

heart @work

FOR THE LOVE OF HOSPITALITY

Love of Hospitality

Why Heart@work?

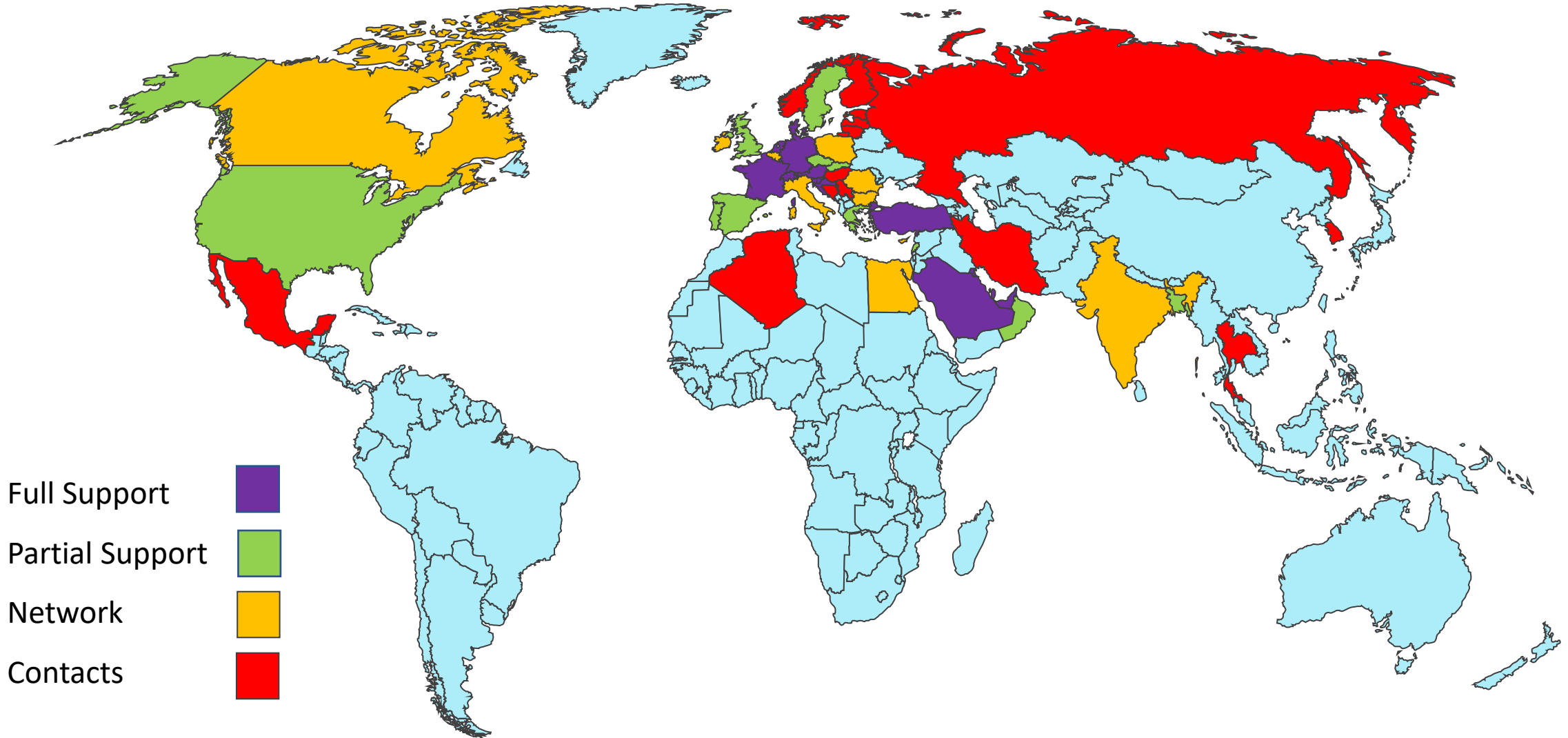
- We are very passionate about food and the hospitality business.
- With a life spent planning, negotiating, operating, developing and selling Restaurant brands and other establishments, we think we have seen the good, the bad and the ugly of our industry.
- This vast experience is where we draw from and it taught us, that all parts of the piece need to be considered to drive sustainable and meaningful success.
- We work with businesses passionate about what they do and support them in their development.
- We believe that vast experience combined with deeply rooted passion and inspiration is the recipe for lasting success.

The Strategy

Made to Order

- A 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.
- A broad experience in managing F&B concepts as either operator, Franchisor or Franchisee, we could be your outsourced operations teams in remote markets
- The heartatwork360 approach allows to provide design, planning, project management, building, digital customer journey and maintenance support for your partners

Our Geography



Facts & Figures

30+

1000+

40+

20+

**YEARS OF
EXPERIENCE**

OPENINGS

COUNTRIES

BRANDS

Knowing what we talk about



EXPO
2020
DUBAI
UAE

KANNE
— GROUP —
SINCE 1990



my indigo



Our purpose & our core strength

What makes us different

Our Purpose exudes strength



Franchising

- Find and select brands
- Search for Franchisees
- Business Planning
- Franchise Management
- Partner & System Services

Real Estate

- Development Strategy
- Market Entry Planning ME & EU
- Market Mapping
- Outsourced Real Estate
- Negotiation & Site Finding

Operations

- Operations setup
- P&L Assessment & Training
- Business Consulting
- Management
- International Expert Network

From Ideation to Execution



Our Main Ingredients

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

We can be your
Business
Development
Support in the
Middle East,
Europe or
elsewhere

Think about it

We can start right away
with a little onboarding

We pull from 30 years
of global 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

None-executive
leadership during a
change-management
process or start-up

The Team



Manuela

- Loves travelling, baking and cooking
- Operator and leader by heart
- People, Sports and Travel
- Dubai, UAE



Will

- Loves travel, food and LEGO
- Networking addict
- Passionate about people
- Dubai, UAE



Jannat

- Loves reading and dancing
- Business support and back-office
- Research Enthusiast
- Dubai, UAE

...AND NOW LETS TALK ABOUT YOUR
STORY

Contacts

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