

CASE STUDY 01 · DESSERTS · 4 STORES · UAE

From birthday cakes to everyday treats: 7x sales

THE CHALLENGE

Four stores (Sharjah, Abu Dhabi, Business Bay, DSO), one product: AED 120+ celebration cakes. Great reviews, under two orders a day.

WHAT WE DID

New everyday occasions

Single-serve slices, jars and mini cakes for the 9pm craving

Seasonal collections

Mother's Day and celebration sets, pushed via influencers

Platform campaigns

Joined aggregator events; discount 12% → 21%, aimed at new users

Menu merchandising

New categories, hero photos, bestseller tags, searchable names

Combos and bundles

Slice + drink, sampler boxes and party packs to lift baskets

ROAS-led ads

CPC bids by store and daypart, paused if CM3 drops below floor

7x

monthly sales in 6 months (AED 6.5k → 45k)

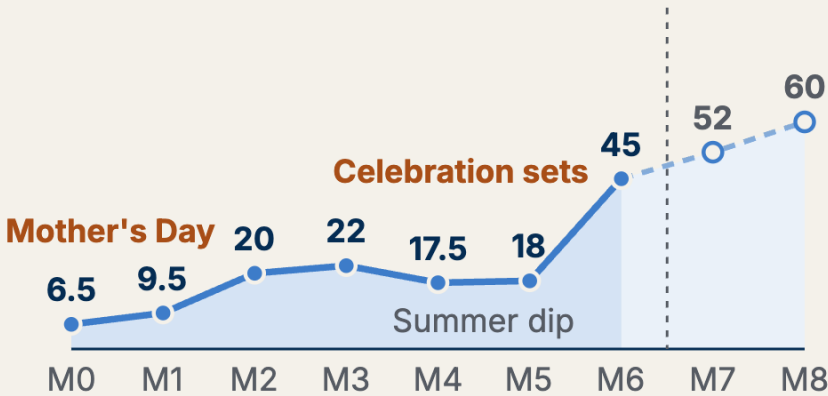
9x

orders a day across 4 stores (1.8 → 17)

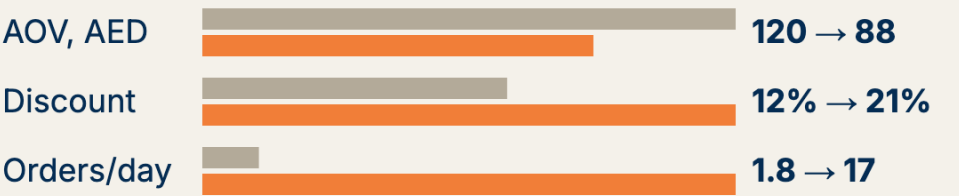
88

AED AOV, down from 120 by design

Monthly sales, AED '000, all 4 stores



The trade: a lower ticket, far more orders



CASE STUDY 02 · BURGERS · BUSINESS BAY, JVC NEXT

From one loss-making brand to three in profit

THE CHALLENGE

A solid burger brand stuck at 80-90 orders a day, losing money after costs, with 80% of sales on one app and idle kitchen hours.

WHAT WE DID

Demand gap analysis

Mapped local search and order data: sliders and wings under-served

Shared pantry

Built both menus on existing beef, chicken, buns and sauces

Five-app distribution

One app was 80% of sales; now 60 / 20 / 10 / 5 / 5 across five

Two new brands

Sliders and wings brands, named, branded and shot in-house

Aggregator-first menus

Named variants, combos and a clear price ladder per brand

Ring-fenced launch ads

New-brand CPC capped at 2% of sales until ratings hit 4.3+

+50%

orders a day in 3 months (85 → 127)

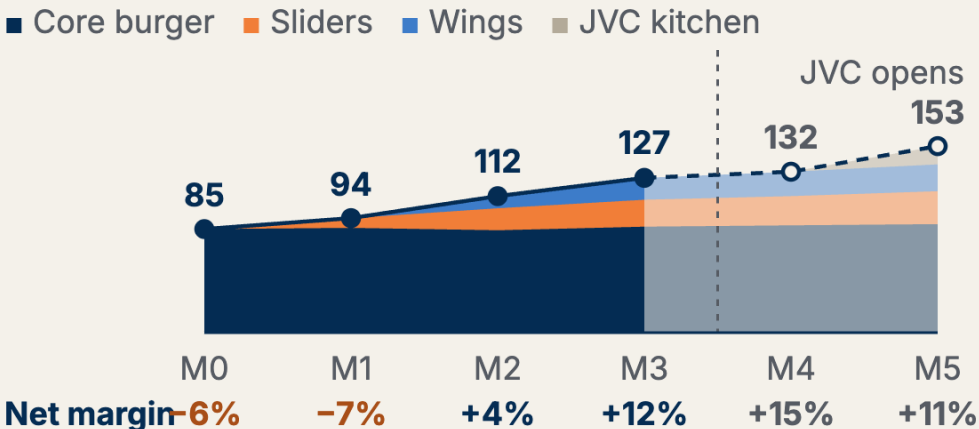
60%

of sales on the top app, down from 80%

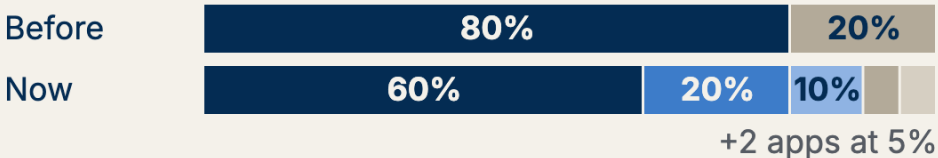
+12%

net margin, up from -6%, fixed costs flat

Orders a day, by brand



Share of sales by delivery app



A menu redesign that paid for its own growth

THE CHALLENGE

Three busy stores, orders climbing, but a 41% food cost left CM3 at 14%. Below our 20% floor, every ad dirham would have lost money.

WHAT WE DID

Recipe costing

Gram-level spec cards for every protein, base and sauce

Portion reset

Right-sized proteins and noodle bases, plated to look generous

Solo combos

Smaller-portion combos at a lower entry price for one

Big plates à la carte

Large and sharing sizes taken out of combos, full price only

Menu cut

64 → 41 items: dropped low-margin, low-volume dishes

Ads switched on

CPC live once CM3 cleared 25%, ROAS-led by store and daypart

31%

food cost, down from 41%

27%

CM3, up from 14%

+21%

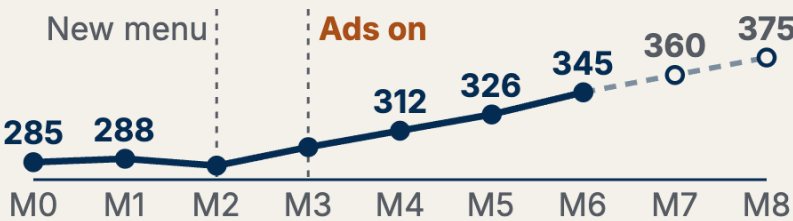
monthly sales in 6 months, now ad-funded

Where every AED 100 of net sales goes



Food -10 and discounts -7 paid for +4 of ads and +13 of CM3.

Monthly sales, AED '000, 3 stores



Growing a premium brand 5x without discounting

THE CHALLENGE

A premium Korean café with an AED 120 ticket. Great product, very few delivery orders, and no wish to buy growth with discounts.

WHAT WE DID

Social media management

Always-on content built around signature drinks and dishes

Search capture

Brand and dish names matched so social traffic finds the menu

Price integrity

Discount held at 4-5%: value shown through quality, not price

Influencer program

Food creators and K-culture pages pushing people to the apps

Premium menu presentation

Hero photos, set menus and signature tags, not discount badges

10% marketing cap

CPC, social and influencers inside 10% of sales by month 3

5x

delivery sales in 3 months (AED 22.5k → 120k)

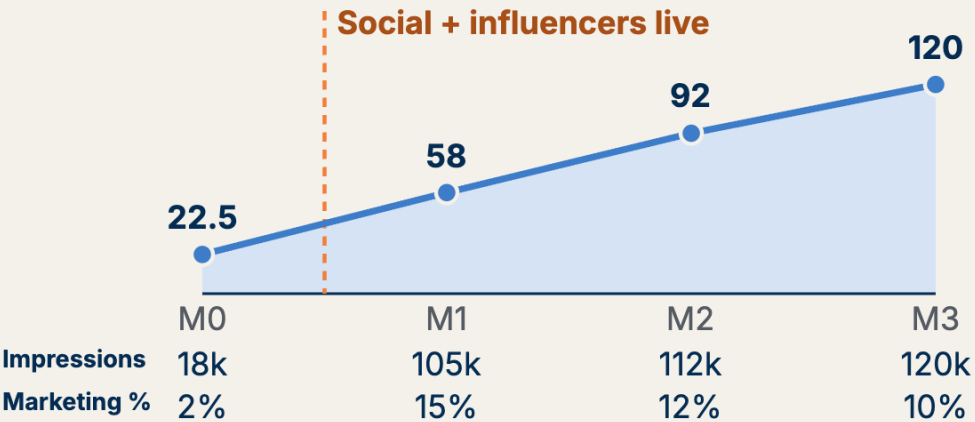
6x

aggregator impressions in 1 month

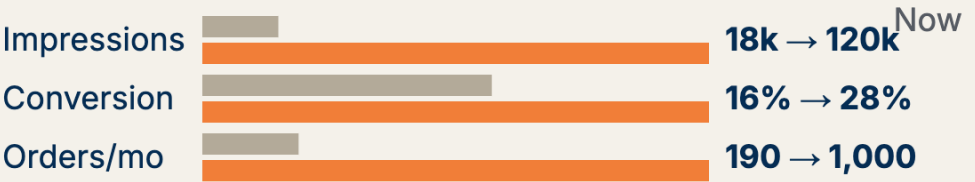
4-5%

discount, held flat: no price war

Monthly delivery sales, AED '000



The funnel, before vs now



Growing 20% in Ramadan, when the category dips

THE CHALLENGE

A popular Arabic chain with five locations. Ramadan meant losing the lunch trade and competing with home-cooked iftar, so delivery sales usually fell for the month.

WHAT WE DID

Suhoor menu

Filling late-night meals for the 11pm to 3am window

Ramadan packaging

Seasonal boxes and bags built to travel and to gift

Vimto on the menu

The season's signature drink added to every iftar set

Group deals

Iftar sharing sets for families and gatherings

Menu merchandising

Ramadan category on top, hero photos, searchable names

Premium dates partner

Co-branded dates from a well-known dates brand

+20%

sales in Ramadan vs the month before

-30%

typical Ramadan dip across comparable brands

5

locations, one Ramadan playbook

Change in delivery sales during Ramadan, vs the month before

Comparable brands we track

-30%

This chain, 5 locations

+20%

A **50-point** swing against the category, from the same five kitchens.

The Ramadan range

Suhoor meals

Family iftar sets

Vimto add-ons

Premium dates

Gift-ready packaging