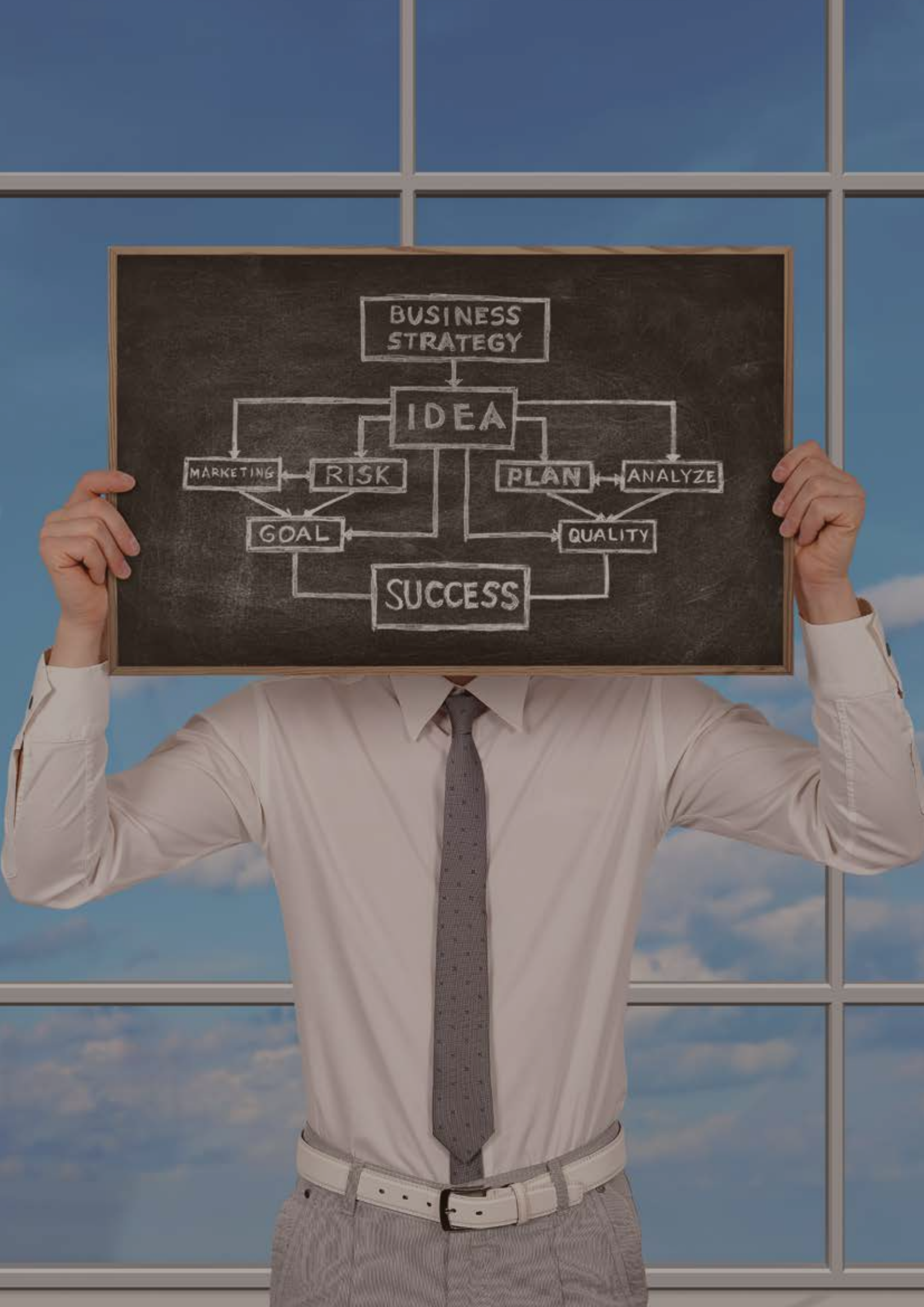


An overhead photograph of a business meeting around a wooden table. Four people's hands are stacked in the center. Papers, glasses of water, and pens are scattered on the table. One paper is titled 'INFORMATION'.

GK
CONSULTING

F&B BUSINESS
CONSULTANTS



BUSINESS
STRATEGY

IDEA

MARKETING

RISK

PLAN

ANALYZE

GOAL

QUALITY

SUCCESS

03

Introducing GK Consulting

04

Trust The Experts

06

Complete F&B Solutions

14

Additional Support Services

16

Project Showcase



masaledaar

GROUP OF RESTAURANTS

GK

CONSULTING

masaledaar

CATERING



About GK Consulting

Leading provider of complete solutions to the food & beverage industry, GK Consulting has extensive experience in restaurants, kiosks, food courts, cloud kitchens, catering, and food & beverage services in casinos. The services we offer include menu planning, strategy, operations, food and beverage control, hiring, training, safety protocols, planning kitchen floors and equipment, interior design, project execution, material sourcing, vendor tie-ups, and other advisory services.

Since its establishment in 2013, GK Consulting has set up a number of new outlets as well as revitalized old ones not only in India, but also internationally. With a focus on creating profit-making plans, maximizing return on investment, minimizing capital and operational expenses, creating profitable business concepts, food & beverage execution, operational processes, marketing strategies, and staff training, it has been our pleasure to set up and revitalize businesses in India, Oman, and Sri Lanka. Aside from helping businesses re-establish themselves, we also assist in setting up new ones across all scales.

Trust
The Experts

As a comprehensive provider of food & beverage operations, we understand every aspect of our client's requirements in great detail. To ensure smooth operations and to keep you on top of your game, we support you with specialized experts drawn from every vertical of food & beverage operations who are available to you at all times.

OUR EXPERTISE

Outlet Planning

Detailed planning of both front-end and back end of the outlet, to ensure efficient workflow & maximization of the revenue potential of outlet floor space.

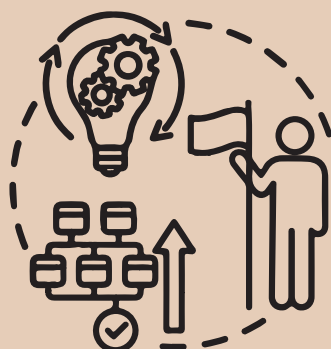


Food Concepts

We bring together a thorough knowledge and expertise in popular Indian, Asian, Global and Indian-influenced fusion cuisine. Our strength in recipes and varied presentation styles are tailored to your unique needs.

Staffing & Training

Our strong network across India with culinary experts give us the advantage of providing staff for all levels and cuisines. Our time-tested training modules help in ensuring standardization and consistency.



Operational Execution

One of our core strength areas – with a track record of helping convert sick units into profitable outlets. This coupled with our hands-on experience in operating multiple outlets simultaneously helps in giving real and practical solutions.



Complete F&B Solutions

Providing turnkey solutions in the food & beverage industry, we assist entrepreneurs in setting up or successfully managing their existing F&B businesses. Whether you need assistance with planning an outlet, designing the kitchen and interiors, complying with regulations, curating the menu, managing vendors, finding materials, hiring and training employees, or launching and operating a successful F&B business, we take care of it all.

OUR SERVICES



1. Site
Validation



2. Facility
Planning



3. Cuisine
Planning



4. Resourcing
& Training



5. Outlet
Launch
Planning



6. Backend
Integration



1. SITE VALIDATION



Location Validation

Following the client's identification of suitable locations, GK Consulting team will personally inspect the shortlisted locations and validate their suitability & feasibility to operate an F&B business as per the concept and business requirements of the client



Statutory Formalities

GK Consulting will provide guidance in securing licenses, permits, and other statutory requirements, however, all statutory formalities will be taken in the clients name.

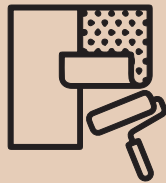


2. FACILITY PLANNING



Interior Design

Full detailed architectural drawings with specification of seating arrangement, colour scheme & interior references.



Interior Execution Support

Co-ordination and scheduled checks with interior contractor & other execution teams appointed by client.



Kitchen Electrical & Ducting Plan

Positioning and placement identification for easy and convenient operations.



Kitchen Floor Plan & Implementation

Ensure the best possible production efficiency and coordination of execution for the entire kitchen floor.



Facility & Food Safety Protocols

Implementation of guidelines & processes for fire, food and other essential safety requirements.



Plumbing & Sewage Requirements

Establishing guidelines and best practices for sanitary & hygiene requirements.



3. CUISINE PLANNING

Menu & Food Planning

Identification of the right dishes and necessary presentation styles to suit the needs of the restaurant format and business plan.

Menu Card Design

Designing of full creative set for À la carte menu card, take away and special menu.

Service Plan

Formalization of service format basis cuisine and the product price points to suit the business needs of the outlet.



4. RESOURCING & TRAINING

Staff Hiring

Hiring appropriate staff as per the menu and service plan.

Staff Training

Off-site and On-site staff training on the entire menu, recipes and service process.

Software & POS

Finalization of appropriate software, coordination with vendor and identification of necessary hardware needs of the restaurant.

SOP

Fully documented Standard Operating Procedure Manual for use as a ready reckoner for the management and staff.

Management Training

On-site training of management on various aspects of restaurant management, resource control and inventory process.

5. OUTLET LAUNCH PLANNING

Pre Launch Stage

PRE
LAUNCH
PREP

LAUNCH
EXECUTION

Post Launch Stage

MONITORING
WORKFLOW

COURSE
CORRECTIONS

ON-SITE
CUSTOMISATION



6. BACKEND INTEGRATION

VENDOR
INTEGRATION



STOCK
PLANNING

RAW MATERIAL
SHORTLIST





MARKETING

STRATEGY

Additional

Support Services

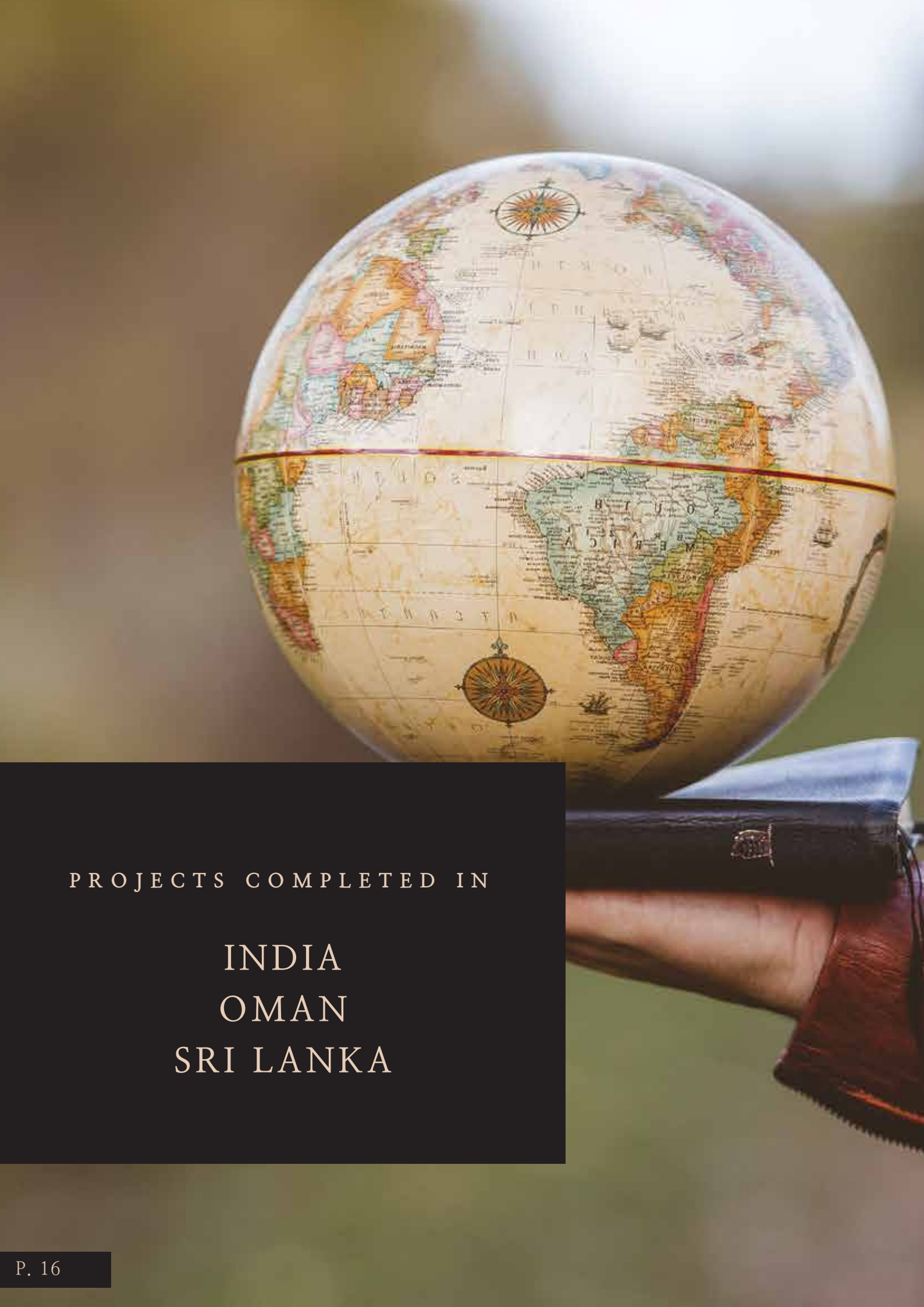
Our in-house marketing expertise combined with a deep understanding of the F&B and consumer industries have enabled us to launch and assist in developing brand identity and marketing collateral for multiple outlets. We also support the entire marketing process to ensure the brand's message reaches its target audience.



BRAND IDENTITY & MARKETING

- ◆ Logo Design
- ◆ Brand Identity Kit
- ◆ Signage Design
- ◆ Uniform Design
- ◆ Marketing Collateral Design
- ◆ Print Production Support
- ◆ Marketing & Media Plan
- ◆ Third-Party Marketing Tie Ups

These additional services are provided on client request and are not a part of the standard scope of work. Separate charges will be levied for additional services.



PROJECTS COMPLETED IN

INDIA
OMAN
SRI LANKA



LET'S PARTNER AND GROW TOGETHER

WE ARE CONSULTANTS. WE ARE INNOVATORS. WE ARE CHANGE AGENTS.
WE ARE TEAM BUILDERS. WE ARE HELPING HANDS. WE ARE IMPLEMENTORS.

GK
CONSULTING

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