

heart @ work

FOR THE LOVE OF HOSPITALITY

Facts & Figures

Hot and spicy

30+

1000+

40+

20+

YEARS OF
EXPERIENCE

OPENINGS

COUNTRIES

BRANDS

Brands we worked with


Hot and spicy



Let us be your business development in the middle east

- We can start right away with a little onboarding
- We pull from 30 years of experience and a large network
- Leverage us as your team, if yours is either not ready or not planned yet
- You are still looking for the right candidates, pick us in the meantime
- We give you flexibility and experience
- Without the hassle of hiring, visa, relocation or any other headaches
- We are based in Dubai and we are a mainland company
- Its different to what you might have planned but that doesn't make it wrong

Our Purpose



PASSION FOR FOOD
LOVE FOR PEOPLE
HEART FOR HOSPITALITY

**Of course we can do classical stuff
as well!**

From Ideation to Execution

Delicious & Successful



Our Main Ingredients

Delicious & Successful

CONCEPT & BRAND

- Ideation
- Define requirements
- Draft setup, flow and target Groups

MARKET & FRANCHISE DEVELOPMENT

- Identify markets,
- Layout strategy
- Check franchise suitability
- Define standards

DESIGN & CONSTRUCTION

- Utilization concepts
- Design development
- Implementation of existing design concepts
- Value engineering

REAL ESTATE & MARKET ENTRY

- Site criteria,
- Research
- Market mapping
- Entry Plan & Strategy

Training & Operations

- Team training
- Managing brand standards
- Operations supervision
- Full operation
- Branch service and maintenance

CUSTOMER JOURNEY & COMMUNICATION

- Dynamic signage
- Room signage
- Customer guidance
- Analytics

INTERNATIONAL PARTNER NETWORK

- Global reach
- External experts
- Knowledge base

PROCUREMENT & PROJECT MANAGEMENT

- OTIF (On-time in full)
- Overview and coordination
- Furniture production

Who are we actually?

The Team



Will Odwarka

- 53, daughter of 27
- Loves travel, food and LEGO
- Networking addict
- Passionate about people
- Dubai, UAE



Jannat

- Business development support
- Admin and office organization
- Bollywood Fan
- Dubai, UAE



Manuela Odwarka

- 54
- Loves baking and cooking
- Operator by heart
- Sports and Travel
- Dubai, UAE

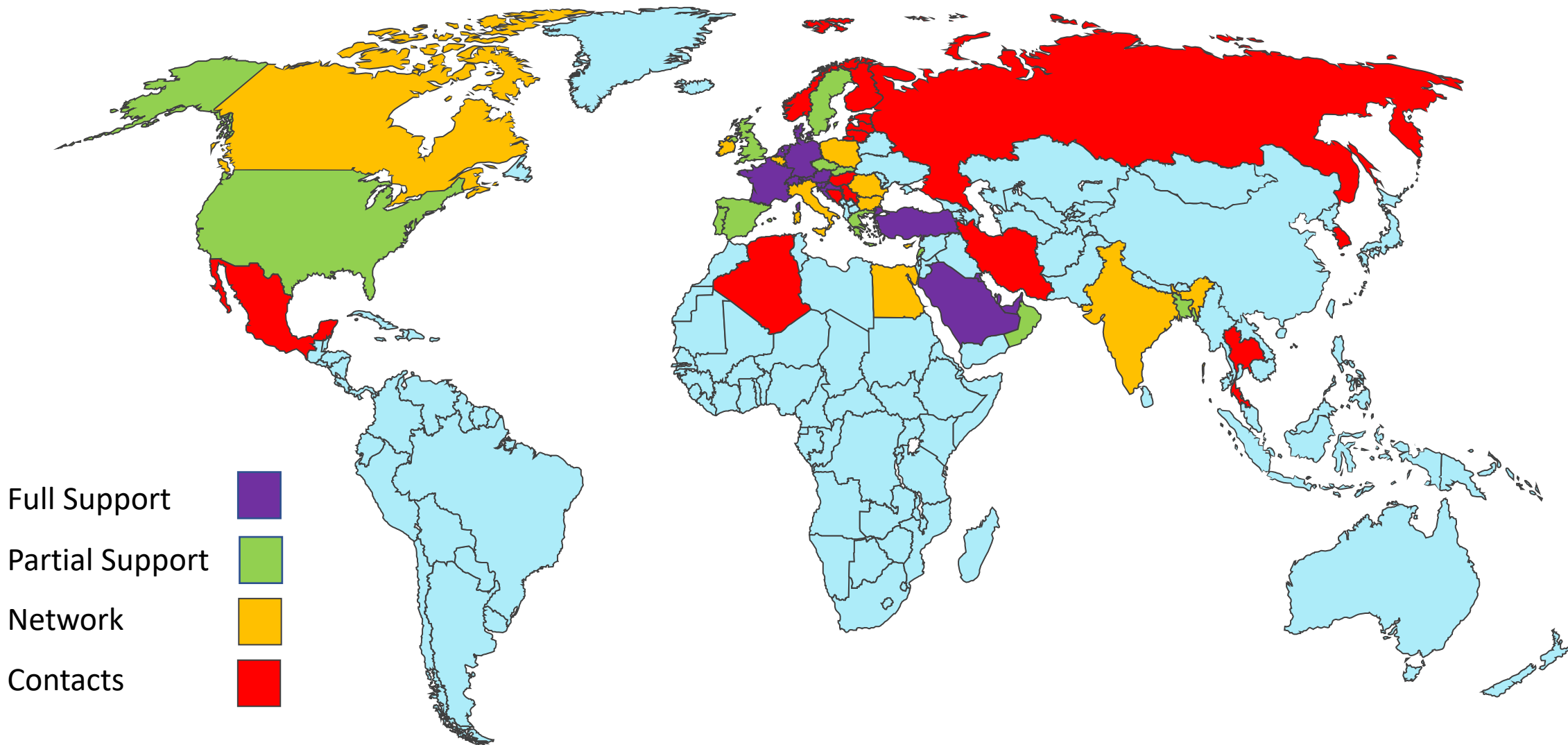
DESPITE OUR LOCATIONS WE ARE CONNECTED THROUGH OUR GLOBAL MINDSET

The Strategy

Made to Order

- Our value system matches with your general and honest approach to partnership.
- The team brings significant and versatile knowledge in growing and building franchise brands in a vast geography suitable for your brand
- A senior and hands-on team of experts, understanding both sides of the table for large- and small-scale operations in Europe and the Middle East with ties in several areas of the world.
- Broad experience in managing F&B concepts as either operator, Franchisor or Franchisee, we could be your outsourced operations teams in remote markets
- Our heartatwork360 approach would allow us to provide design, planning, project management, building, digital customer journey and maintenance support for your partners

Our Geography



Full Support



Partial Support



Network



Contacts



Founders Motivation

Love of Hospitality



My wife and I are very passionate about food and the hospitality business.

With a life spent planning, negotiating, operating, developing and selling Restaurant brands and other establishments, we think we have seen the good, the bad and the ugly of our industry.

This vast experience is where we draw from and it taught us, that all parts of the piece need to be considered to drive sustainable and meaningful success.

We work with either start-ups and support them in their attempt to bring their ideas to life or established brands which want to extend their reach.

But most importantly we believe that vast experience combined with deeply rooted passion and inspiration is the recipe for lasting success.

THANK YOU – AND LETS TALK ABOUT
YOUR STORY

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