

UAE BAKERY CONCEPT

BUSINESS MODEL CANVAS · INDUSTRIAL BAKERY FACTORY · UAE

PREPARED BY	DATE	STATUS	VERSION
Hilal Zoubi	Feb 2026	Partner Review	1.0

WHO POWERS THE OPERATION Key Partners - Equipment suppliers (China & Europe) - Raw material suppliers: flour, yeast, seeds, oils, packaging - Industrial zone landlord (Sharjah / Ajman preferred) - Logistics & outsourced delivery partner - Food safety & regulatory consultants - Supermarket chain buyers and listing managers MOTIVATIONS FOR PARTNERSHIP · Volume consistency and production reliability · Optimization of COGS through supplier relationships · Market access via distributor and retail networks · Regulatory and licensing expertise in UAE food manufacturing	WHAT WE DO EVERY DAY Key Activities - 7-day bread production - flatbreads, buns, baguette, challah - QA checks at each production stage (weight, size, color) - Batch coding, traceability, and allergen control - Daily B2B route deliveries - hotels, supermarkets, restaurants CATEGORIES · Production - industrial-scale daily baking · Quality control - specs, SOPs, CAPA · Distribution - route-optimised daily delivery · Account management - sampling, trials,	WHY BUYERS CHOOSE US Value Propositions - Authentic Levantine flatbreads at industrial consistency -pocket pita, lafa, Iraqi pita, taboon - Hotel & catering staples at spec -buns, rolls, baguette, challah - Daily fresh supply, 7 days a week, with fixed delivery windows - Retail-ready packs with full coding, allergen labelling, and traceability - Replacement policy and SLA -service discipline protects buyers KEY CHARACTERISTICS · Consistency - every batch to spec, every delivery on time · Reliability - 7-day operations, no gaps in supply · Compliance - approval-ready facility, full QA from day one · Accessibility - daily delivery into Dubai from Sharjah base · Authenticity - real Levantine bread tradition at scale · Risk reduction - replacement policy, fast issue resolution	HOW WE BUILD AND KEEP ACCOUNTS Customer Relationships - Sampling kits → 2-week trial → spec agreement → SLA - Fixed delivery windows and reorder cadence per customer - Replacement policy - fast issue resolution protects trust - Monthly KPI reporting shared with key accounts RELATIONSHIP TYPES · Hotels - custom specs, dedicated account contact · Supermarkets - listing support, promo planning, returns policy	WHO WE CREATE VALUE FOR Customer Segments - Supermarkets & Hypermarkets · Carrefour, LuLu, Spinneys, Waitrose, Viva, Union Coop, Al Maya, West Zone, Zoom, Choithrams - Hotels & Resorts · Breakfast operations, banqueting kitchens, central purchasing - Restaurants & Cloud Kitchens · Shawarma & grills, burger shops, cafés, casual dining - Caterers & Distributors · Central kitchens, bulk carton buyers, UAE-wide routes - SEGMENT TYPE · Diversified B2B - volume by channel, margin by product · Phase 2: consumer reach via restaurant delivery partners on Talabat, Deliveroo, Careem, Noon Food, Zomato
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Cost Structure WHAT THE BUSINESS SPENDS FIXED COSTS - Facility rent - AED 55K/mo (Sharjah) - Equipment leases & depreciation - Core production staff (8 headcount) - Fleet leases (3 vans, Phase 1) - Insurance & licensing — Utilities baseline (power, water, gas) VARIABLE COSTS - Flour, yeast, seeds, oils - per batch - Packaging - bags, cartons, labels, coding - Fuel - per km delivery - Outsourced logistics overflow - Retailer promo / markdown support - QA testing & lab fees COST STRUCTURE TYPE - Cost-driven core - maximize utilization to reduce cost per kg - Target COGS: 58-65% of revenue - Break-even: ~800 kg/day output - Labour: 18-24% of revenue - Rent + Utilities: 8-12% of revenue - Logistics: 6-9% of revenue
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