



## BUSSINESS PLAN







## WHO WE ARE

At Actaly we are passionate about good food and dedicated to create unique restaurant concepts. Born in Italy, we are now based in the United Arab Emirates.

### OUR CORE ACTIVITIES

CONSULTING SERVICES

BRAND AMBASSADOR

FRANCHISING

### Current Franchise Concepts



ITALIAN RESTAURANT



GOOD FOOD



EXPRESS FOOD



MOBILE FOOD



MARINA FOOD





## OUR CORE BUSINESS ACTIVITY

### Consulting Services

We provide culinary consulting and restaurant management services encompassing the development of the culinary identity, the organization of culinary events, staff recruitment as well as marketing and financial analysis.

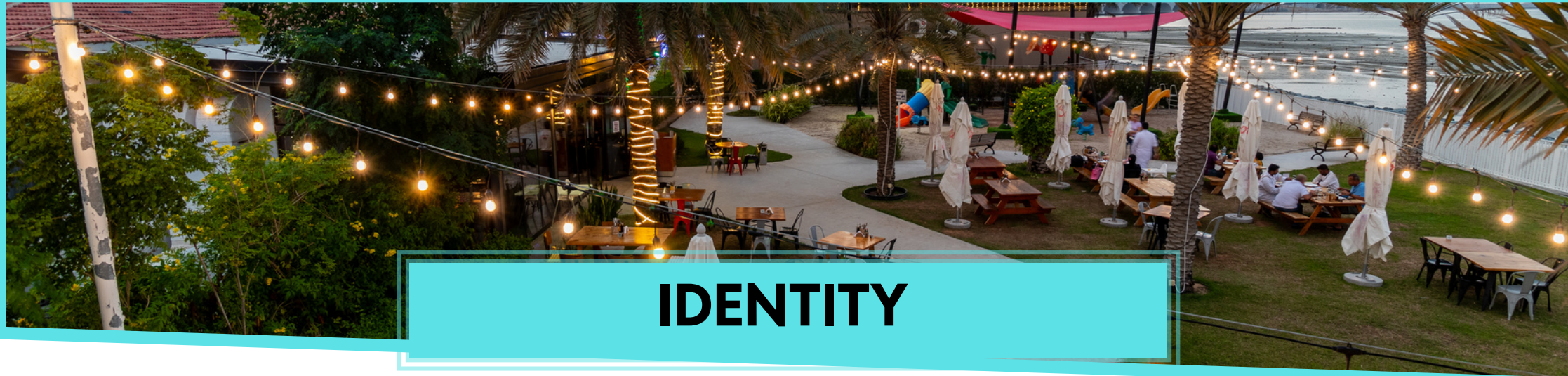
### Restaurant Group

Symbolic of freedom and casual, we aim to establish a successful group of restaurants in the Middle East. Our goal is to invest in existing as well as in new restaurant concepts, either directly through our investment fund or together with partners attracted by the growth of the local market.



THUNDER ROAD PIZZA & GRILL  
Italian Restaurant with American twist





# IDENTITY

**Opening:** December 2015

**Location:** Ras Al Khaimah, UAE | Sheikh Muhammad Bin Salim Road

**Number of seats:** 70-80

**Services:** Full-service, sharing tables, portions, delivery

**Food concepts:** Italian cuisine with American twist

**Targeted customers:** All good-food lovers!

**Strengths:** Conveniently located on the roadside between expat and local communities, nearby the touristic areas, highway accessible Registered Trademark in the UAE

Award winner in "Best Small Business of the Year" category in 2018, "Best Contributor to Ras Al Khaimah Economic Development" in 2019.







# IDENTITY

## MAMMA'S KITCHEN

A casual dining restaurant

A restaurant which can welcome its guest in the best conditions and the best comfort

A cool place, fun and convenient to the family dinners.

A friendly place where we feel at home

A place where we can exchange around a good vibes table while enjoying a good food

Comfortable & lively atmosphere

Creative, distressed, motors inspired interiors

Cool and friendly service

Similar but not identical layouts & décor of the branches







## FOOD IDENTITY



## GREAT MENU

High End Casual Dining

Customizable Dishes

Authentic Recipes

Fresh Homemade Raviolis

Fresh Homemade Mozzarella

Premium Cuts







# FRANCHISED UNITS

## OUR FRANCHISED UNITS

**AL RIFFAH, RAS AL KHAIMAH, UAE - 2015**

**BARRACUDA BEACH RESORT, UMM AL QUWAIN, UAE - 2016**

**AL NAKHEEL, RAS AL KHAIMAH, UAE - 2023**

**PEARL HOTEL, UMM AL QUWAIN, UAE - 2024(UPCOMING)**





**GOOD FOOD**





Inspiring the love of good food

### KEY FEATURES:

Homemade Sauces

Homemade Pasta

Homemade Mozzarella

Finest Homemade Cakes

Freshly Baked Breads

Fine Dry Food Products







MARINE FOOD





# THUNDER ROAD MARINA

## THE MARINE RESTAURANT







# THUNDER ROAD MARINA

## THE MARINE RESTAURANT

At Thunder Road Marina, the most genuine Italian tradition of simple and delicious homemade food combines cleverly with a particular service and ambience for the demanding and modern customer, who chooses Thunder Road Marina aware of the fact that feeling comfortable is as important as eating well.

People from all walks of life and back- grounds meet and gather at Thunder Road, knowing they can find their own space in a carefree atmosphere where well-being and good taste are perfectly balanced.

Thunder Road's cuisine is casual "Italian Gran Ma's kitchen" style: simple and healthy with family sharing large portions.

Thunder Road's pizza is thin-crust and well- cooked, but above all, its menu is very creative: classic Italian pizza and pasta are complemented with many other creations, including juicy steaks, burgers and seafood all delicious and original.







COOL STUFF







## MERCHANDISING

Cool Stuff For Cool People

### KEY DESIGN FEATURES:

Catchy, identifiable stuff Natural materials

Posters, cards on recycled papers

Environmentally friendly bags

Cool souvenirs







## F&B CONSULTANCY

Bringing to You our know-how

### KEY FEATURES

Analyze of profitability  
Creation of new menu  
Consultancy in products supply  
Management consultancy  
Staff training  
Marketing & PR consultancy  
Equipement Consultancy

Thunder Road Group has recently conducted successfully restaurant & bar consultancy to La Pizzeria at the Bridge & Beacon Bar RSYC (Republic of Singapore Yacht Club)



### Benvenuto!!



La Pizzeria at the Bridge & Beacon Bar is an authentic Italian Restaurant with the guidance of Italian Chef Francesco Romano.

Chef Francesco bring the Romano Family culture to Singapore from the restaurant's kitchen setup and layout to his authentic Grandmother recipes.

The story all started in 1925. With the warm breeze rolling in from the Gulf of Naples into their rustic kitchen in Lettere, Gennaro Romano and his wife Anna worked diligently with partial skim milk to create the "Caseificio Romano" - a cheese house.

The family-run cheese factory became well known within Italy for its handmade authentic buffalo Mozzarella and Fior di Latte and today Gennaro's grandson Francesco, continues the tradition from the creation, to the production, to the sales of Caseificio hand-crafted cheeses. Chef Francesco Romano is also a corporate Chef of Italian restaurant chain in Italy and Thunder Road Group in Dubai.

Chef Francesco's passion and expertise are in each single dish of La Pizzeria at the Bridge & Beacon Bar, all made respecting the traditional recipes of his Grandmother and with the same passion, he trained all our resident Chef to replicate the same recipes.

So come taste a piece of Italy right here in Singapore. Expect hearty homemade dishes and all the traditional Italian favourites. These family recipes have been handed down for generations.

Be our guest - you will feel right at home.



Chef Francesco Romano







## OUR ACHIEVEMENTS

Thunder Road Group was honored to receive Business Excellence Award in Best Small Business category in Ras Al Khaimah in 2018 and Best Contributor to Ras Al Khaimah Economic Development category as 1st Runner Up in 2019.



BEST FAMILY RESTAURANT 2023 in United Arab Emirates from Arabian best of Best Awards by Golden Tree.





## PARTNERSHIP MODALITIES

Our partners typically consult us to implement our Thunder Road concepts because:

- They have a location suited for a high quality food & service restaurant
- They need to complement their core competency (hotel, leisure, restaurants...)
- They manage the resources to run a high-end restaurant business
  - They have financial investment capability
  - They excel in coverage of local public relations

In your special case it is because:

- You are passionate in Food & Beverage Business and want to be involved in a new business activity
  - You have the financial investment capability





# PARTNERSHIP MODALITIES

We entrust our partners with the very heart of our concept

## Manager training and know-how

Lay out of Kitchen

Lay out of dining room

Visual identity and graphics

Table ware selection

F&B consultancy

Adherence to quality

Sales and Marketing

Communications and PR support

- Chef and Restaurant Manager Selection Support
- On-site Training for the Chef & Manager to Understand the concept.





# PARTNERSHIP MODALITIES

We entrust our partners with the very heart of our concept

Manager training and  
know-how

## Lay out of kitchen

Lay out of dining room

Visual identity and graphics

Table ware selection

F&B consultancy

Adherence to quality

Sales and Marketing

Communications and PR support

- Thunder Road oversees Kitchen zoning, equipment and specifications
- Kitchen is laid out by a kitchen designer





# PARTNERSHIP MODALITIES

We entrust our partners with the very heart of our concept

Manager training and know-how

Lay out of kitchen

**Lay out of dining room**

Visual identity and graphics

Table ware selection

F&B consultancy

Adherence to quality

Sales and Marketing

Communications and PR support

- Thunder Road advisory team defines furniture
- Dining room is laid out by our partner's designer





# PARTNERSHIP MODALITIES

We entrust our partners with the very heart of our concept

Manager training and know-how

Lay out of kitchen

Lay out of dining room

## Visual identity and graphics

Table ware selection

F&B consultancy

Adherence to quality

Sales and Marketing

Communications and PR support

- Defined prescription of graphic standards
- Full array of identity products : menu, logo, fidelity cards, stickers, flyers, publications, website ...





# PARTNERSHIP MODALITIES

We entrust our partners with the very heart of our concept

Manager training and know-how

Lay out of kitchen

Lay out of dining room

Visual identity and graphics

## Table ware selection

F&B consultancy

Adherence to quality

Sales and Marketing

Communications and PR support

- All details are prescribed : table tops, plates, glasses, cutlery, ash trays, cups...
- Table ware items are specially selected by Thunder Road's advisory team





# PARTNERSHIP MODALITIES

We entrust our partners with the very heart of our concept

Manager training and know-how

Lay out of kitchen

Lay out of dining room

Visual identity and graphics

Table ware selection

- Thunder Road menu is set up for the opening and regularly updated
- Assistance for the sourcing of local, international and organic food products

## F&B consultancy

Adherence to quality

Sales and Marketing

Communications and PR support





# PARTNERSHIP MODALITIES

We entrust our partners with the very heart of our concept

Manager training and know-how

Lay out of kitchen

Lay out of dining room

Visual identity and graphics

Table ware selection

F&B Consultancy

- Thunder Road's advisory team monitors the on-going quality of the franchised
- A consultant from Thunder Road visits the franchised unit as required in order to guarantee excellence in execution

## Adherence to Quality

Sales & Marketing

Communications and PR support





# PARTNERSHIP MODALITIES

We entrust our partners with the very heart of our concept

Manager training and know-how

Lay out of kitchen

Lay out of dining room

Visual identity and graphics

Table ware selection

F&B consultancy

Adherence to quality

➤ Interaction between the operational manager and Thunder Road's team is regular and active : CRM, commercial offers, social network, push...

## Sales and Marketing

Communications and PR support





# PARTNERSHIP MODALITIES

We entrust our partners with the very heart of our concept

Manager training and know-how

Lay out of kitchen

Lay out of dining room

Visual identity and graphics

Table ware selection

F&B consultancy

Adherence to quality

Sales and Marketing

- Thunder Road's advisory team coordinates press releases in a wide media coverage
- PR responsibility is shared between partner's local PR officer and Thunder Road's PR team

**Communications and PR support**





# RETRO PLANNING



SIGNATURE OF THE AGREEMENT

FROM 6 MONTHS TO 3 MONTHS BEFORE OPENING

## **Adaptation of concept and budget**

- List terms and conditions regarding the realization of a Thunder Road's franchised unit
- Determine necessary budget for the realization

## **Choice of architects (front, back of the house & m.e.p)**

- Appointment of architect for front, back of the house and m.e.p Intervention of a designer is mandatory. Choice of architects must be validated by Thunder Road
- Sign contract with architects

## **Assistance for plans and budget**

- Detail pre-project : existing zoning/layout/m.e.p/materials/main lines for table ware identity
- Detail investment budget
- Produce final execution plans





# RETRO PLANNING



## Assistance in administrative procedures and regulations

- Apply and follow-up for administrative authorizations (hygiene, building and monuments committee, planning permission, fire and security, etc.)
- Clarify all procedures and details of implementation regarding import of food stuff, wines and general supplying locally

## From SOP book

- Make final choice regarding restaurant equipment : Kitchen / Dining room
- Choose table ware and dining room references : Glasses / Cutlery / Linen / Uniforms / Office equipment.

## Staff

- Decide on organization chart, staff effectives
- Choose key staff members : Thunder Road can assist with appointment of the key staff members (Chef, Restaurant manager etc.) These staff members have a functional link with their employer.
- However, they benefit from the support of the corporate staff of Thunder Road at all time.





# RETRO PLANNING



## From Thunder Road Group Book: Communication and Marketing

- Choose graphics
- Elaborate marketing program
- Coordination of PR officers to determine communication programs

## From Thunder Road Group Book: F & B Content

- Decide on 1st draft of product and beverage list
- Test and adjust recipe technical specs
- Check availability of products in the country

## From Thunder Road Group Book: Purchase of Equipment

- Purchase Thunder Road management software
- Purchase table ware references
- Choose sound atmosphere for the restaurant
- Preparation of signs and restaurant indications





# RETRO PLANNING



## FROM 3 MONTHS TO 1 MONTH BEFORE PRE-OPENING

- **Select providers for all food stuffs**
- **Thunder Road assistance for Marketing / PR**
  - Finalize marketing program
  - Manage printing of all stationary
  - Writing of press kit
- **Thunder Road Assistance for Staff**
  - Interview and select candidates for kitchen and sale
  - Set up training programs and conduct the training for the kitchen and sale staff

## FROM 1 MONTH BEFORE PRE-OPENING

- **Staff**
  - Finalization of work planning
  - Training of the staff
- **Pre-Opening 'food-tasting'**
  - Opening general rehearsal (with personnel, family, friends, VIP, ...) for a minimum of 7 days
- **Follow-up of all pending issues**





# RETRO PLANNING



## OPENING

- **Control and follow-up**
  - General control and follow-up of the franchised unit's activities
  - Follow-up of quality standards
  - Regular stand points on business activities, in accordance to the budget
- **Assistance to the key staff**
- **Update of products and beverage on a regular basis**





## RETRO PLANNING (FINANCIAL)

### **Franchise Entry Fee: 50,000 USD (excluding all the taxes)**

Definition: The initial fee paid to Thunder Road Group to join their system.

Explainer: Flat fee.

The franchise fee is an up-front (one-time) cost that a new franchisee pays to the franchisor. This fee is due at the signing of the contract and covers the right to use the franchisor's trademarks, name and related business systems inclusive of initial preopening Staff Training.

### **On Going Royalty Fee: 6 % on Gross revenue (excluding all the taxes)**

**Consultancy Management Fee : TO BE DISCUSSED (for a period of minimum 4 months, starting from 15 DAYS of Pre-Opening)**





## GET IN TOUCH

**Thunder Road Group is looking for passionate, experienced partners to help us expand into new markets as we continue to grow our brand worldwide.**

**For Franchising opportunities please contact:**

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