Zad Egypt

Company Profile

2015

ZAD EGYPT

F&B Concept Development & Consultancy

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Introduction

Zad Egypt is a Food & Beverage Concept Development and Consultancy company. With more than 18 years of experience in the field of Food and Beverage. The company is privately owned and part of a family investment organization. "Hassaballah Family" which is one of renowned investment groups in Egypt, especially in the F&B industry. The family is the founder of one of the largest food and dairy corporations in the Middle East; "Juhayna", which is the leading food brand for milk, yogurt, fruit juices and concentrates in the Egyptian market. The family was a pioneer in transforming the Egyptian culture from using the traditional unhealthy way to the hygienic way of using packaged milk.

Mr. Talal Hassaballah, the owner and founder of Zad Egypt is an Entrepreneur whose expertise is prevailed in F&B concept development and consultancy. He has created several brands and acted as a Consultant to many successful concepts. His creativity, attention to details and commitment were the core pillars of his success.

Zad Egypt owns and operates **Cuba Cabana Restaurant** and **Tanoureen Lebanese Restaurant and Grill** in Cairo, Egypt which are the living proof of the professional and creative concepts Zad Egypt is able to create.

Boasting a vast array of resources, Zad Egypt works in restaurant management and operation and provides a complete consultancy service for Food and Beverage companies and culinary entrepreneurs all over the Middle East.

From concept and cuisine formulation to daily operation systems all the way through tailored Standard Operating Procedures manuals for all required services, Zad Egypt has taken Food &Beverage and Hospitality Management to a whole new level.

Vision

Zad Egypt aims to continue being the leading company in F&B Consultancy and Hospitality Management in Egypt and the Middle East.

Mission

Zad Egypt strives to offer a full integrated consultancy service for F&B sector. Zad Egypt creates new F&B concepts and helps its clients to improve the existing concepts through a team of highly trained professionals in each and every aspects needed to fulfill the client's needs.

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Target Audience

- If you are looking for investment in F&B sector either by creating a concept from scratch or leasing a franchise.
- From a small booth to a food court, we help you attain your goals.
- Any entrainment concept you dream of, we make it come true.
- Problems in existing operations in F&B and hospitality

Values

Integrity: Zad Egypt strives to perform all its consultancy services with integrity expected by its clients.

Commitment: Zad Egypt is committed to achieve its clients' best interest and puts all the needed resources to achieve this commitment.

Creativity: Zad Egypt believes in creativity. Creativity of new concepts, new identities, new brands and new ideas.

People: Zad Egypt is keen on hiring talents and proudly invests in their growth both personally and professionally.

Our Professional Services

Consultancy

Franchising

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Consultancy

F&B concept development and consultancy industry is not just about serving food and drinks. It is about a concept that aims to satisfy each and every client's needs to perfection.

Zad Egypt takes ideas and turns them into concepts, when a concept is clear. It details comprehensive business plans, manuals as well as operational standards for a flawless work flow.

Zad Egypt provides a fully integrated consultancy service where we can supply a turnkey projects and also provides a tailored solution for its clients upon identifying their needs.

Our professional team is dedicated to accomplishing your dream in a realistic manner. Our team is composed of:

A Financial department led by a dedicated Financial Director. His financial background and management skills make him a great asset to Zad Egypt. His input in financial planning and management, including budgeting, forecasting and all different financial aspects, is significant. Creation of credible feasibility studies is one of his strengths.

A Real Estate Department led by a Consultant who knows the local markets inside out. Making finding the right location for your brand which is a key success factor easier and faster.

A Marketing department led by its Director who applies her creativity and market knowledge, in market penetration and profit generation, to your best interest.

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Franchising

Franchising is a successful business model that has attracted several business entities in the Middle East for a long time. Strategic thinkers can see the profitability in F&B industry and can use a professional consultant in penetrating this sector.

Since Zad Egypt is an F&B concept development and consultancy company, one of its main consultancy services is helping its clients finding the right franchise model and taking off the hassle of enormous procedures to finalize the entire project with a franchisor.

Zad Egypt also helps concept owners to transform their concepts into a franchise and promote successfully to reach a regional and global exposure.

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Our Clients

Zad Egypt has successfully been a partner and vendor for the following:

vodafone

FREESTYLE DESIGN STUDIO INTERIORS

As-Salam International Hospital Cairo (Maadi)

MARSA ALAM INTERNATIONAL AIRPORT

REGENCY HOTEL KHARTOUM

FranExcel™

Platinum Partners
Strategic Business Development

BeBrand
Advertising Agency

BALCONA
Cafe & Restaurant

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EMAAR Misr

معمار المرشدي

SUGAR SPELL

Let The Good Times Roll

ريحانة ريزيدنس

Rayhanah Residence

EXCELLENCE GENERATION

Fukoehi

JUHAYNA

jessytrade

HOTEL EQUIPMENT

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Next Steps

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Thank you