

Executive Summary

The Dubai Restaurant and Bar will be the Mediterranean choice to dine in the downtown Madison area. Focused on three areas; individualized customer service, Mediterranean Arab fine cultural dining and a melting pot atmosphere. The restaurant has support through the founding member's Miar and Cassy Maktabi (Owners) and Sam Schuette (General Manager). Using the head chef's restaurant knowledge, local bar manager experience and marketing skills the team is a sure chance for success.

Description of Business

This business is a restaurant and bar. We will be focused on dinner and weekend bar. We expect sales of the food to bar ratio to be 3:1 in net sales emphasizing the food and Mediterranean experience.

Company Ownership/Legal Entity

Our company will be run under MCNZ Maktabi Limited Liability Corporation DBA as the Dubai Restaurant and Bar.

Our Story

Only four years ago did my husband and I meet at 419 State St. As he offered me a special piece of Baklava I was hooked. (At least to the food, and soon after to him as well). And it is now we open the doors of the same location to serve and bring the excitement and luxurious feel of Mediterranean and Arabic food at Dubai Restaurant and Bar.

Dubai is about PERSONAL CUSTOMER service, fine ARABIC dining and multi-international atmosphere. We will be serving our customers with a dish presented with color and perfection while being affordable for an everyday stop-in meal. While here you can enjoy watching "Football" (as my husband says for soccer) with a local brew in hand.

Enjoying the experience at Dubai brings rewards not only to your stomach but also to the community. We focus part of our profits to feed and re-open businesses in war torn cities. With each donation we look to impact families by restoring everyday life and with that prosperity. One open business can feed 4 families with dignity.

Please come enjoy the Duabi Life, a Mediterranean Experience.

Location

The location of the restaurant is planned for 419 State St. Madison, WI 53703

Interior

Our décor has been newly renovated, see pictures Appendix A. Additional modifications in the first year include, new paint, additional bar organizers, hanging of Mediterranean décor. Significant modifications are not expected.

Hours of Operation

Monday	11:00 am	–	10:00 pm
Tuesday	11:00 am	–	10:00 pm
Wednesday	11:00 am	–	10:00 pm
Thursday	11:00 am	–	12:00 am
Friday	11:00 am	–	2:00 am
Saturday	11:00 am	–	2:00 am
Sunday	11:00 am	–	10:00 pm

Products and Services

Please see our initial menu in the Appendix. The bar services will include liquor, bottled beer and wine.

Suppliers

We will be using UW provisions and Sysco as our main wholesale supplier for food. Bar distributors are in negotiations, TBD.

Management

Our business will be with the following key three individuals and their qualifications as listed.

Miar Maktabi- Owner

Responsibilities: Head Chef and Manager. Experience in Dubai

Cassy Maktabi- Owner

Responsibilities: Marketing Manager and social media coordinator. Experience as entrepreneur with handmade business online. Also maintains current day job as a New Product Development Manager at Spectrum Brands.

Sam Schuette- General Manager

Responsibilities: Bar Manager and senior staff manager, training and inventory manager. Experience as general manager at State Street Brats.

Financial Management

We are meeting with our tax representative this week to comply with legal and best practice for financial management.

Start-Up/Acquisition Summary

All equipment, supplies and existing pantry items have been acquired from Abdulla Lababidi. This provides supplies capable of running the restaurant and bar. Additional financing will be required for food and license transitioning. Please see Appendix B.

Marketing

Our marketing strategy will focus on social media platforms focusing on building rapport with our community. This is how we plan to execute individualized service and melting pot atmosphere.

Customer Segmentation

Our customer segments are estimated as follows from our sales predictions. This will lead us to market and retain the old Palmyra based customers "Food Arabic/Ethnic Eaters" and bringing new people in the door through signage and social media

Appendix

A. Interior Décor





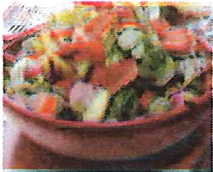
STARTERS

- 🌱 **HUMMUS**
Chickpeas roasted and blended with garlic and tahini 5
- 🌱 **BABAGANOUSH**
Grilled eggplant molded into a stupendous garlic, lemon dip 5
- 🌱 **MAHAMARA**
Roasted peppers seasoned with traditional spices 5
- 🌱 **MIX w FALAFEL**
Hummus, Babaganoush, falafel and Mahamara 8
- 🌱 **GRAPE LEAVES**
Grape leaves stuffed with rice 6

SALADS

GREEK

Romain lettuce layered with tomato, cucumber and feta cheese 7 ADD CHICKEN 2



- 🌱 **FATOUSH**
Combination of greens, tomato, cucumber and peppers served with fried bread 8
- 🌱 **TABOULEH**
Based on fine parsley, tomato, bulgar and seasoning 8
- 🌱 **BEWAUZE**
Cabbage and parsley salad with lemon hints 7

DRINKS

ARABIC COFFEE
Served in 2oz, this powerful coffee is a treat at any time 3

ARABIC TEA
Black tea spiced with hints of cinamon served by glass 3

SODA
Pepsi, Diet Pepsi, Root Beer, Sierra Mist, lemonade, OJ, Ginger Ale 2

🌱 indicates Vegan options

MENU

MAIN DISHES

KEBAB

Hand crafted meat seasoned with cumin and paprika spice with rice, hummus and salad CHICKEN 12 BEEF 13 LAMB 14 COMBO 16



SHWARMA

Skewered meat roasted with hints of lemon and spice served with rice, hummus and salad CHICKEN 12 LAMB 14

FALAFEL

Traditional seasoned chickpea donughts served with salad 7

BEEF KEFTA

Seven spices packed into grilled beef served with rice, hummus and salad 10

MAQLOUBAH

Fried and seasoned eggplant layered with rice and meat with cucumber yogurt sauce CHICKEN 13 BEEF 14



DUBAI SPECIAL

Seasoned and grilled beef baked with arabic tomato sauce served with rice and salad 15

POTATO CURRY & GRAPE LEAVES

Seasoned potatos and grape leaves served with hummus and salad 11

SANDWICHES

KEBAB

Kebab meat served in a wrap with pickle and french fries CHICKEN 8 LAMB 9

SHWARMA

Shwarma meat served in a wrap with pickle and french fries CHICKEN 8 LAMB 9

FALAFEL

Falafel served in a wrap with pickle and french fries 6

BEEF KEFTA

Beef Kefta meat served in a wrap with pickle and french fries 8

GYRO

Lamb meat served in a wrap with tiziki sauce and french fries 11

SWEETS

BAKLAVA

Rich sweet pastry made in house with honey and walnuts 3

DUBAI ROYALE

Platter of various traditional sweets containing pistacios 6

Ask about our Hookah and Catering
DubaiMadison.com



WI OLD FASHION

The Wisconsin style made with whiskey, orange and cherries. Comes sweet or sour
SINGLE 6 DOUBLE 9

BLOODY MARY

Vodka based morning refresher with vodka and tomato mix. topped with meat, cheese, pickle and olive 10

COSMOPOLITAIN

Vodka and triple sec crafted drink with cranberry and lime juice 7

LONG ISLAND

Vodka, Gin, White Rum and Tripple Sec with sour and Lime 8

Negroni

Gin and Campari with sweet 9

Gimlet

Gin and lime juice 9

Tom Collins

Gin and lime juice
SINGLE 6 DOUBLE 9

Moscow Mule

SINGLE 6 DOUBLE 9



DOMESTIC \$5

Miller Lite
Miller
Budweiser
Bud Light
Bud Light Platnum
Colors Light

IMPORT \$6

Modelo
Corona
Heineken
Stella

CRAFT \$6

Blue Moon- Blue Moon
Belgium White
Hopilicious- Ale Asylum
IPA
Three Beaches- Tyranena
Honey Blond
Angry Orchard Cider-
Crisp
Easy
Pear

