



# THE GUILDS

The Guilds, W.L.L.

Doha, Qatar

[www.theguilsqatar.com](http://www.theguilsqatar.com)

Matthew Attenborough, General Manager



## THE OPPORTUNITY

Doha is a thriving metropolis with a rising population, flourishing tourism market and rapidly growing retail & food service markets.

The Middle East trumps the rest of the world when it comes to consumption of hot beverages, including coffee, and Qatar is in the **top 3** Arab countries for coffee consumption.

QAR  
1.547B

Qatar's Café Segment  
in 2016

2.2  
KG

Coffee Consumed Per  
Capita in Qatar

0.4%  
CAGR

Qatar's Projected  
Population Growth 2018  
to 2023

4.7%  
CAGR

Projected Growth of  
GCC's Non-Food Retail  
Sector 2018 to 2023

**There is a highly profitable opportunity to start a coffee shop franchise in Doha with a fresh, modern concept.**

Sources: (Valustrat, 2019) (Qatar Development Bank, 2018) (Coffee Business Intelligence, 2018) (Gulf Times, 2019)

# UNIQUE SELLING PROPOSITION

The Guilds' unique selling point will be its distinctive, charming atmosphere and unique combination of products and services in one business.

Customers will be able to get a professional haircut or grooming, grab a coffee and bite to eat, shop for leather goods, or learn a valuable new skill, all in one place.

**Our exceptional services, superior craftsmanship, gourmet food & coffee, beautiful interiors, and inviting atmosphere** are all factors that set The Guilds apart from anything else in Doha.



# Products and Services

The Guilds is a coffee roastery, café, barber shop, leather manufacturer & retail shop based in Doha, Qatar. We also provide community workshops on leather crafting & coffee making.

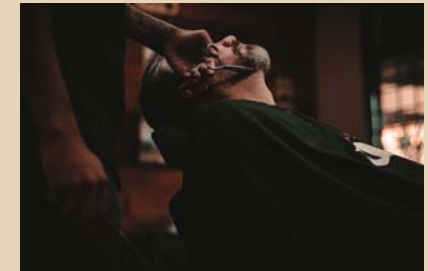


## PRODUCTS

- Handcrafted Leather Goods
  - Wallets
  - Pouches
  - Bags & more
- Fabric Products
  - Aprons
  - Flat caps
- Coffee Beans

## SERVICES

- Café
  - Coffee
  - Tea
  - Juices
  - Pastries & more
- Barber shop
  - Haircuts
  - Hair styling
  - Grooming (Shave, beard trims, etc.)
- Community Workshops
  - Leather crafting
  - Coffee making



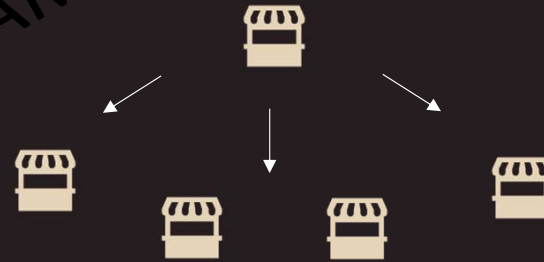


M7, Doha, Qatar

## FRANCHISE MODEL

The Company plans to open its first location in **M7**, a design & cultural epicentre in the heart of downtown Doha.

Our objective is to turn The Guilds into a franchise, which will enable the Company to expand rapidly and grow our profits exponentially.



Setting up a franchise coffee house and retail shop allows several major benefits. Franchised outlets will benefit from name recognition, enabling them to attain higher customer footfall and customer brand loyalty due to standardized taste and ambience.



# KEYS TO SUCCESS

The Guilds' primary competitive advantages include:

- › Coffee roasted in-house
- › Premium barber shop services
- › Professional, highly trained team
- › Exceptional customer service
- › Gourmet café food
- › Well-crafted leather goods
- › Strong management team
- › Franchising model
- › Strategic location(s)
- › Distinct branding strategy



# THE TEAM

● ————— **Matthew Attenborough**  
General Manager

● ————— **Damir Dropic**  
Operations Manager

● ————— **Nasser**  
Marketing Manager

● ————— **Alina Dropic**  
HR Manager

US INSOURCING SAMPL



# OUR VISION



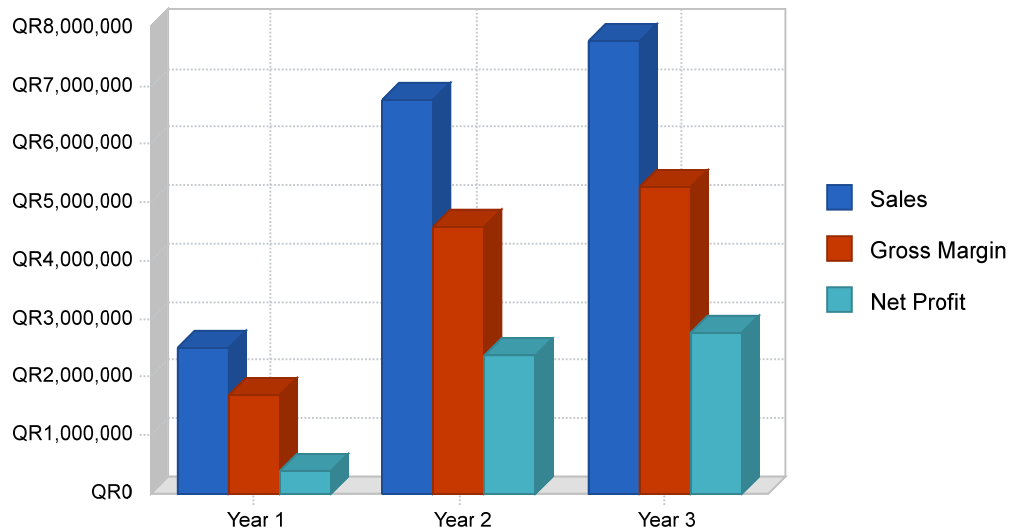


# LAYOUT

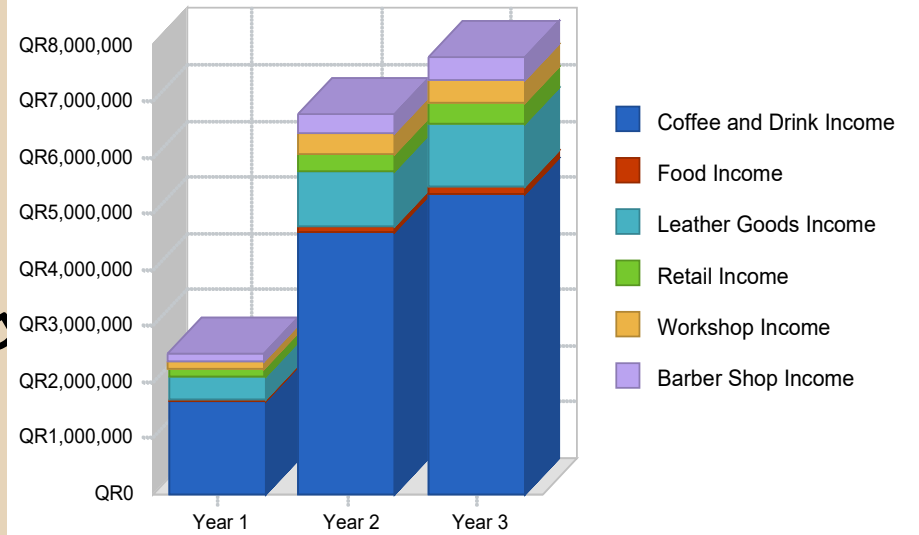


# FINANCIALS

## Highlights



## Sales by Year



# SALES FORECAST

<i>Sales Forecast</i>			
	Year 1	Year 2	Year 3
<b>Sales</b>			
Coffee and Drink Income	QR1,659,196	QR4,162,143	QR5,361,464
Food Income @ 5% of Total Revenue of Food Sales	QR41,480	QR116,554	QR134,037
Leather Goods Income	QR386,603	QR974,952	QR1,121,195
Retail Income (T-shirts, Laser Engravings, Embroidery, etc.)	QR136,102	QR321,216	QR369,398
Workshop Income	QR157,917	QR365,803	QR420,674
BARber Shop Income	QR140,053	QR330,322	QR379,870
<b>Subtotal Sales</b>	<b>QR2,518,621</b>	<b>QR6,770,989</b>	<b>QR7,786,638</b>
<b>Direct Cost of Sales</b>			
Drinks	QR484,761	QR1,379,675	QR1,586,627
Leather	QR173,971	QR438,728	QR504,538
Retail	QR47,667	QR112,426	QR129,289
Workshops	QR46,529	QR109,741	QR126,202
Barbershop	QR58,822	QR138,735	QR159,545
<b>Subtotal Direct Cost of Sales</b>	<b>QR811,751</b>	<b>QR2,179,305</b>	<b>QR2,506,201</b>

US INSOURCING SAMPLE ONLY

# PERSONNEL

<i>Personnel Plan</i>	Year 1	Year 2	Year 3
General Manager (Matt)	QR60,000	QR63,600	QR67,416
Operations Manager	QR120,000	QR127,200	QR134,832
Shift Manager	QR66,000	QR69,960	QR74,158
Human Resources (Alina)	QR48,000	QR50,880	QR53,958
Accountant	QR48,000	QR50,880	QR53,958
Marketing (Nasser)	QR120,000	QR127,200	QR134,832
Driver	QR30,000	QR31,800	QR33,708
Lead Barista	QR36,000	QR38,160	QR40,450
Barista 1 (Nada)	QR24,000	QR25,440	QR26,966
Barista 2 (Ermin)	QR24,000	QR25,440	QR26,966
Cashier 1	QR10,710	QR10,710	QR11,353
Cashier 2	QR10,710	QR10,710	QR11,353
Cashier 3/Waitress 6	QR7,900	QR7,314	QR7,753
Waitress 1	QR3,300	QR3,498	QR3,708
Waitress 2	QR3,300	QR3,498	QR3,708
Waitress 3	QR3,300	QR3,498	QR3,708
Waitress 4	QR3,300	QR3,498	QR3,708
Waitress 5	QR3,300	QR3,498	QR3,708
Bus Person 1	QR3,000	QR3,180	QR3,371
Bus Person 2	QR3,000	QR3,180	QR3,371
Bus Person 3	QR3,000	QR3,180	QR3,371
Senior Leather Crafter	QR120,000	QR127,200	QR134,832
Machinist	QR18,000	QR19,080	QR20,225
Prototyper (Ashan)	QR18,000	QR19,080	QR20,225
Fabrics (Sulani)	QR12,000	QR12,720	QR13,483
Sales 1 (Amar)	QR12,000	QR12,720	QR13,483
Sales 2	QR12,000	QR12,720	QR13,483
Workshop Manager (Olga)	QR18,000	QR19,080	QR20,225
Workshop Assistant (Natasha)	QR12,000	QR12,720	QR13,483
Barber 1	QR12,000	QR12,720	QR13,483
Barber 2	QR12,000	QR12,720	QR13,483
<b>Total Payroll</b>	<b>QR874,608</b>	<b>QR927,084</b>	<b>QR982,710</b>



# PROFIT AND LOSS

<i>Pro Forma Profit and Loss</i>			
	Year 1	Year 2	Year 3
Sales	QR2,518,621	QR6,770,989	QR7,786,638
Direct Cost of Sales	QR811,751	QR2,179,305	QR2,506,201
Total Cost of Sales	QR811,751	QR2,179,305	QR2,506,201
Gross Margin	QR1,706,870	QR4,591,684	QR5,280,436
Gross Margin %	67.77%	67.81%	67.81%
Expenses			
Payroll	QR877,608	QR927,084	QR982,710
Showroom Shop Rent	QR0	QR0	QR60,000
Showroom Utilities (Water/Electric/Trash)	QR60,000	QR60,000	QR63,600
Showroom Utilities (Ooredoo)	QR30,000	QR30,000	QR31,800
Marketing	QR140,000	QR148,400	QR157,304
Software and Services	QR11,979	QR12,698	QR13,459
Transportation	QR24,000	QR25,440	QR26,966
Software Dues and Subscriptions	QR11,988	QR12,707	QR13,470
Total Operating Expenses	QR1,152,575	QR1,216,329	QR1,349,309
Profit Before Interest and Taxes	QR554,296	QR3,375,354	QR3,931,127
EBITDA	QR554,296	QR3,375,354	QR3,931,127
Taxes Incurred	QR166,289	QR1,012,606	QR1,179,338
Net Profit	QR388,007	QR2,362,748	QR2,751,789
Net Profit/Sales	15.41%	34.90%	35.34%

# CASH FLOW STATEMENT

<i>Pro Forma Cash Flow</i>			
	Year 1	Year 2	Year 3
Cash Received			
Cash from Operations			
Cash Sales	QR2,518,621	QR6,770,989	QR7,786,638
Subtotal Cash from Operations	QR2,518,621	QR6,770,989	QR7,786,638
Expenditures	Year 1	Year 2	Year 3
Expenditures from Operations			
Cash Spending	QR2,130,614	QR4,408,241	QR5,034,849
Subtotal Spent on Operations	QR2,130,614	QR4,408,241	QR5,034,849
Net Cash Flow	QR388,007	QR2,362,748	QR2,751,789
Cash Balance	QR388,007	QR2,750,755	QR5,502,544

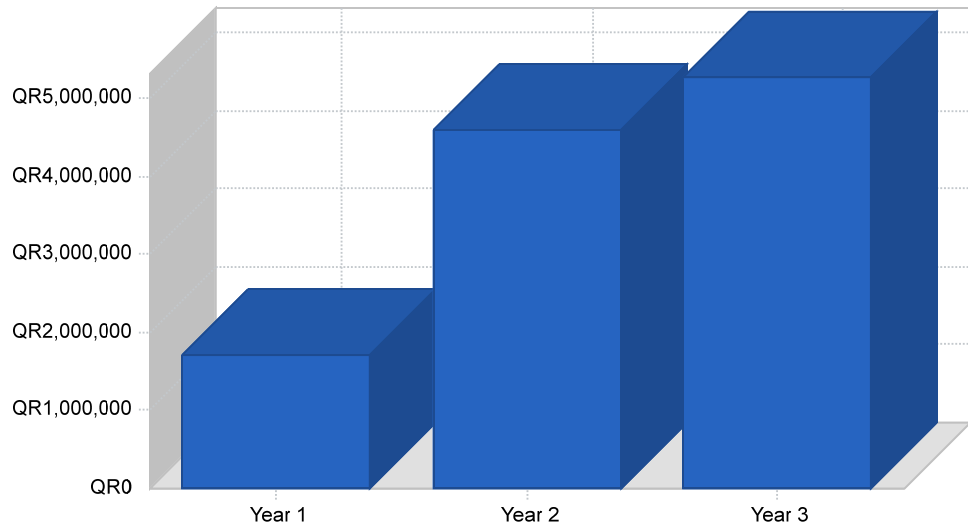
US INSOURCING SAMPLE ONLY

# BALANCE SHEET

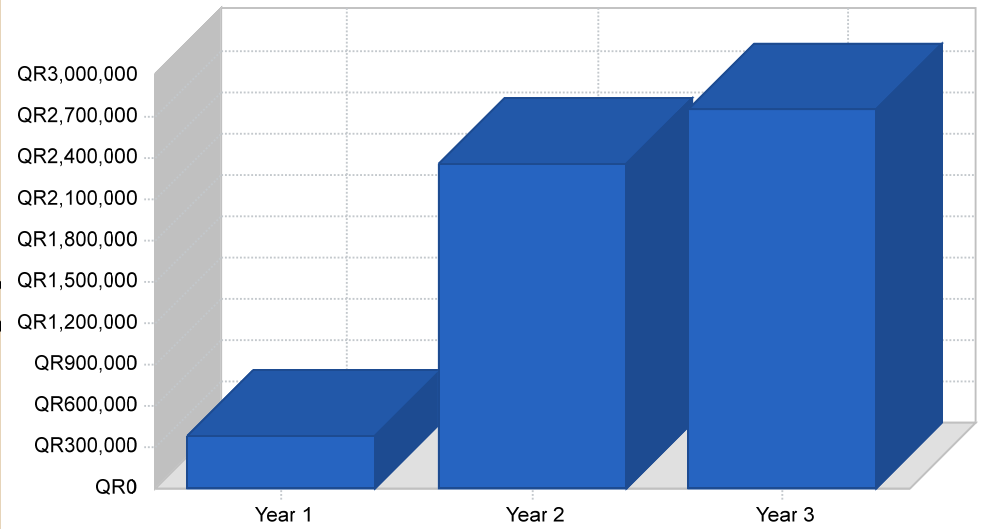
<i>Pro Forma Balance Sheet</i>			
	Year 1	Year 2	Year 3
<b>Assets</b>			
Current Assets			
Cash	QR388,007	QR2,750,755	QR5,502,544
Total Current Assets	QR388,007	QR2,750,755	QR5,502,544
Long-term Assets			
Total Assets	QR388,007	QR2,750,755	QR5,502,544
<b>Liabilities and Capital</b>	Year 1	Year 2	Year 3
Paid-in Capital	QR3,618,802	QR3,618,802	QR3,618,802
Retained Earnings	(QR3,618,802)	(QR3,230,795)	(QR868,047)
Earnings	QR388,007	QR2,362,748	QR2,751,789
Total Capital	QR388,007	QR2,750,755	QR5,502,544
Total Liabilities and Capital	QR388,007	QR2,750,755	QR5,502,544
<b>Net Worth</b>	QR388,007	QR2,750,755	QR5,502,544

# FINANCIALS

### Gross Margin Yearly



### Profit Yearly



U3



THANK YOU

For more information, please contact:

Matthew Attenborough

+974 7470 5000

[theguildsqatar@email.com](mailto:theguildsqatar@email.com)

