

Marhaba restaurant Restaurant “Welcome”



Let the food become the bridge that bring us together

Problem

- ❑ Not a single Arabic restaurant in Ioannina
- ❑ Arabic speaking people have no option to follow/practise their customs in the social space, only at home
- ❑ Citizens of Ioannina are not familiar with Arabic food and have stereotypes for refugees (cultures are far away from each other right now)

Solution

- ❑ Open Ethnic restaurant in town of Ioannina
- ❑ Empower the community between Arabic speaking people
- ❑ Show our culture through our food and through our physical presence at the space

Market

Restaurant market

- Tourism and restaurant market #1 market in Greece
- 44% increase in turnover (july 2021/2022)
- Ethnic cuisine is a trend

Target:

Refugees who stay at the Camp

Students of Universities of Ioannina

Citizens who live and work downtown

Strategic Goals

- ❑ Create new job opportunities at the field of restaurants
- ❑ Connection with the community through a live space that offers food
- ❑ support to other people in order to do the same business in Ioannina or elsewhere

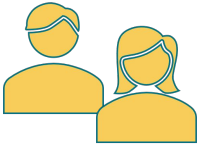
Product / Services

Menu with authentic
Arabic dishes-on site

Take away and Delivery

Catering

Business Model



Solidarity food and zero
waste philosophy

Free



To unemployed people,
elderly and refugees

Offers



Meal on site

6,00 € / Person

Traction & Roadmap

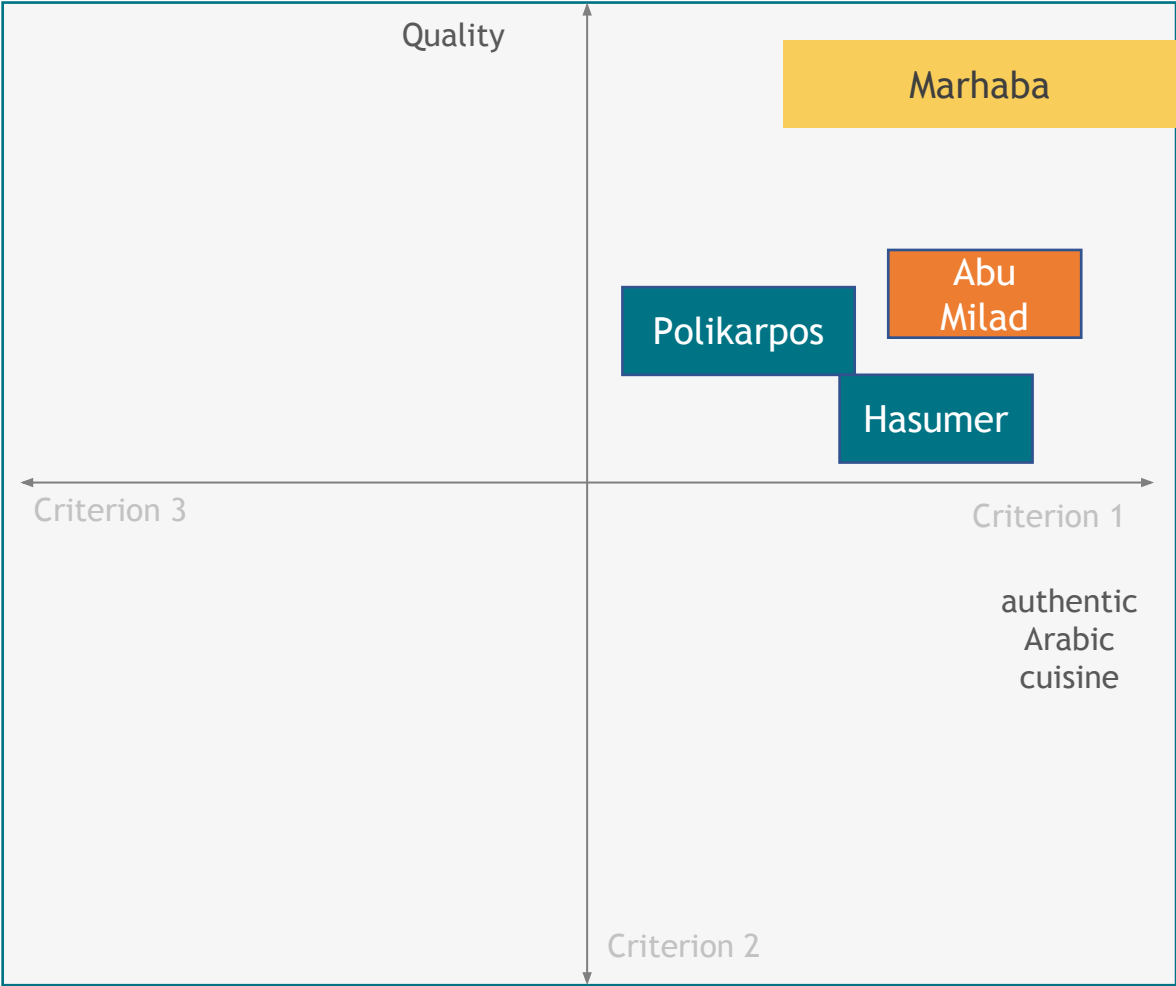
Increase work opportunities, educate people in order to provide the knowledge and technical support for opening their own restaurants. This way Marhaba team will help the ecosystem of those ventures

Open Marhaba restaurant

Non formal group that cooks at events and festivals



Competition



	Polikarpos (Ioannina)	Hasumer (Ioannina)	Abu Milad (Athens)	Marhaba
other Arabic plates	<div></div>	<div></div>	<div></div>	<div></div>
Kebab		<div></div>	<div></div>	<div></div>
Falafel			<div></div>	<div></div>
Delivery				<div></div>
Catering				<div></div>
Free food				<div></div>

Our Group

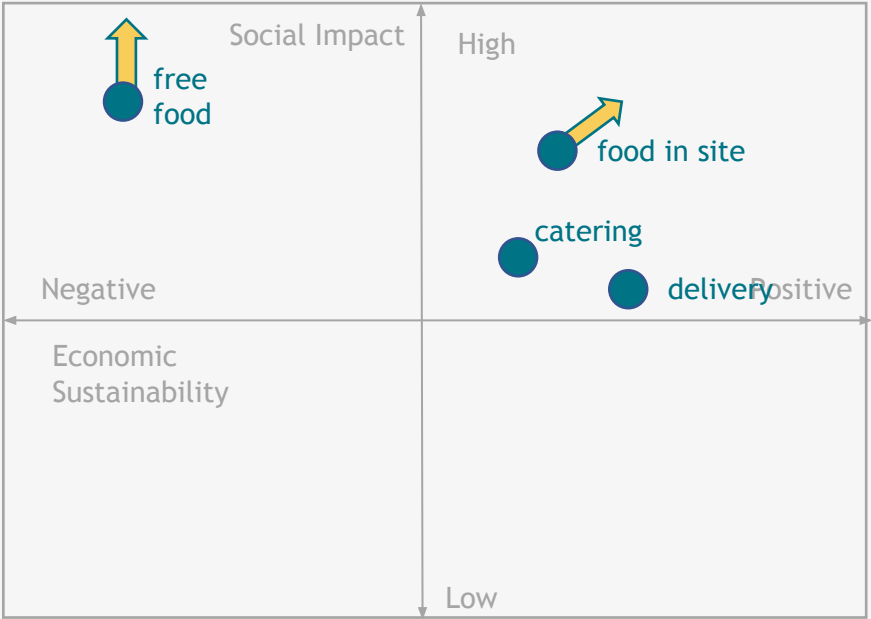
- ❑ Mushtak, Iraq, Chef
- ❑ Fadija, Morocco, Sous Chef
- ❑ Ahmet, Syria, Administrative work and Accounting
- ❑ Bashar, Syria, Waiter and responsible for supplies

Financials

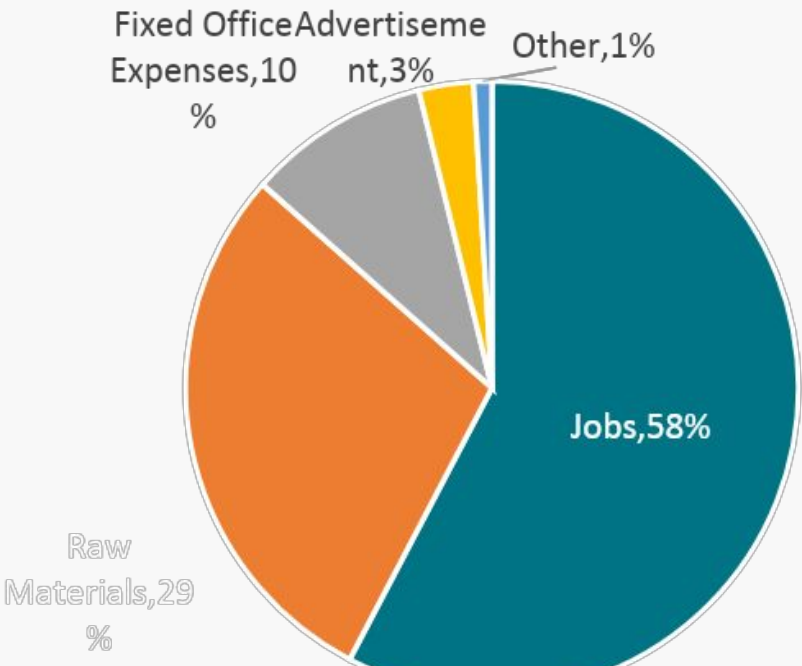
- ❑ Initial Capital Required: 17.000€
- ❑ Total Investment Cost: 43.000€
- ❑ Jobs: From 2 to 2022 to 6 to 2026

	2022	2023	2024	2025	2026
GROSS OPERATING PROFIT	0,00€	57.085€	79.920€	108.000€	129.600€
OPERATING RESULT	1.750€	24.306€	31.598€	42.700€	46.970€
SALARY	1850€	34.920€	46.560€	58.200€	69.840€
NET RESULT	-3.600€	-2.140€	1.762€	7.100€	12.790€

Harmonizing Revenue Sources with Strategy & Targeting



Mix of Expenses / Month



Value

- ✓ Integration of our team to the economic and social life of Ioannina
- ✓ Make Arabic food and culture visible in Ioannina
- ✓ Empower the community of refugees in Ioannina

Thank you!!!

