



Consulting and Restaurant
Management

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107 Broadway, Hicksville, NY 11801
516.477.3465/516.582.4249

**FROM RESTAURANT OWNERS
FOR RESTAURANT OWNERS**

PROPOSED BY

**AA1 CONSULTING AND
RESTAURANT
MANAGEMENT**



WHO WE ARE & WHAT WE DO. ABOUT US

You can think of us as an industry research company, think tank, innovation lab, management consultancy, or strategy firm; but you can count on us to deliver on our promises of meaningful value, actionable insights, and tangible results.

We don't just wade into building a brand or launching a concept. That's an open invitation to get bitten by something you didn't anticipate. Planning is important—thinking ahead and agreeing on how certain challenges and scenarios will be handled.

Addressing just a few things at a time in this industry is like forgetting to get dressed in the morning: you're not ready for the day ahead. It's poor planning and when you realize what you've done, you lose time and money making the drive back home to finish what you started

Our experience in all areas of foodservice operations and our global and cross-cultural knowledge and experience provides us with a comprehensive insight. Our clients have included many of the largest restaurant companies in the world, as well as caterers, leading contract foodservice companies, hotels, malls and commissaries encompassing nearly all food and beverage formats.

We're solely focused on the foodservice and hospitality industry. With an unparalleled understanding of the dynamics driving it, and the ability to connect the dots in a way that is both holistic and actionable, we've answered the call of entrepreneurs, executives, and investors, and earned invaluable experience and specialized expertise by being practitioners, not just theorists.

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**WE SERVE AT THE
INTERSECTION OF
PURPOSE, PASSION,
PROFIT, AND
POTENTIAL.**



WHO WE ARE & WHAT WE DO.

Quite simply, we help build restaurants —all over the world—working with brands in more than 100 countries on six continents. We help owners and operators tackle obstacles, develop strategy and streamline finances, all while considering labor and cultural issues, menu execution, design, management and a host of other things. Our clients post an exhilarating \$500 million annually in revenue, which equates to a lot of full bellies all over the world. And that makes everybody happy.

\$500 MILLION ANNUALLY

25+ COUNTRIES

10+ SPECIALISTS

20+ CUISINES

4th GENERATION
RESTAURATEUR

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WHO WE SERVE



CHAIN OPERATORS

Working with chained restaurants and hotel food and beverage operators across all segments, categories, cuisines, alternative formats, and phases of the business lifecycle (startups, emerging, established, mature, and declining brands).



TECHNOLOGY

Helping foodservice technology providers communicate and connect with operators, helping translate the benefits of their products and services.



INVESTORS

Supporting all phases of the investment lifecycle, from sector analyses and deal sourcing to commercial and operational due diligence to post-merger integration plans, value creation strategies, and exit strategies to maximize returns.



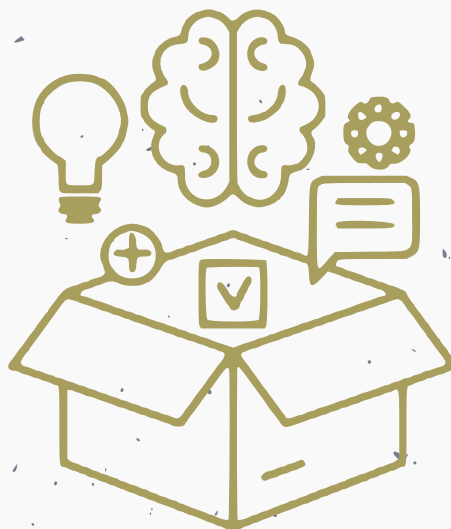
SUPPLIERS

Providing insight into what's on the mind of operators and what's influencing decision-making among both consumers and key accounts.

WHAT WE OFFER

- Concept Development
- Business Plan Development
- Menu Development
- Recipe Development
- Cost Analysis
- Inventory Management
- Theft and Internal controls
- Restaurant and Kitchen Design Training (chef, cooks, managers and waitstaff)
- Logo Design
- Website Design
- SEO
- Marketing
- Public Relations
- Operations Assessment
- Profit and Loss analysis
- Mystery Shopping
- Turnarounds
- Franchising
- Financing
- Business Funding

RESTAURANT CONCEPT DESIGN



Color. Texture, Furnishings. Lighting Interior design is all of these, and within the restaurant industry it's so much more. **AA1's** designers and architects strive to capture the personality and original concept of the restaurant.

It takes a lot of collaboration to develop a design package worthy of of your. The concept development team members are experts in the art of visualization, originality, spatial relationship, fluency of ideas, creative thinking and problem solving. They ensure all interior considerations integrate seamlessly with every other aspect of the process – strategy, design, training, research, culinary development and public relations.

AA1 Consulting and Restaurant Management concept development department develops key components that align with the overall vision of a restaurant. Those include a conceptual development package that defines the space and the brand, along with a design development package which show you how the space will be built They also provide uniform design, props, accessories, artwork, graphics and interior signage design.

AA1 Consulting and Restaurant Management' concept development services allow them to build a restaurant's brand into its design whether it's creating a concept from scratch, remodeling an existing space or rolling out an existing concept in multiple locations.



MENU ENGINEERING & DESIGN



So much of what happens in a restaurant is creative. All cooks like to think of themselves as artistes. It is, after all, called the culinary arts. But when it comes to the menu, that's where science kicks in. In fact, too much creativity on a menu can have negative consequences.

That isn't to say the menu shouldn't be creatively produced. Indeed, the right colors, typeface, even photos in some photos are key elements. But knowing which colors, what typeface and font size, and whether or not pictures should be incorporated are important considerations. They're components in the science of menu engineering and learning how to put the knowledge to work with your own menu can increase your profits significantly—without raising menu prices.

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PUBLIC RELATIONS - STRATEGY & IDEAS



Restaurant Public Relations personalizes your brand and your story.

Through a variety of vehicles, an effective restaurant public relations campaign lets your intended audience become familiar with what your business is all about. Other forms of advertising, like billboard advertising, limit you to post a single message that customers may only see for a split second.

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BRAND TRANSLATION



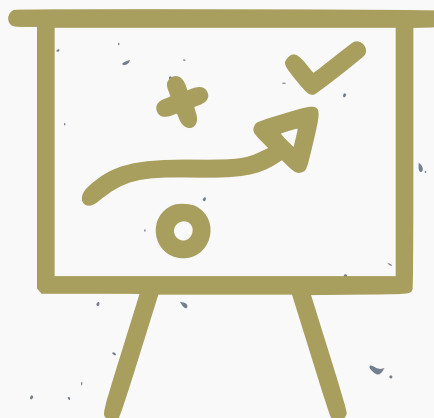
Adapting an existing restaurant concept to grow in new foreign markets (i.e. US chains going abroad, and companies from abroad planting their brand flag in a new country).



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STRATEGY

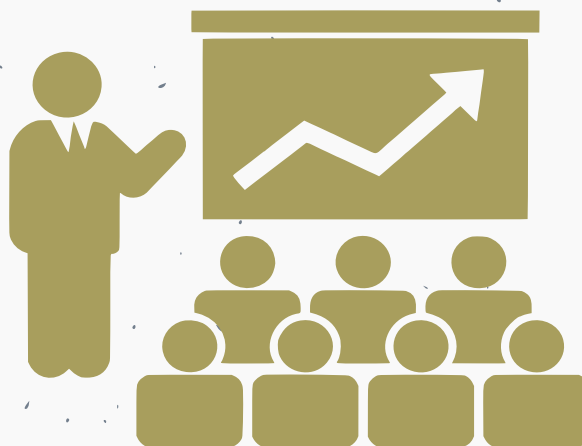


Everything starts with the desire to be more than you are today, a highly coveted brand, a fiercely dominant player, a more profitable entity, a better and more stimulating place to work. What will be your legacy and how will you create it? Massive change doesn't have to be painful. When executed correctly change can be accomplished through easy-to-understand actions that gradually send sales and profits rocketing.

Every business deserves and demands a thoughtfully constructed plan for growing sales and profits – a strategic road map that efficiently helps you reach the fullest potential of your company. **AA1 Consulting & Restaurant Management** helps you build it by developing strategy in the areas of branding, positioning, culture, public relations, training, design, local store marketing, new store openings, concept development and an overarching growth strategy.

Even better, we present it in a way that's easy to understand and execute. No detours, no roads closed.

TRAINING



Marketing, operations and human resource issues are inextricably connected. The best strategy conceivable is useless without the ability of the organization to execute it. Buy-in and understanding are vitally important. Moreover, the culture of an organization – the practices, beliefs and values – are often the difference between the have's and the have-not's in business.

AA1 Consulting and Restaurant Management offers a variety of training programs to help its clients improve culture, buy-in and system-wide understanding of core values and company objectives. **AA1 Consulting and Restaurant Management** involves and enrolls the entire organization in the pursuit of your vision through tools such as strategic planning session, seminars, executive retreats and conference planning. The training team also offers cutting-edge service training systems development delivered through video, Internet, CD-Rom and classroom.

AA1 Consulting and Restaurant Management training team has experience in developing and implementing training systems. The training programs are custom-built around your unique operation and designed to one the bar for service and performance.

PROJECT UNDERSTANDING



We understand that you want to know how to expand efficiently and effectively in your market. Will your budget work with your vision? How will you maintain current operations while expanding? What challenges might you encounter? What about staff and management, budgeting, hiring and construction? There is so much to consider proper planning is essential.

Our knowledge is unparalleled when compared to other food service consultancies of global repute. Our team will provide direction and guidance as it relates to the overall be of venues, as well as conduct the necessary feasibility studies to evaluate the best service providers.

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**COST
OPTIMIZATION**

Every business has areas of opportunity in which it can continuously improve on cost. By performing a gap analysis and applying industrial engineering practices across functional areas, we can investigate further – identifying areas of opportunity through the application of analytical approaches, to quantify where value is trapped or hidden in a business. We look at major cost drivers (historically, current-state, and future-state) to determine how those can be made more efficient. While the aim is to improve profitability, to ensure a business is as productive as possible, it's also about ensuring the best blend of what the concept, brand, and consumer needs.

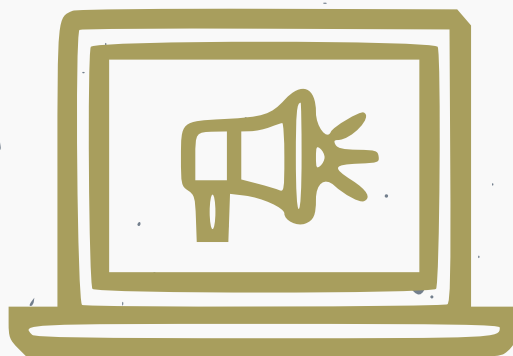
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**OPTIMIZATION**

does not mean

**REDUCTION**

MARKETING



We believe great marketing just kills a bad operation faster, and specialize in developing holistic and integrated approaches for driving awareness, engagement, and revenue growth. Equally comfortable and competent in both B2B and B2C marketing and promotional strategy, we build strategy from the bottom up and inside out; from store-level merchandising to modernized neighborhood marketing, to national and multi-national product and brand launches.



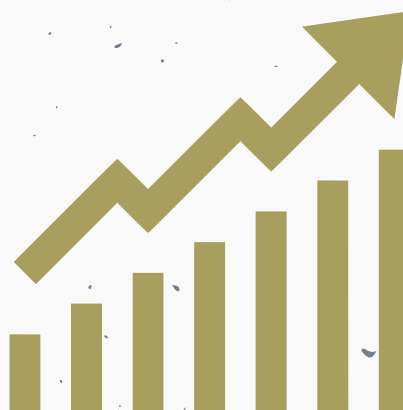
DUE DILLIGENCE



Evaluating a foodservice acquisition target? We specialize in middle-market commercial and operational due diligence drawing on deep sector experience; harnessing insights from the global perspective right down to the granularity of transaction-level data analysis to precisely measure a target and model value creation opportunities.



SALES BUILDING STRATEGIES



Are you experiencing flat or declining sales and need to jump-start revenue at a system- and unit-level? We're a top-line oriented organization that is fanatical about driving revenue in a way that works both in the short-term (with quick-hits programs) and over the long-term (growing revenue and enterprise value without sacrifices to margins). We build brand-centric strategies and support sales-building initiatives from diagnostics through development and deployment.

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FUNDING



We are partnered with many local lenders to get your restaurant funded. Restaurateurs often seek small business loans from banks and other commercial lenders. To qualify, you'll need to show that you're a good risk. This means having adequate experience in the industry and a good credit score. Be prepared to explain what collateral you're willing to put up to get the loan. This may include a home, a car, or restaurant equipment. You'll have to convince your lender that you're prepared to make a success of your business. Lenders want to know exactly how you plan to spend the money they loan to you. We will help you with every step in the process.



VEHICLE FLEET FINANCING



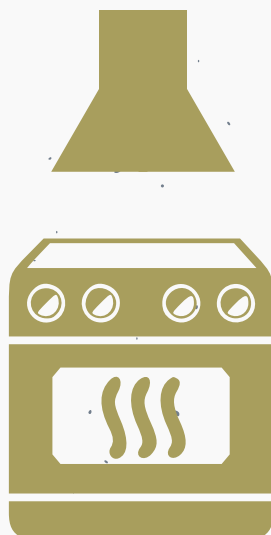
Maximize your cash flow and minimize your costs using **AA1's fleet vehicle financing**. When it's time to purchase or lease company vehicles, you want flexible, economical financing that makes sense for your business. At AA1 we bring our financial expertise and strength to help make your fleet leasing and financing decisions easy, straightforward and cost effective.

Our range of customized fleet leasing services and vehicle financing options are structured to maximize your cash flow, with attractive rates and flexibility to accommodate the use and life of your vehicles.

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EQUIPMENT FINANCING



Equipment financing lets you finance up to 100% of the cost of new or used equipment for your business, such as ovens for the restaurant, machinery, etc . In most cases, your decision will depend on your business needs, your budget and the state of your personal and business finances. **We will help you get you financing for your kitchen equipment.**

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HOW WE WORK

There are four primary ways we structure work and teams. The drivers are based on the number and seniority levels of team members, time, travel, granularity of analysis (from anecdotal to quantitative), size of the system and geographies included in the purview, economies gained by sequencing with other work streams, and other technical requirements necessary to deliver on intended outcomes.

PROJECTS

Short-term sprints that can be completed in 15-45 days. Strategy sessions, feasibility studies, second opinions, market landscape reports, assessments and advisory not requiring fieldwork, site visits, or more than three (3) Associates to be involved with deliverables presented electronically and telephonically or at our offices in New York.

ENGAGEMENTS

Typically 6-12 weeks with a dedicated Engagement Manager and multi-disciplined team of 5-6 Associates with requirements for travel, fieldwork and site visits, in-person presentations, and comprehensive work product such as long-range corporate plans, commercial and operational due diligence, and enterprise-level diagnostics and performance optimization program development.

HOW WE WORK

CONTINUED

RETAINERS

After the completion of a first phase project or engagement, we typically structure subsequent work for on-going advisory services and implementation support on a retainer basis in 6- 24-month commitments. Dedicated resources and support functions are applied (ranging from the assignment of a support coordinator to an outsourced C-suite executive or in-market practice area leaders stationed at the client location).

PARTNERSHIPS

In select cases, we engage on a gain-share basis with blended compensation models that put some fees at risk in exchange for stock, equity, revenue, or profit share. These partnerships fully leverage our global know-how and know-who and are often best suited when we serve as an operating partner (including working with private equity firms acquiring and growing restaurant chains or partnering with foodservice technology companies to support expansion). These arrangements can be complicated and time-consuming to co-create based on defined targets and timelines, so we only move forward with such an arrangement after first completing an initial project or engagement.



CONTACT US

Thank you for your interest to contact **AA1 Consulting and Restaurant Management**. Our firm advises both restaurant chain leaders around the world, as well as prestigious private equity firms, on growth strategy, marketing, branding, commercial due diligence, and more. Interested in connecting? We'd love to hear from you.

GURTEJ DHALL

Founder/CEO



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