

Why Dubai needs extended Alcohol Hours

Struggling to Survive

*\$8k in debt on bar investment

*35% sales decline since summer

*New incentives with little impact

- Happy Hour
- Lunch Specials
- Uber Eats/ Eat Street
- Catering
- Hooked APP
- Flyers

Offering Alcohol increases 30% total sales

*More traffic after 11PM since August

*Customers expecting alcohol, they leave if none

*Special Nights
Halloween, New Years, Catering Events

Dubai is a Unique Atmosphere

*We are an alternative to a bar

- Relax atmosphere
- Coffee, Tea, Mocktails
- Hookah and Food

*Customers are professionals

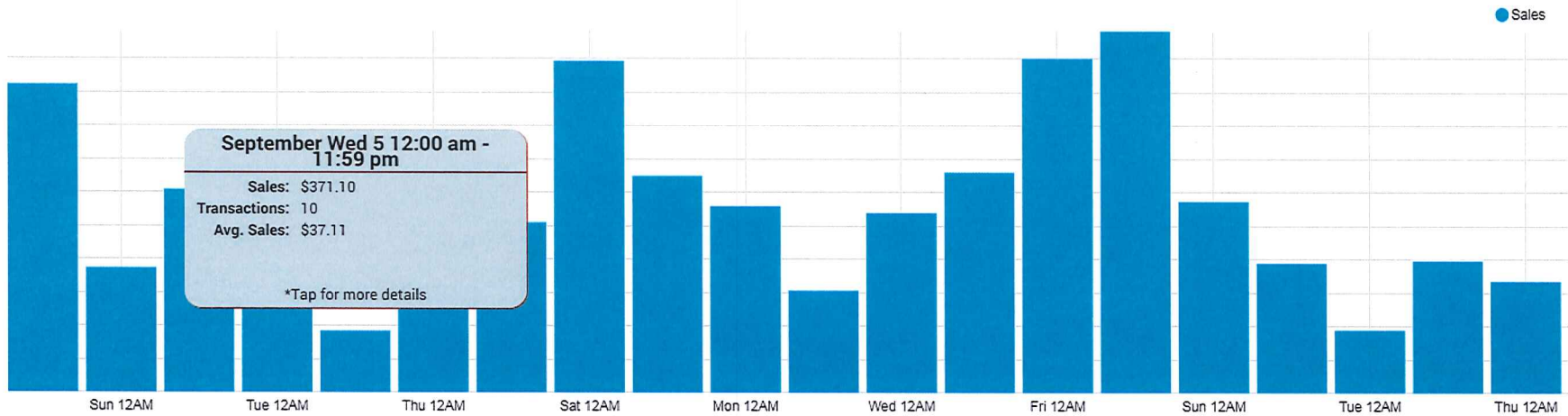
*Not a dance club

*Appeal to travelers and cultural crowd

\$22,652.77
TOTAL SALES

665
TOTAL TRANSACTIONS

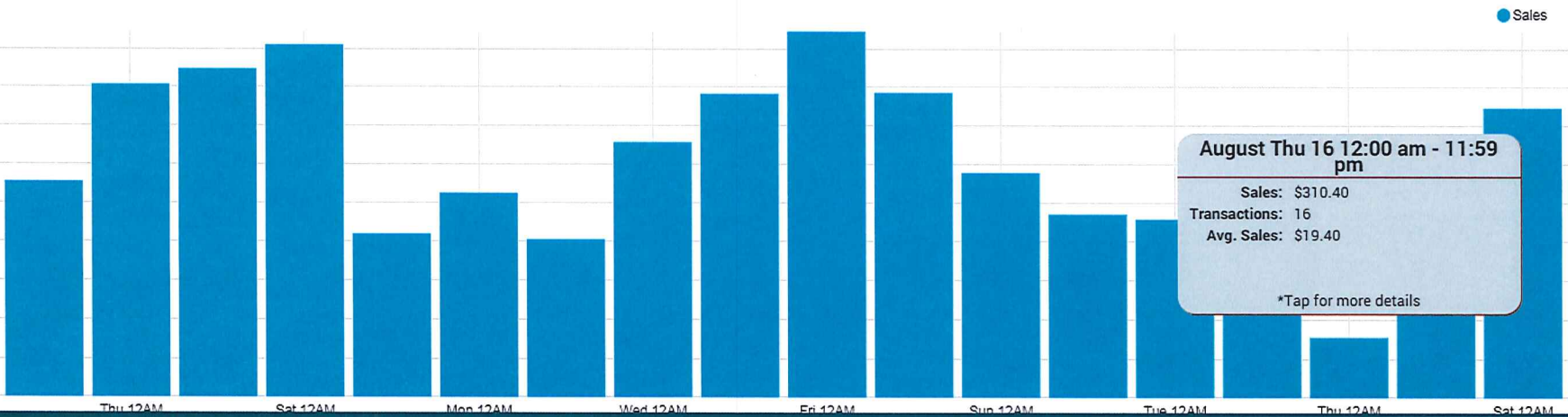
\$34.06
AVERAGE SALES



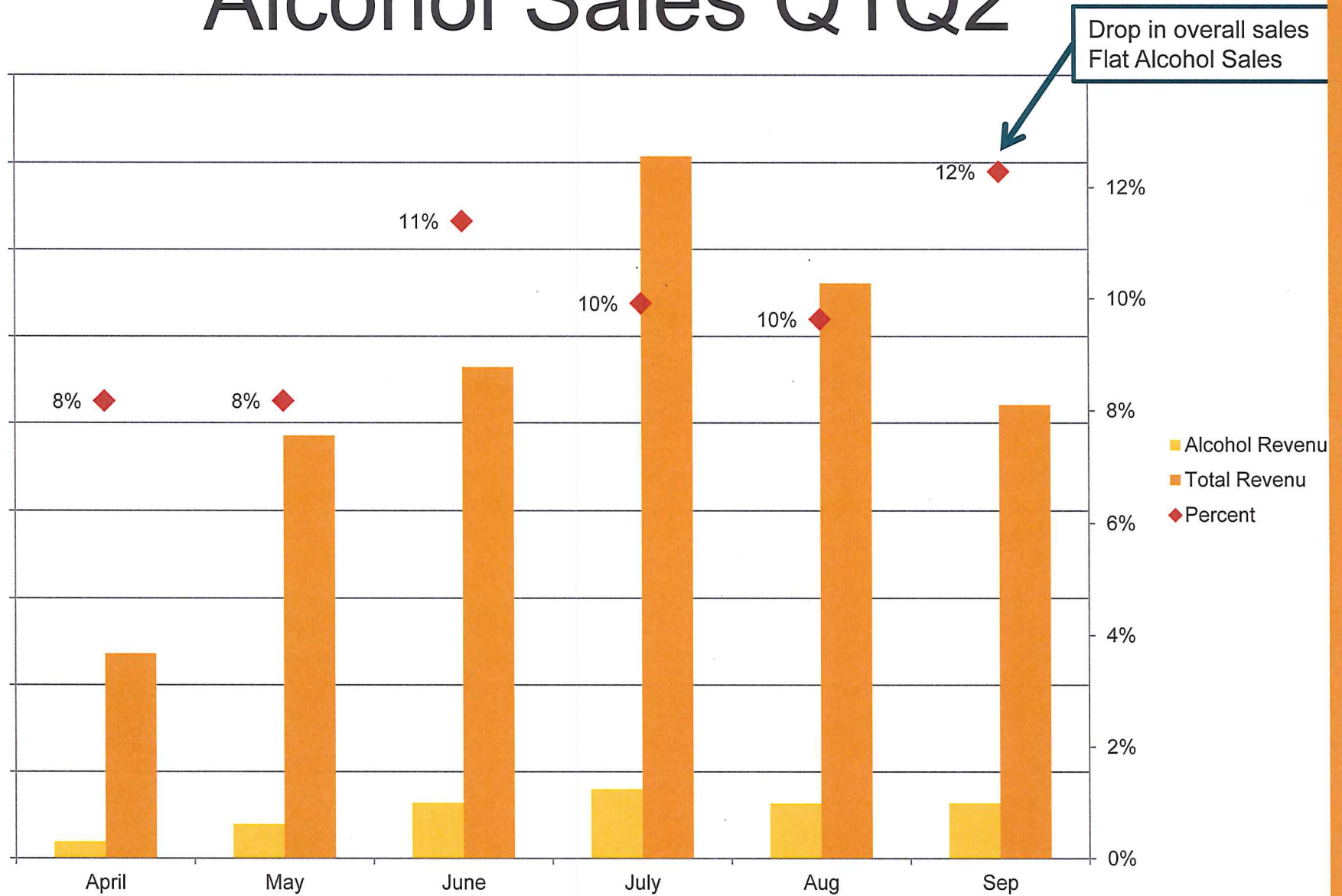
Some days sales are less than the cost of labor. Labor for 1 day~\$400

\$22,157.77
TOTAL SALES

\$34.84
AVERAGE SALES



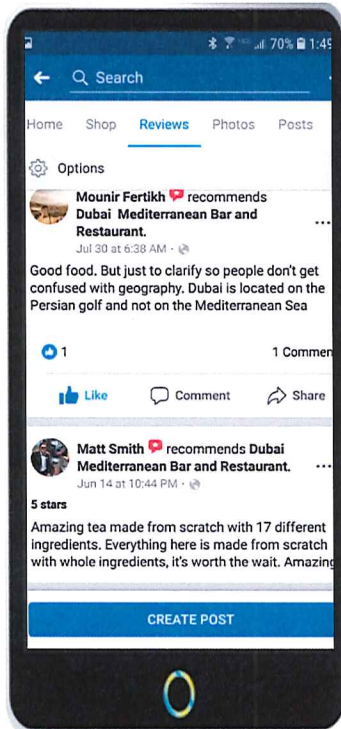
Alcohol Sales Q1Q2



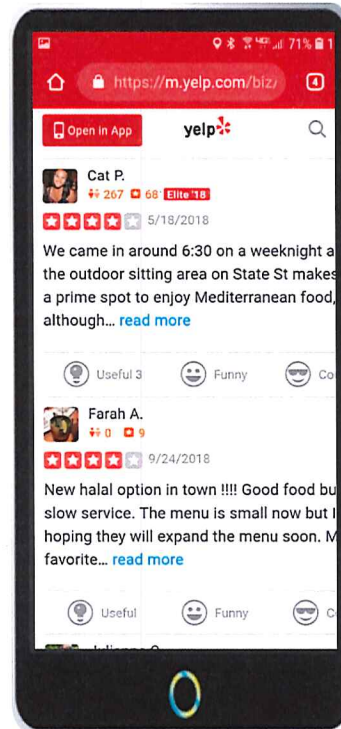
Alcohol sales underperforming.

Alcohol on average <10% sales

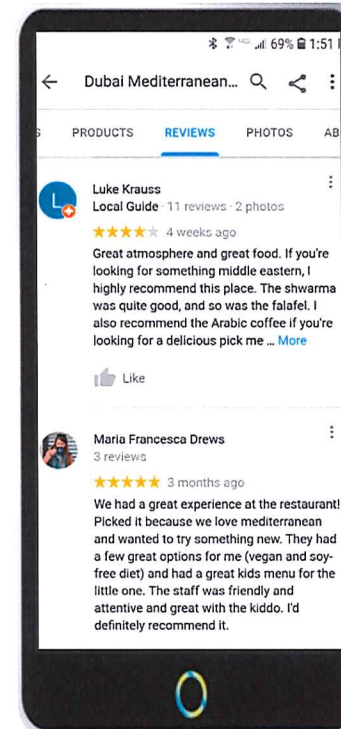
Great Online Reviews Over 4 Stars



Dubai Mediterranean Bar and Restaura
<https://www.facebook.com/Places/Madison,WI>
 ★★★★★ Rating: 4.6 - 34 votes
 Dubai Mediterranean Bar and Restaurant, Madison, WI
 here. We are Dubai A Mediterranean Restaurant...



Dubai Mediterranean Restaurant & Bar - Order
<https://www.yelp.com/Restaurants/Mediterranean>
 ★★★★★ Rating: 4 - 24 reviews - Price range: Under \$10
 Photo of Dubai Mediterranean Restaurant & Bar - Madison, WI,
 Mediterranean Restaurant & Bar - Madison, WI, United States ...

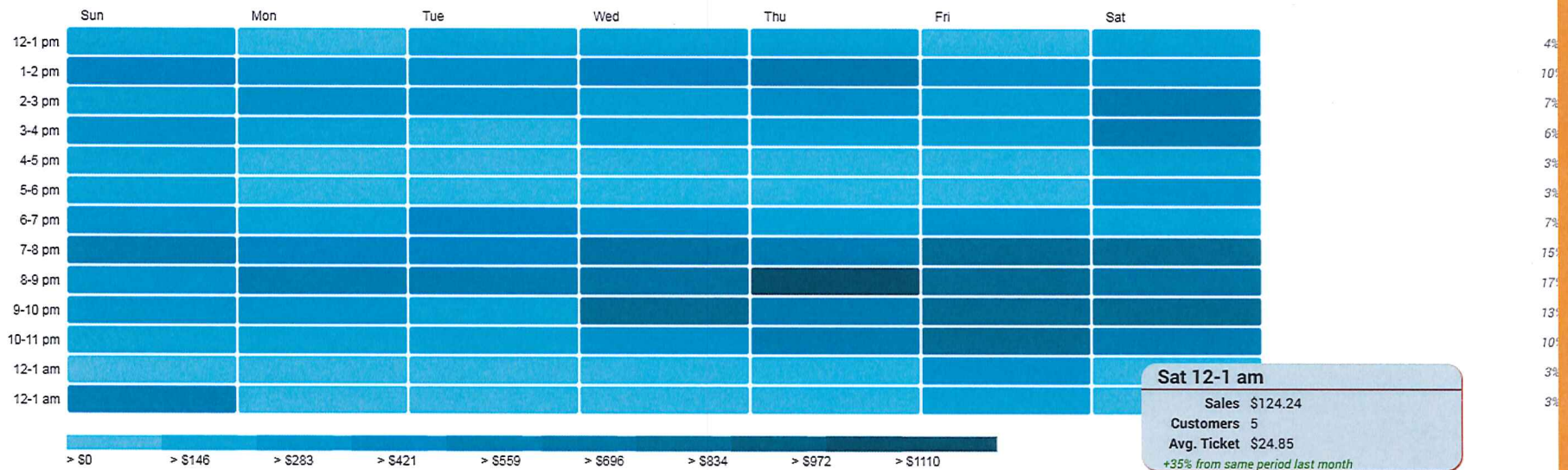


Dubai Mediterranean Restaurant and Bar
 Website Directions Save
 4.4 ★★★★★ 29 Google reviews
 Mediterranean Restaurant

Time of Day Heat Map

Day and Time Trends ?

AUGUST WED 1 - FRI 31



August saw increased sales in hours after 11PM.
 35% increase from August

Football and events on state street
 create a later dinner rush



Dubai

Restaurant & Bar
A Mediterranean Experience



419 State Street, Madison, WI

