

Sustainability & Business Viability Overview

Environmental Sustainability

- Ingredient sourcing: Over 70% of ingredients are locally sourced, reducing carbon impact.
- Packaging: 90% biodegradable or recyclable materials used in food packaging.
- Food waste: Zero waste through portion control, donation, and composting.

Financial Viability

- Revenue Growth: 120% increase from Year 1 to Year 3 (2021 - 2024)
- Profitability: Achieved operating profitability in Year 2
- Repeat Customer Rate: 68% (tracked via POS and online systems)

Operational Resilience

- Diversified income streams: in-restaurant sales, catering, meal plans, and soon retail
- High customer satisfaction (4.8 stars across Google, Talabat, and Instagram)
- Staff retention rate: 87%, due to positive work culture and inclusive values

