

MG.

MODAR GHADEER

Food & Beverage Consultancy

Transforming ideas into successful food businesses.



FOREWORD

A changing F&B landscape

The food and beverage industry is moving faster than ever. Across the region, homegrown concepts are taking ground from international chains, guests are more demanding, and competition for every location — and every customer — keeps intensifying.

In an environment like this, the decisions behind a food business matter as much as the food itself: which concept to build, where to open, how to price a menu, and how to run an operation that stays profitable after the opening excitement fades.

I work with entrepreneurs, investors, and restaurant owners to make those decisions with clarity — grounded in numbers, market understanding, and hands-on operational experience. From the first idea to day-to-day operations, my role is simple: protect your interests, sharpen your concept, and help you build a business that lasts.

Thank you for your interest — I would be glad to hear about your next project.

Modar Ghadeer

F&B Business Development Consultant

SERVICES

Strategic consulting

Business Consultation

Professional consultation to evaluate ideas, solve business challenges, and support better decision-making — built on market insight, competitor understanding, and consumer behaviour rather than guesswork.

Business Assessment · Strategic Advice · Opportunity Analysis · Action Plan

F&B Market & Feasibility Analysis

A clear view of the market before money is committed: demand and competition studies, trend analysis, location assessment, and realistic revenue and cost projections that show whether — and where — a concept can win.

Market Study · Competitor Analysis · Location Assessment · Financial Feasibility

Concept & Business Planning

Developing restaurant concepts and business plans that create a strong foundation for successful projects — a distinctive vision covering theme, menu direction, ambience, and customer experience, documented in a comprehensive concept brief.

Concept Development · Feasibility Study · Business Planning · Market Positioning



SERVICES

Development & brand

Restaurant Development

Supporting restaurant projects from planning to opening — turning an approved concept into a working outlet, with space planning and kitchen workflow that make the operation efficient from day one.

Project Development · Space & Kitchen Planning · Equipment Selection · Supplier Coordination · Opening Support

Brand Development

Building a professional restaurant brand and customer experience — an identity that matches the concept, a menu guests can navigate, and the materials needed to market the business with confidence.

Brand Identity · Menu Design · Food Photography · Marketing Materials



SERVICES

Operational consulting

Menu Engineering

Improve outlet profitability through a structured review of the menu: identify the most and least profitable items, rebalance pricing and portioning, and take practical steps that lift margin without hurting the guest experience.

Menu Mix Analysis · Pricing & Portioning · Food Cost Control

Service Flow & Capacity

Get more out of the same four walls: seating strategies, meal-duration management, and service SOPs that increase table turnover, reduce waiting times, and improve the overall customer flow.

Seating Strategy · Table Turnover · Service SOPs

P&L Advisory & Cost Optimisation

Insightful financial analysis of the operation: identify cost-saving opportunities, strengthen controls, and recommend revenue strategies that improve profitability month after month.

Operational Review · Cost Optimisation · Performance Improvement

MY PROCESS

From first meeting to lasting growth



ABOUT

Who I work with

- **New Restaurant Projects**
from first idea to opening day
- **Existing Restaurant Owners**
improving what is already running
- **Investors**
evaluating and protecting F&B investments
- **Growing Businesses**
expanding to new outlets and markets
- **Businesses Facing Operational Challenges**
turning performance around

MG.

Let's talk about your business.

Whether it's a new concept, a new market, or an existing operation that isn't performing — the first conversation is free and honest.

WHATSAPP

+60 11 2868 8640

EMAIL

modarghadeer33@gmail.com

LINKEDIN

[linkedin.com/in/modar-ghadeer](https://www.linkedin.com/in/modar-ghadeer)