

Industrial Bakery

Buyer volume and route economics come before equipment.

CONDITIONAL GO
UAE · SHARJAH BASE CASE



01 · WHAT THE BUSINESS DOES

One model. Four controlled steps.

**01 Validate products**

Run buyer trials for price, volume and shelf life.

02 Lock demand

Obtain LOIs from wholesale buyers.

03 Commission

Quote facility, equipment and working capital.

04 Distribute

Control routes, delivery frequency and collections.

02 · MARKET AND REVENUE POTENTIAL

The serviceable market is credible. Buyer conversion decides the plant.

NOT LOCKED

Broad bakery TAM

NO APPROVED PUBLIC FIGURE

AED 344-447M

Retail-linked manufacturer SAM

MODELLED ASSUMPTION

AED 6.8M

Internal Year-3 revenue plan

MODELLED ASSUMPTION

PUBLICATION RULE

Modelled figures stay modelled. Missing market data stays unverified.

03 · EXECUTION MODEL

Where the group creates an edge.

- 01 **B2B-only wholesale focus**
- 02 **Levantine and mainstream product range**
- 03 **Seven-day production model**
- 04 **Supermarket, hotel and catering routes**



04 · COMMERCIAL MECHANICS

Money in. Revenue out.

AED 4.0-4.5M**Recommended committed
capital**

12,000 sq ft**Base facility**

19**Initial operating team**

REVENUE STREAMS

01 Hotels and catering**02 Supermarkets****03 Restaurants and
distributors**

05 · COST DRIVERS AND BOTTLENECKS

The operating model breaks here first.

COST DRIVERS

- 01 **Ingredients and packaging**
- 02 **Production labour and utilities**
- 03 **Delivery routes**
- 04 **Wastage and working capital**

OPERATING BOTTLENECKS

- 01 **Buyer LOIs**
- 02 **Shelf life and returns**
- 03 **Equipment quotes**
- 04 **Route economics**

06 · RETURN PROFILE

The model clears the hurdle only with terminal value.

RISK LEVEL

HIGH

Downside



~ -4%

Base



~ 20%

Upside



~ 34%

MODELLLED FIVE-YEAR IRR · INCLUDES 3x TERMINAL VALUE

07 · DECISION GATE

Commission only after buyer LOIs, product trials, equipment quotes and working-capital headroom are secured.

REQUIRED BEFORE COMMITMENT

01	02	03
Buyer LOIs and trials	Facility and equipment quotes	Reconciled monthly model

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