley), balanced use of traditional dairy (akkawi/halloumi), and punchy acid from lemon + sumac, supported by pomegranate molasses in signature sauces.
- Menu spans both meal periods: lunch emphasizes lighter, faster-to-consume slices and classic favorites; dinner leans into richer whole pies, shareable sides, and dessert-leaning sweet notes (without becoming a full café).
- Service architecture: full_line kitchen capable of dough staging, topping assembly, baking, and fast pass. Slice production runs in controlled batches so today's board always feels "fresh," not pre-planned.
- Weekly rotation: each category includes a weekly special designed to spotlight seasonal ingredient availability in Beirut—keeping repeat customers curious without making the menu unstable.

SLICE SOCIETY

Area	Strategy	Beirut Ingredient Logic	Guest Journey Impact
Dough & bake	Fermented dough + disciplined bake windows to keep slices crisp	Fermentation supports a distinctive chew that holds up with labneh/tahini-style toppings	Consistent texture builds repeat orders
Cheese & dairy	Use akkawi/halloumi profiles for stretch + briney lift; add mozzarella for NY identity	Akkawi and halloumi behave well in hot ovens and pair with za'atar/sumac	Flavor recognition for locals + accessibility for tourists
Sauces	Local-first bases with international heat/brightness	Pomegranate molasses, tahini, garlic-mint herb oil, lemon-sumac acidity	Creates "order-by-memory" moments
Toppings	Herb-forward and seasonal rotation	Fresh mint, flat-leaf parsley, pine nuts; seasonal vegetables based on availability	Weekly special drives retention and social sharing

Area	Strategy	Beirut Ingredient Logic	Guest Journey Impact
Meal-period tuning	Lunch: quicker combos; Dinner: richer pies + shareables	Summer-leaning herbs for lunch; deeper sauces and nut-forward toppings at night	Maximizes conversion across a long operating day (12:00–23:30)

The Menu Structure

Slice Society's menu is engineered for speed, consistency, and “slice-first” decision-making—reflecting the founder’s 10 years in hospitality building bar/resto systems across 3 locations, where clear menu architecture drove throughput in peak periods. We offer two pricing tiers (Value Slices and Premium Pies), with portion strategy designed for Beirut’s hybrid flow: 40% dine-in for quick lunch and after-work dinners, 40% takeaway for Gemmayzeh/Mar Mikhael grab-and-go, and 20% delivery for late-night cravings. With no alcohol service allowed, we keep margins resilient by steering value customers toward soda/juice pairing and upselling to whole pies.

- Categories: Slices (NY-style, 1/2 pie equivalent), Whole Pies (sharing), Sides & Salads, House Sauces, Desserts, and a Juice Bar pairing menu.
- Portion strategy: slices are built on the same fermented-dough base as pies; toppings portions are standardized to protect production speed and food cost.
- Decision rules: every category includes at least one WEEKLY SPECIAL to rotate local ingredients (za'atar, pomegranate molasses, pine nuts, mint, akkawi/halloumi).
- Price architecture: value under \$10 for slices, premium \$13–\$18 for loaded specialty slices/pies; aim for a target COGS around 30% by standardizing cheese blends and sauce recipes.

Menu Category	What Guests Choose	Qty Range (Concept Target)	Primary Price Range (USD)
Slices	Fast lunch + late-night moments	6–9	\$8–\$14
Whole Pies	Sharing, families, office groups	5–7	\$16–\$28
Sides / Salads	Crunch + freshness to balance rich cheese	6–9	\$5–\$12
House Sauces	Signature flavor control (extra cups)	6–8	\$2–\$4
Desserts	Finish with local sweetness notes	2–4	\$6–\$11

Lunch / Dinner / Late-Night

Daytime at Slice Society is about momentum: bright toppings, crisp edges, and easy add-ons that support quick service during Beirut's lunch rush. Evening shifts to shareable comfort—whole pies for families and office workers—while late-night keeps the “slice” identity front and center. This hybrid rhythm mirrors what the founder built in his bar/resto ventures: consistent recipes, fast pick-up workflow, and a rotating Weekly Special to keep locals returning.

LUNCH / DINNER (SLICES + WHOLE PIES)

THE CLASSIC MARGHERITA SLICE

San Marzano tomato, mozzarella fior di latte, basil, extra virgin olive oil

ZA'ATAR & AKKAWI SLICE

Za'atar, akkawi cheese, roasted garlic, pine nuts, lemon zest

HALLOUMI SUMAC SLICE

Halloumi, sumac onions, mint leaves, tahini drizzle

PEPPERONI NEIGHBORHOOD SLICE

Cured pepperoni, mozzarella blend, chili honey (hint), oregano

ROASTED MUSHROOM & THYME SLICE

Cremini mushrooms, thyme, parmesan, truffle oil (micro), garlic confit

CHICKEN SHAWARMA SLICE

Spiced chicken, garlic yogurt, pickled cucumber, sumac dust

LATE-NIGHT (SLICES + COMFORT WHOLE PIES)

NY-STYLE PEPPERONI HOT SLICE

Pepperoni cups, mozzarella, spicy calabrian chili, oregano

LABNEH & ROASTED GARLIC SLICE

Labneh base, roasted garlic, za'atar sprinkle, olive oil, cracked pepper

MARGHERITA ON THE EDGE (EXTRA CRISP) SLICE

San Marzano tomato, fior di latte, basil, olive oil, chili flakes (optional)

MEATBALL & POMEGRANATE SLICE

Beef meatballs, pomegranate molasses glaze, mozzarella, basil

WEEKLY SPECIAL — ZA'ATAR POMEGRANATE PIE

Created by Our Team to Highlight Amazing Seasonal Ingredients, pomegranate molasses, za'atar, seasonal greens, akkawi crumble

THE FOUR-CHEESE FERMENT PIE

Mozzarella, parmesan, pecorino, akkawi, basil oil

VEGGIE PISTACHIO MINT SLICE

Roasted peppers, zucchini ribbons, pistachio gremolata, fresh mint, tahini

BEEF KEBAB & PINE NUT PIE

Beef kebab meat, pine nuts, tahini garlic sauce, parsley

TUNA SMOKE & LEMON SLICE

Tuna in olive oil, red onion, capers, lemon, parsley

ROASTED CHICKEN & TAHINI LATE SLICE

Roasted chicken, tahini sauce, flat-leaf parsley, sumac onions

WEEKLY SPECIAL — SEASONAL HERB PIZZA

Created by Our Team to Highlight Amazing Seasonal Ingredients, mint-parsley pesto, seasonal vegetables, akkawi cheese

THE BIG FAMILY PIE (MIX & MATCH)

Choose any 2 toppings families love, fermented dough, mozzarella blend, tomato sauce

VEGETARIAN WHOLE PIE — TAHINI GARDEN

Tahini sauce, roasted peppers, eggplant, zucchini, parsley, pine nuts

WEE HOUR MARINARA & CHEESE PIE

Marinara, mozzarella, parmesan, oregano, olive oil

Signature & Core Items

These are the dishes we expect to carry Slice Society's brand—crafted around the founder's bar/resto playbook: a signature core that stays stable, topped with Beirut-local ingredients that make every slice feel familiar but elevated. Each hero item uses standardized cheese blends and sauce recipes to protect the target COGS of 30% and keep production repeatable across slices, whole pies, dine-in, and delivery.

HERO DISHES (CORE SIGNATURE LIST)

ZA'ATAR & AKKAWI SLICE (SIGNATURE)

Za'atar, akkawi cheese, roasted garlic, pine nuts, lemon zest

HALLOUMI SUMAC SLICE (SIGNATURE)

Halloumi, sumac onions, fresh mint, tahini drizzle

CHICKEN SHAWARMA SLICE (SIGNATURE)

Spiced chicken, garlic yogurt, pickled cucumber, sumac dust

THE FOUR-CHEESE FERMENT PIE (CORE)

Mozzarella, parmesan, pecorino, akkawi, basil oil

BEEF KEBAB & PINE NUT PIE (CORE)

Beef kebab meat, pine nuts, tahini garlic sauce, flat-leaf parsley

LABNEH & ROASTED GARLIC SLICE (CORE)

Labneh base, roasted garlic, za'atar sprinkle, olive oil, cracked pepper

MEATBALL & POMEGRANATE SLICE (FAVORITE)

Beef meatballs, pomegranate molasses glaze, mozzarella, basil

VEGGIE PISTACHIO MINT SLICE (FAVORITE)

Roasted peppers, zucchini ribbons, pistachio gremolata, fresh mint, tahini

SLICE SOCIETY

Signature Item	Format Focus	Estimated Price Point (USD)	Target Food-Cost Discipline (COGS %)
ZA'ATAR & AKKAWI SLICE (SIGNATURE)	Slice	\$10.0–\$12.0	30%
HALLOUMI SUMAC SLICE (SIGNATURE)	Slice	\$11.0–\$13.0	30%
CHICKEN SHAWARMA SLICE (SIGNATURE)	Slice	\$11.0–\$13.5	30%
THE FOUR-CHEESE FERMENT PIE (CORE)	Whole pie	\$22.0–\$28.0	30%
BEEF KEBAB & PINE NUT PIE (CORE)	Whole pie	\$24.0–\$30.0	30%
LABNEH & ROASTED GARLIC SLICE (CORE)	Slice	\$9.0–\$12.0	30%
MEATBALL & POMEGRANATE SLICE (FAVORITE)	Slice	\$11.0–\$14.0	30%

Signature Item	Format Focus	Estimated Price Point (USD)	Target Food-Cost Discipline (COGS %)
VEGGIE PISTACHIO MINT SLICE (FAVORITE)	Slice	\$9.5-\$12.5	30%

House Sauces / Sides / Desserts

HOUSE SAUCES (EXTRA CUPS)

TAHINI LEMON GARLIC

Tahini, lemon juice, roasted garlic, sea salt, olive oil

POMEGRANATE MOLASSES GLAZE

Pomegranate molasses, garlic, olive oil, black pepper

ZA'ATAR OIL

Za'atar mix, olive oil, toasted sesame, lemon zest

GARLIC YOGURT (LABNEH LIGHT)

Labneh or thick yogurt, garlic, mint, olive oil

SUMAC TOMATO DIP

Tomato base, sumac, olive oil, oregano

CHILI HONEY LABNEH DRIP

Labneh, chili flakes, honey, lemon

WEEKLY SPECIAL — HERB GREEN SAUCE

Created by Our Team to Highlight Amazing Seasonal Ingredients, parsley, mint, olive oil, lemon, cumin

SIDES / SALADS

BEIRUT TOMATO CUCUMBER SALAD

Tomatoes, cucumber, flat-leaf parsley, mint, olive oil, lemon

GARDEN TABBOULEH (PARSLEY HEAVY)

Flat-leaf parsley, bulgur, tomatoes, mint, lemon, olive oil

ROASTED POTATOES WITH SUMAC

Crispy potatoes, sumac, garlic, olive oil, parsley

PINE NUT LABNEH BOWL

Labneh, pine nuts, olive oil, za'atar, chopped mint

CHARRED EGGPLANT WITH TAHINI

Charred eggplant, tahini, garlic, pomegranate molasses (light), parsley

PICKLED CUCUMBER & RADISH SIDE

Pickled cucumber, radish, vinegar, garlic, dill

WEEKLY SPECIAL — CHARRED SEASONAL GREENS

Created by Our Team to Highlight Amazing Seasonal Ingredients, charred greens, tahini drizzle, pine nuts

DESSERTS

KNAFEH-INSPIRED CHEESECAKE SLICE

Akkawi-inspired cheese mix, shredded kataifi, orange blossom syrup, pistachio

PISTACHIO HALVA CLOUD

Pistachio cream, sesame crunch, date syrup, whipped texture

WEEKLY SPECIAL — POMEGRANATE MINT

SORBET CUP

Created by Our Team to Highlight Amazing Seasonal Ingredients, pomegranate, mint, lemon zest, light sugar syrup

SLICE SOCIETY

Category	Item Count (Concept Target)	Role in Sales
House Sauces	7	Margin-friendly add-ons + brand identity
Sides / Salads	7	Balance cheese-heavy pies; boosts average ticket
Desserts	3	Repeatable finish; local sweetness notes

The Beverage Program

Slice Society is built as a pizza-first concept with a beverage program that stays close to the “NY-style slice” rhythm while leaning into Beirut’s love for fresh flavors like mint, sumac, tahini, and pomegranate molasses. Because alcohol is not permitted, we designed our drink lineup to feel full-day and intentional: mornings are driven by specialty coffee and tea, midday by bright soda-and-juice refreshers, and evenings by house-made non-alcoholic spritzes and mocktail-style classics. The program complements the fermented dough and savory toppings, cutting through cheese and anchoring spice with cooling herbs.

- Morning (12:00–15:00): espresso-led coffee plus citrus/za’atar tea options to wake up the palate without competing with pizza flavors.
- Lunch/early dinner (15:00–19:00): high-velocity cold drinks—Italian-style sodas, fresh-pressed juices, and sumac-lemonades—aligned with the slice-and-go pace (takeaway/delivery).
- Evening (19:00–23:30): zero-proof “spritz & coolers” and pomegranate-mint mocktails to replicate the social ritual of aperitivo—without needing an alcohol permit.
- Sourcing philosophy: partner with local Lebanese coffee roasters (for freshness and fast restocking) and use regional flavors—fresh mint, flat-leaf parsley accents in infusions, pomegranate molasses, sumac, and pine-nut notes in syrups—so the drinks taste Beirut, not generic.
- Founder-fit: drawing from the founder’s 10 years in hospitality and multi-location bar/resto experience, we keep speed at the bar, consistency on every ticket, and strong “signature” builds that staff can execute fast during rushes.

Hot Beverages

HOT BEVERAGES

ESPRESSO

Locally roasted coffee beans, double shot, crema-forward

AMERICANO

Espresso, hot water, clean finish

RISTRETTO INTENSO

Short ristretto extraction, darker roast profile, velvety body

CAPPUCCINO FOAM ART

Espresso, steamed milk, microfoam, cinnamon dust option

LATTE (MILK CHOICE)

Espresso, steamed milk or oat alternative, light vanilla syrup option

FLAT WHITE

Espresso, steamed milk, silky texture

LEBANESE MINT TEA

Fresh mint, hot water infusion, cane sugar syrup on request

EARL GREY BLACK TEA

Bergamot tea leaves, hot brew, lemon wedge on request

GINGER & LEMON TEA

Fresh ginger, lemon juice, honey option

ZA'ATAR-ROASTED COFFEE SPECIAL

Created by Our Team to Highlight Amazing Seasonal Ingredients, za'atar-roasted aroma dust, orange peel oil (non-alcoholic), espresso base

WEEKLY SPECIAL: PINE NUT LATTE

Created by Our Team to Highlight Amazing Seasonal Ingredients, pine-nut praline syrup, espresso, steamed milk

WEEKLY SPECIAL: SUMAC CITRUS TEA

Created by Our Team to Highlight Amazing Seasonal Ingredients, sumac infusion, hibiscus twist, honey option

- Sizes: Small/Medium for espresso-based drinks; Teas served in 300–350ml cups for quick turnaround during lunch rush.
- Coffee sourcing: select a Beirut-area roaster with consistent delivery cadence; rotate single-origin lots monthly for a “fresh drop” effect.
- Menu design: clearly flag “mint & tea” as an easy pairing for za'atar and veggie-forward slices.

Non-Alcoholic Beverages

NON-ALCOHOLIC BEVERAGES

ITALIAN CHINOTTO (GLASS)

Chinotto soda, bittersweet profile, chilled

LEBANESE LEMONADE (SUMAC OR CLASSIC)

Fresh lemon juice, sumac dust option, cane sugar, ice

POMEGRANATE MOLASSES LEMONADE

Pomegranate molasses, lemon, sparkling water top, mint garnish

FRESH MINT & CUCUMBER REFRESHER

Fresh mint, cucumber, lime juice, lightly sweetened

SPARKLING ORANGE & MINT

Orange press, mint infusion, sparkling water, ice

FRESH-PRESSED ORANGE JUICE

Oranges, freshly squeezed, no added syrup

CARROT, ORANGE & GINGER JUICE

Carrot juice, orange, fresh ginger, served chilled

TAMARIND COOLER (ZERO PROOF)

Tamarind concentrate, lime, sparkling water, pinch of salt

TAHINI VANILLA SHAKE (CHILLED)

Tahini, vanilla, milk choice, date syrup touch

MOCKTAIL: POMEGRANATE MINT SPRITZ

Pomegranate molasses, mint, lemon, sparkling water, orange peel

MOCKTAIL: SUMAC & GRAPE COOLER

Sumac-lemon syrup, grape juice, sparkling water, mint leaf

WEEKLY SPECIAL: ZA'ATAR SMASH SODA

Created by Our Team to Highlight Amazing Seasonal Ingredients, muddled mint, za'atar syrup mist, sparkling water, lemon

WEEKLY SPECIAL: AKKAWI CHEESE & PINE NUT MILK DRINK

Created by Our Team to Highlight Amazing Seasonal Ingredients, akkawi-style cheese blend, pine nuts, honeyed milk, chilled

- Because alcohol is not allowed, we build an aperitivo-like experience through carbonation, citrus, and pomegranate/mint signatures.
- All non-alcoholic spritzes are designed to be quick: pre-batched syrups (sumac, pomegranate molasses, mint) plus made-to-order top-offs (sparkling water, citrus).
- Delivery/takeaway friendly: provide lids and thick cups for chilled drinks; keep foam-free options for shaking/handling stability.

Equipment Requirements

Below is a full, pizza-centric equipment list designed for a Beirut pizzeria with slice throughput, a lean staff model, and an efficient front-of-house beverage flow (no alcohol bar build-out needed). The intent is to protect consistency during peak lunch and dinner ramps (and during delivery), while keeping cleaning and maintenance simple in a full-line kitchen.

- Deck Oven or Rotating Pizza Oven (gas) with stone deck
- Infrared conveyor/infrared broiler (optional, for finishing)
- Pizza stone replacements (multiple)
- Dough proofing cabinet/fermentation box
- Dough mixer (spiral mixer) 20–40L
- Second dough mixer (backup) or smaller batch mixer
- Dough divider/rounder (for consistent portions)
- Proofing trays (rack-compatible)
- Pizza peel (wood/composite) multiple sizes
- Pizza screen boards / holding screens
- Pizza cutter (heavy-duty)
- Bench scraper (multiple)
- Rolling cart for dough and trays (food-safe)
- Kitchen worktables stainless steel (multiple)
- Stainless prep counters with splashbacks
- Salad/veg prep table (refrigerated) or two-door cooler prep unit
- Walk-in cooler (if space allows) or under-counter reach-in fridges (multiple)
- Blast chiller (for rapid cooling of sauces/fresh toppings)
- Reach-in refrigerator (for daily line ingredients)
- Freezer chest/drawer for frozen dough ingredients
- Ingredient storage bins (stainless) with labeling system
- Dry storage racks for flour and bulk items
- Flour sifter (optional) for pizza flour quality
- Grain/semolina storage container (sealed)
- Vacuum sealer (portioning for cheese/sauces)
- Commercial food processor (sauces, pesto-style builds)
- Immersion blender (sauces and marinades)
- Counter-top blender (smooth shakes and juices)
- Juicer press for fresh citrus (commercial)
- Juice pasteurization (if required) OR dedicated juicing station with rapid chill

- Potato/vegetable dicer (optional for fast veg prep)
- Slicing machine (optional) for consistent toppings
- Convection oven (for sides—if menu includes wings/garlic bread)
- Holding cabinet / hot display cabinet for finished items
- Alto Shaam Holding Cabinet (or equivalent) for hot hold (bakery warmers)
- Pass-through hot holding rail (if layout supports)
- Thermal reheat/holding trays (GN pans compatible)
- GN pan set (1/2, 1/3, full) with lids
- Stainless sheet pans (various sizes)
- Wire racks for cooling
- Sauce dispensers (squeeze bottles) plus stainless ladles
- Pizza topping bins with pour spouts
- Digital scale (0.1g precision for garnish/sauce consistency)
- Digital kitchen thermometer (instant-read)
- Food-safe timers and boil-proof indicators
- Barrel or tote for water filtration (if needed for dough/coffee)
- Commercial dishwashers (under-counter +/- conveyor)
- Rinse aid and chemical dosing system
- Undercounter glass washer (optional for beverage service)
- Hand sink with elbows/foot pedal (code compliant)
- Three-compartment sink (wash/rinse/sanitize) for utensils
- Utensil racks and utensil caddies
- Cutting boards color-coded (food safety system)
- Knives set (chef, bread, paring) plus knife sharpener
- Ladle set and tongs multiple sizes
- Food-grade gloves and thermometer covers (sanitation station)
- Waste/compost separation bins (covered)
- Sanitation buckets and microfiber cloth system
- Water filtration system for coffee and juice (if plumbed)
- Commercial espresso machine (2-group or 1-group depending on volume)
- Espresso grinder (twin burr grinder, sized for daily throughput)
- Bean hoppers and flavor dosing containers
- Milk refrigerators (small reach-in dedicated for bar)
- Milk steaming pitchers (multiple sizes)
- Barista scale (0.01g)

- Portafilter knock box and tamping station
- Coffee knock drawer (waste management)
- Tea brewer (commercial) or electric kettles (multiple)
- Citrus juicing station (commercial press)
- Sparkling water dispenser (if using syrup + soda model) or CO2 cylinders system
- Counter-top soda gun / carbonation system (for spritz builds)
- Syrup mixing station containers (tall bottles, labeled)
- Blow-mixer whisk and stirring pitchers
- Ice machine (cube/crushed depending on specs)
- Ice bins and scoop stations
- Chillers for bottled beverages (if stocked)
- Sealed storage for juices (covered containers, daily batch)
- Washing station for produce (if not using dedicated sink)
- Produce scrub brush station
- Front-of-house service counter equipment (POS terminal stand) and thermal receipt printer
- POS system (touch terminal) with kitchen display screens (optional)
- Kitchen display screens (KDS) for order flow
- Card/bill receipt printers and payment terminals
- Pass-through window or service shelf (if layout supports)
- Delivery packaging station with heat-sealed bags (if used) and tape dispensers
- Food wrapping supplies and label printers
- Racking for storage (coolers and dry storage) with casters
- Fire suppression system (kitchen hood suppression) and ABC extinguishers
- Commercial hood vent system and fire safety filters
- Grease trap (if required by Beirut permitting)
- CO2/propane safety checks and leak detectors (where applicable)
- Laundry washing machine area for aprons (if in-house) or linen chute station
- Waste oil container and pickup scheduling interface

Daily Programming Strategy

Slice Society runs a NY-style slice rhythm with Beirut timing: fast enough for office and student lunch, expressive enough for evening social energy, and consistent late-night production for delivery. With alcohol not allowed, we lean into high-frequency, non-alcohol beverage moments (juice bar + house soda + fresh lemon/mint) while keeping the pizza program as the hero: fermented dough, tight topping discipline, and a rotating slice board that updates through the day.

Time of day	Atmosphere / music	Lighting & layout	Menu focus	Target guest type
Morning (12:00–13:30)	Chill, upbeat playlist; soft volume; “first slice of the day” energy	Bright, clean lines; open kitchen visibility; slice board clearly lit	Signature Margherita slice, Za’atar & Akkawi slice, Labneh-garlic knots, fresh juice starter combos	Students heading to classes, early office arrivals, walk-by shoppers in Hamra/Achrafieh-style foot traffic
Lunch (13:30–16:00)	More tempo; quick-turn service cues; delivery-focused announcements	Semi-bright; stations optimized for takeaway counters and packing speed	Half-pie bundles, 2-slice build-your-own options, “Office Saver” value box, add-ons (pomegranate molasses drizzle, pine-nut salad)	Office workers, families with quick lunch plans, app/delivery guests
Afternoon (16:00–18:30)	Calm-to-social groove; slower pacing; tasting mindset	Warm accent lighting around the slice wall; seating becomes “hang” friendly	Weekly Special slice rotation, Halloumi & sumac crunch slice, cold beverages emphasis (mint, lemon, tahini sauces as dips)	Groups, friends after work, students meeting up
Evening (18:30–22:30)	Livelier; modern minimal vibe; louder playlist and more communal table energy	Glossier pizza showcase lighting; faster table flow without rushing	Whole pies for sharing, classic + international hybrid pies (e.g., chicken shawarma-spiced pie), shareable starters	Date nights, families, social gatherings
Late Night (22:30–23:30)	Comfort music; “last call for hot slices” tone (no alcohol, so comfort beverages lead)	Dimming + warm glow; production line prioritized for delivery	Late-night slice board, reheat-friendly options (garlic knots, za’atar fries), house soda with mint	Delivery late-night crowd, students, night-shift office staff

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- Slice cadence: rotate 6–8 slices across the day; keep 2 core slices constant to build trust (Za’atar & Akkawi; Classic NY Margherita).

- Weekly Special launch: every week one Lebanese-inspired hybrid and one international hybrid to create repeat visits.
- Delivery discipline: pre-labeled boxes, timed bake windows, and sauce control (pomegranate molasses and garlic-lemon sauces served on the side when needed).
- No-alcohol programming: prioritize juices, house sodas, and mint-lemon/tahini-based cold drinks to capture the evening spend without licensing risk.

The Service & Staffing Model

Based on the founder’s 10 years in hospitality and having built bar/resto operations across 3 locations, Slice Society is designed to feel intentional—never like fast food. The differentiator is a guided flow: guests order at the slice wall (fast) while the kitchen executes like a full-line pizza operation (quality, consistency, fermented dough). With a lean staff model and a full-line kitchen, we assign clear ownership of bake cadence, topping accuracy, packaging, and guest touchpoints—especially for delivery and takeaway waves.

Role	Primary responsibilities	Shift (example)	Lean staffing notes
GM / Floor Captain	Operations cadence, inventory checkpoints, guest issue resolution, delivery coordination	12:00–23:00	One person covers service standards; trains FOH to run “slice wall” with speed and precision
Kitchen Manager	Fermented dough schedule, topping mise en place, bake line quality control	11:00–20:00 (plus handoff to late shift)	Owns QA: crust texture, cheese stretch, and topping weight consistency
Pizza Production Team (BOH)	Dough portioning, topping assembly, bake, slice cutting, pie finishing	12:00–21:00 + 16:00–23:30 overlap	Cross-trained to prevent bottlenecks during peak delivery windows
FOH Slice Host	Guest ordering, slice wall guidance, pickup flow, returns handling	12:00–20:00 + 16:00–23:00 overlap	Keeps lines moving while explaining Weekly Special without over-slowng
FOH Cashier / Runner	Payments, packaging handoff, labeling checks, table clearing	12:30–20:30 + 18:30–23:00	One runner supports both dine-in and takeaway packaging speed
Pack & Dispatch (BOH/Hybrid)	Boxing, condiments control, sticker timing, delivery bag checks	15:00–23:30	Dedicated during peak hours for accuracy and temperature integrity

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- Training program (first 2 weeks): dough handling standards, slice board selling scripts, pomegranate molasses/garlic-lemon sauce portioning, and delivery packaging checks.
- Service philosophy: “fast ordering, slow thinking”—the front is quick, but we never compromise on topping accuracy and crust quality.
- Weekly development: tasting session every Monday morning; staff vote on the next slice rotation and refine the explanation for guests.
- Peak coverage plan: Thursday–Saturday (evening) runs with an overlap for the Pack & Dispatch role to protect delivery ETAs.

Our Guests

Slice Society is built for Beirut's walk-by culture and café-adjacent habits, targeting guests who want something familiar (pizza) but crave local ingredient credibility (za'atar, labneh, sumac, akkawi/halloumi, pine nuts, pomegranate molasses, fresh mint, flat-leaf parsley). The founder's experience across multiple hospitality sites shows in the way we balance dine-in experience with high-efficiency takeaway and delivery—so guests don't feel like “second class” customers when ordering from apps or picking up.

- Persona 1: Office Lunch Regulars (25–45) — Hamra/Achrafieh-style convenience, 30–45 minute lunch needs, consistent value boxes and quick slice decisions.
- Persona 2: Students & Creative Crowd (18–30) — social meetups, Weekly Special tastings, late-night slices and mint-lemon/non-alcohol refreshers; likes bold, minimal branding.
- Persona 3: Families (28–50) — sharing pies, kid-friendly classics alongside Lebanese hybrids, straightforward ordering, reliable pickup/delivery timing.
- Persona 4: Delivery-First Foodies (20–40) — wants NY-style texture at home; guided packaging, sauce-on-the-side options, and temperature-conscious dispatch.

Local fit in Beirut

By embedding Lebanese ingredient signatures (za'atar + akkawi, labneh, sumac, pomegranate molasses) into a NY-style fermented dough system, we win both “taste” and “story” for locals—while still delivering an internationally familiar product for tourists and expatriates passing through Gemmayzeh/Mar Mikhael/Downtown-area foot traffic.

SWOT Analysis

Quadrant	Key points
Strengths	NY-style slice focus with a dedicated slice wall (limited in the market) + fermented dough consistency; Lebanese ingredient credibility (za'atar, labneh, akkawi/halloumi, pomegranate molasses) creates a strong local signature; Hybrid service model supports dine-in, takeaway, and delivery without losing quality; Lean staffing with clear roles protects speed during peak periods; Clean, modern interior supports both walk-in and app-to-customer confidence.
Weaknesses	Venue size vs. seating productivity may feel large unless delivery/takeaway throughput is strong (space efficiency risk); No alcohol limits the evening beverage attachment compared with competitors that can monetize bar culture; Menu complexity can creep if Weekly Special rotations aren't tightly controlled by topping weight and bake windows.
Opportunities	Growing appetite for concept-driven dining in Beirut—people return for rotating flavors and ingredient story; Strong café-adjacent demand for non-alcohol refreshers (juice bar direction) can offset the alcohol gap; Corporate/lunch delivery partnerships can stabilize lunch volumes; Seasonal Lebanese ingredients allow premium perceived value without heavy cost inflation.
Threats	Competitors in Beirut include fast-casual pizza/quick service and strong mezzé/café players that can pull lunch budgets; Economic volatility can reduce discretionary dining frequency; Delivery platforms and traffic congestion can affect ETA reliability; Licensing/operational delays (Ministry of Tourism food establishment permits) can push launch timeline and compress ramp-up windows.

Operations Overview

Slice Society runs lean, full-line pizza production designed for fast slice throughput and consistent whole-pie quality—especially during Beirut peak snack/dinner waves. We standardize every dough, sauce, and topping cut with written recipes, gram weights, and batch yields so profitability holds across dine-in, takeaway, and delivery. We also align kitchen execution with a hybrid service model (counter pick-up + delivery routing) to prevent bottlenecks at cutting, boxing, and dispatch.

- Recipe documentation & costing: Build a Master Recipe File per item (dough formula, sauce formula, topping specs, bake targets, yield/cost per portion). Use a costing workflow in spreadsheets or tools like MarketMan-style inventory + recipe costing, updated weekly from actual supplier invoices.
- Inventory control (tight COGS at 30% target): Implement par levels for dough base items (flour, yeast, salt, olive oil), sauces (crushed tomato, tomato paste), cheese blocks (mozzarella, akkawi/haloumi blends), and high-waste garnish items (pine nuts, fresh mint). Daily cycle count for cheese, proteins, and specialty toppings; weekly full stock for dry goods.
- Receiving procedures: Photo + weight verification on every delivery; reconcile invoices against PO and update unit cost. Use FIFO with labeled bins (date/lot) for herbs, cheeses, and prepared toppings.
- Labor management software: Schedule with 7Shifts (or equivalent) using historical order curves by hour and channel. Labor is arranged by station: Dough/Bake lead, Slice/QA lead, Expo/Packaging lead. Cross-train so the team can absorb rush spikes.
- Training materials: 1) Dough stretch and fermentation SOP (including target dough temp and proof time ranges), 2) Sauce spread method with portion control, 3) Topping blueprint templates (pizza diagram overlays taped to the line), 4) QA checklist (bake doneness, crust color, cheese melt standard, cut accuracy).
- Production cadence for slices: Batch dough and sauce for predictable output; bake in waves that match delivery dispatch windows. Hold baked slices in a controlled reheat/heat-retention zone to keep crispness without drying.
- Delivery + packaging standards: Use pizza boxes engineered for NY-style slice retention; include condensation control (venting + absorbent liner where needed). Label each box with time stamp and order type (dine-in vs delivery) to enforce spec compliance.
- Continuous improvement: Weekly review of wastage by category (cheese, herbs, pine nuts, specialty proteins) and adjust prep quantities. Track remake rate and temperature compliance for delivered items.

POS & Profitability System

The POS strategy for Slice Society is designed to protect margin from day one: every item is mapped to a recipe costing model, tied to inventory consumption, and reported by channel (dine-in, takeaway, delivery). We use the numbers from the financial anchor as operational targets—days per month (26), monthly revenue (\$32,588), COGS (\$9,776), gross margin (\$22,811), known fixed costs (\$8,000), and breakeven of 35.07 orders/day—to set daily performance thresholds and fast corrective actions.

- POS mapping: Set up every SKU (slices, whole pies, extras, sides) with linked recipes and ingredient lists, including yields per dough ball and cheese portion weights.
- Recipe costing loop: Weekly reconcile POS sales → recipe consumption → inventory usage. Any supplier price change triggers an immediate recipe cost update; target COGS stays at 30%.
- Channel-level reporting: Dashboard breaks down margin by dine-in, takeaway, and delivery to reflect packaging and remake risk. Since alcohol is not allowed, we focus drink profit on juice/soft categories only (no bar upsell).
- Labor scheduling KPIs: Tie 7Shifts staffing to sales pace (orders/hour). If labor hours exceed the sales pace target, adjust schedule for the next shift rather than absorbing the miss.
- Profitability optimization levers: 1) Adjust slice mix (higher-margin seasonal toppings with predictable yield), 2) reduce waste from herbs/pine nuts via tighter prep windows, 3) improve attach rate of sides (e.g., za'atar fries) through counter prompts and packaging inserts.
- Daily performance gates: Use an order-per-day threshold and margin alerts. Breakeven is 35.07 orders/day; shift managers must hit it (or trigger corrective actions: tighter prep, faster bake cadence, promo rebalancing).

Metric	Target/Value	How it's Used Operationally
Days per month	26.0	Convert weekly execution to monthly outcomes and standardize prep cadence.
Monthly revenue	\$32,588.0	Daily pacing model to track whether sales trajectory supports the month plan.
COGS amount	\$9,776.0	Weekly procurement and prep adjustments when real consumption drifts.
Gross margin	\$22,811.0	Confirms pricing discipline; protects against margin bleed from waste/remakes.
Fixed costs (known only)	\$8,000.0	Used with gross margin to understand runway and staffing affordability.
Breakeven orders/day	35.07	Immediate shift control metric—if behind, tighten production and raise sell-through.

Communications Strategy

Pre-opening communications for Slice Society will be built around the concept promise: fermented dough, intention-driven toppings, and Beirut-fluent flavor cues (za'atar, labneh, sumac, tahini, pomegranate molasses) served in slice-first formats. I interviewed the founder about building trust through hospitality operations and multi-location bar/resto experience; we translate that into a launch narrative that's short, bold, and content-ready—while staying transparent about what makes the pizza authentic (process + ingredients, not hype).

- Brand identity documentation (1–2 weeks): finalize logo/typography, slice box/label design language, NY-style but Lebanon-rooted tone of voice (bold, minimal), and photography style guide for consistent feeds.
- Website & booking/pickup readiness (3–4 weeks): single-page site with menu teaser, opening date countdown, delivery partner links, and clear hours (12:00–23:30).
- Social setup (T-6 to T-3 weeks): Instagram + TikTok profile optimization, highlight covers for Menu/Slices/Weekly Specials/Location/Hours. Bio includes 'slice service + fermented dough' and no-alcohol positioning.
- Content calendar (T-8 to opening): 3 content pillars—1) Dough fermentation lab (time-lapse + temperature targets), 2) Local ingredient spotlights (labneh, akkawi cheese, sumac), 3) Slice assembly ASMR (topping blueprint + bake reveal).
- Photography/videography plan (T-5 to T-3 weeks): shoot menu hero visuals (10–15 hero SKUs) and 6–8 short-form videos focused on speed: stretch → sauce → toppings → bake → cut → box.
- Founder-led story (T-4 weeks): short founder intro posts referencing hospitality experience and why slice service matters in Beirut's fast lunch/dinner rhythm.
- Community micro-campaign (T-3 to opening): engage nearby offices/students with 'Slice Forecast' posts (what's dropping this week) and invite sign-ups for soft opening tickets.
- Press kit: one-page concept sheet, chef/founder bio, ingredient story (za'atar/sumac/pomegranate molasses), and operational differentiators (fermented dough + slice-first throughput).

Launch & Opening Strategy

Timeframe (before opening)	Activity	Goal	Owner
8–10 weeks	Finalize menu engineering: slice lineup, weekly special rotation, pricing, and photography list	Lock production flow + content assets	GM + Kitchen Lead
7–8 weeks	Brand system rollout: packaging labels, menu boards, and interior signage templates	Consistency across channels (counter + delivery)	Brand lead + Ops
6–7 weeks	Pre-opening content sprint: dough lab videos + ingredient spotlights (za'atar, labneh, akkawi)	Build demand and local relevance	Marketing + Founder
5–6 weeks	Soft-opening guest list build: neighborhood offices, student groups, Gemmayzeh/Mar Mikhael food circles	Create a reliable first audience	Marketing
4–5 weeks	Supplier lock + prep SOP dry runs; freeze/prepare tasting batches	Stabilize yields and reduce waste risk	Kitchen + Purchasing
2–3 weeks	Influencer tastings (2–3 creators) + community preview night	Generate credible buzz with slice-first proof	Marketing + PR
1 week	Staff final training: POS flow, inventory procedures, remake/QA standards	Operational readiness	GM + Shift Leads
Opening week	Soft opening + feedback loop (daily mini debrief after shifts)	Tighten speed, portion control, and bake consistency	GM

- Soft opening structure (week 1): 2 invite nights (Wed/Thu) + 3 public days with 'Weekly Special' featured to test demand. Keep it slice-led: 3 core slices + 1 seasonal special each day.
- Friends & family format: offer a fixed tasting set (1 slice each category + 1 side) to control complexity while gathering feedback on crust, sauce balance, and topping quality.
- Community engagement: collaborate with nearby gyms/co-working spaces for lunch-time voucher packs; Beirut office workers respond to speed + predictability, and slice format supports that.
- Influencer nights: select creators with food credibility (not mass reach) and require content that shows the process—fermentation, topping blueprint, bake reveal, and boxed delivery handling.
- Feedback + iteration protocol: collect scores on taste consistency, portion accuracy, temperature on delivery, and packaging integrity. Adjust prep quantities and slice mix within 48 hours.
- Operational hero focus: communicate that alcohol is not offered (not a limitation—clarity). Drive juice-bar adjacency for family and students while keeping the pizza the star.

Digital Marketing Strategy

Slice Society will win in Beirut by owning high-intent search and map discovery for “pizza by slice” and “NY style pizza slices” while staying visible on delivery platforms. The plan prioritizes Lebanese-local SEO signals, fast review generation, and always-on promotion tied to slices, weekly specials, and delivery hours (12:00–23:30).

- Professional photography pipeline: shoot slices, whole pies, and shareable “stretch + bake” moments weekly; rotate hero images monthly on Google Business Profile and delivery listings.
- Google My Business (GMB)/Google Business Profile: daily freshness updates (menu boards for slices/weekly specials), exact address pin optimization, and weekly Q&A prompts to reduce friction for first-time customers.
- Local SEO: land dedicated pages for Gemmayzeh/Mar Mikhael/ Hamra delivery coverage (even if the store sits in a street location) and embed “slices available daily” messaging; keep NAP consistent across directories.
- Review platform optimization: post-purchase WhatsApp/SMS links after ordering (dine-in QR + delivery order confirmation) and prompt for photo reviews; respond within 24 hours in English/Arabic.
- Delivery presence: ensure thumbnails match the in-store slice roster; keep item names consistent with what locals search (e.g., “slice”, “pizza by slice”, “za’atar pizza”).
- Email + SMS marketing: 2 sends/week—(1) weekly special highlight and (2) slice bundles for lunch/dinner; include “order again” deep links for returning customers.

Social Media Strategy

Platform	Goal	Content cadence	Key formats	Beirut-local angle
Instagram	Brand + slice hero content	4–5 posts/week + Stories daily	Reels (15–30s), carousel menus, Stories (polls)	Featured Lebanese ingredients: za'atar, sumac, pomegranate molasses
TikTok	Reach + conversion via short demos	3–4 videos/week	BTS dough stretch, topping drops, bake timers	“Slice drop” countdowns around 12:00 lunch rush
Facebook	Community + older demographics	2 posts/week	Album updates + event-style promos	Target Hamra/Achrafieh family diners with weekend bundle messaging

- Behind-the-scenes series: “Ferment in Focus” (dough rhythm, proofing, and char development) to reinforce the differentiated fermented dough promise.
- Influencer partnerships: micro-influencers (local food creators, 5k–30k followers) for “slice tastings” 1x/month; offer a limited weekly special only available for their content window.
- Branded hashtags: #SliceSocietyLB #PizzaByTheSlice #BeirutSlices; require tagging on giveaway redemption for traceable UGC.
- User-generated content: run a weekly “Best Slice Photo” story repost; encourage customers to post with a simple sticker QR at the counter.
- Conversion mechanics: pinned “Order Now” links in bio; highlight delivery-friendly bundles and family-friendly whole pies in Stories every Friday–Sunday.

Ownership Profile

As the investor introduction: I worked with the founders of Slice Society to translate their hospitality experience into a focused, execution-ready pizzeria concept. The founder brings 10 years in hospitality and previously built a bar/resto with 3 locations—experience that directly informs operational discipline, lean staffing, and guest flow during peaks. For Slice Society, that background is what makes a slice-first model viable in Beirut’s competitive dining environment: the team understands how to reduce decision fatigue at the counter while maintaining a rotating lineup of high-quality toppings.

- Hospitality leadership: 10 years of operational experience across service rhythms and multi-location execution.
- Proof of concept-building: founded a bar/resto with 3 locations, demonstrating ability to scale formats and standardize quality.
- Lean operations focus: aligns with the planned lean staff model and full-line kitchen workflow.
- Guest experience mindset: slice service designed for families, office workers, and students—fast choice, consistent bake quality, and repeatable bundles.

Key Skills & Investor-Relevant Expertise

Multi-location hospitality know-how • Lean staffing discipline • High-velocity food service design • Guest journey optimization (counter-to-slice flow) • Quality control for fermented dough and topping consistency

Thank You.

Business Plan — Slice Society

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Assumptions Table (Lebanon-Calibrated)

Some operating inputs are provided with user_unknown confidence; where detailed cost lines are not supplied (utilities, marketing spend, packaging unit costs, staffing headcount), ranges are recommended to guide planning and will be finalized during pre-opening costing and hiring.

Assumption	Value	Explanation
Expected daily orders	100	User provided (confidence: user_unknown). Used as an anchor for feasibility framing.
Average ticket (USD)	12.5	User provided (confidence: user_unknown). Used as an anchor for feasibility framing.
Monthly rent (USD)	5500	User provided (confidence: user_unknown). Used as an anchor for operating cost planning.
Capex budget (USD)	350000	User provided (confidence: user_unknown). Used as an anchor for equipment/site readiness planning.
Labor/salaries model	Lean	User provided (confidence: user_unknown). Exact staffing costs are not provided; staffing levels will be determined during hiring plan and wage band confirmation.
Target COGS %	30	User provided (confidence: user_unknown). Applied as the target COGS ratio; detailed COGS breakdown by ingredient category will be confirmed in costing.
Utilities	Recommended range: \$900–\$1,600/month (USD)	Assumption (inputs not provided). Beirut utilities vary by HVAC usage and cooking load; range reflects a full-line pizzeria with ongoing bake cycle and ventilation needs.
Marketing	Recommended range: \$450–\$900/month (USD)	Assumption (inputs not provided). Covers local influencer activations, photo/video refreshes, small paid boosts for weekly specials, and review/reputation incentives.
Packaging	Recommended range: \$0.70–\$1.30 per takeaway/delivery order (USD)	Assumption (inputs not provided). Will be priced based on pizza box quality, paper/foil wraps, sauce cups, and local supplier lead times.
Equipment range	350000	User provided (confidence: user_unknown). Capex is assumed to cover full-line kitchen equipment, initial build-out, and basic shop systems (notably for slice throughput).

Assumption	Value	Explanation
Typical operating ratios (channel mix & COGS)	Dine-in 40% / Takeaway 40% / Delivery 20% and target COGS 30%	User provided channel mix ratios (confidence: user_unknown) and target COGS (confidence: user_unknown). Inventory and waste targets will be set per channel to protect COGS.