

# SWISS KNIFE

WE SLOWLY COOK YOUR BUSINESS

COMPANY PROFILE 2022

## OUR NAME

**SWISSKNIFE** from one side is your only solution when you are out of tools. It is the multi-functional knife that can be used to solve several problems at one time.

While **SWISS KNIFE DMCC**, from the other side, is the result of a combination of a highly reputed Swiss education in hospitality and service industries and the chef's best friend kitchen instrument knife.





## WHO ARE WE

**SWISSKNIFE** is specialized in F&B project management, restaurant, and café concept creation, or concept enhancement and development. We are a team of well-educated talents, craving for happy delivery of your F&B project, whether it's a kitchen, FMCG factory, restaurant, café, or any operation facility related to F&B.

## WHAT WE DO

We do full concept design and project management; we can help you develop your existing concept or start a new successful one from scratch.

*Quality*





# VISION

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Shaking hands with the client for a turnkey project with the certainty of successful future business.

# OUR VALUES

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We look into project details from the very early stages, building a reachable milestone with a reasonable timeline.




Project forecasting is well prepared in parallel with budgeting and cash flow injection plans.

# MISSION

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A combination of a well-educated team with high qualifications and experience resulted in a smooth design for an operation which facilitates a beautiful delivery of a winning concept.





## CONCEPT DESIGN & BRANDING

In **SWISSKNIFE**, branding is not the logo design, it is living a customer's experience. We start from social media, location signage through communicating tools, to landing in the customer plates. We carefully match our interior design with brand identity and brand guidelines, which include all table sets and menu design.

A good branding and marketing establishment can facilitate your business communications with your surroundings and customers. Smooth and sustained communication with clients and user-friendly platforms that can deliver any desired information through a marketing campaign. Good communication of your brand and positioning is more than half of your business.

## MENU ENGINEERING

In **SWISSKNIFE**, we gently design our menus to a point that you can smell the food once you open it. Besides the general menu direction, we take care of the menu look and feel and study our clients' demographics and behaviors, so we make sure that it can be navigated easily through our user-friendly design to land in our signature dishes.

Our team of educated chefs works in small details to deliver our instadishes to meet our clients' satisfaction, making sure that they take their time to create their post on their story for the day. We go with owners through costing and pricing step by step making sure we are located in the right position in the market and insuring our profit channels.



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## INTERIOR DESIGN & KITCHEN LAYOUT

In **SWISSKNIFE**, we look into your project from the very baby stages, starting from a reachable location that can generate footfall and ending with a location as a beautiful pin memory to come back to. Space is diced into zones and each zone is well analyzed as per look and feel from one side and operation friendly from the other side. The general layout contains three primary process flow maps to ensure a smooth flow inside the location. One for clients accessing the space, reaching the product, and a smooth way out. Then raw material process flow maps which indicate each step of the raw materials started receiving and presentation all the way to become a finished product.

And finally comes the employees' process flow map where it shows all involved people's mobilization way inside the place. BOH back of house maps show all related equipment's location as per the international hygiene standards and can have an easy implementation of HACCP and ISO quality control systems. Then we sprinkle a beautiful design for the front of the house where clients, products, and employees become a beautiful combination as one painting.





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## FEASIBILITY STUDY & BUSINESS PLAN

Before we let you bleed in the middle of the jungle, we pay special attention to your numbers and figures in **SWISSKNIFE**. We argue your budget before we even drink coffee to ensure that there are no hidden expenses or surprises that may cause turbulence in takeoff or landing. We keep one eye on our project and the other on the market, starting from choosing the right location all the way to deliver your food to the fork.

A critical feasibility study showing our cash flow pipelines and cash injection timing can predict all operating expenses ahead of time, which creates a smooth project milestone and a wealthy handover. A ready-to-open project with no cash flow in the pipeline is like a departing loaded plane with no fuel on the runway.



## F&B PROJECT MANAGEMENT

Project management is the maestro for your brand symphony to ensure we deliver the project as per the initial studies and international standards. Besides organizing all resources, we are also responsible for choosing your suppliers and preparing all forms and procedures for the entire supply chain.

We make sure that we start our project with proper inventory and procurement procedure standards. Project management is when we do the final platting for your tender project with a garnish of hospitality touch to serve your order as planned.

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## BUSINESS DEVELOPMENT & FINANCIAL ENGINEERING

Your business is on autopilot? and you face turbulence? That's when we come to evaluate and diagnose your issues, analyze the problem, and highlight it up. Make it less harmful to your financials and numbers, as the earlier the problem, the cheaper it will be to solve it. We suggest solutions and recommendations on skipping bigger bumps that deviate your business from more significant crises.

Moreover, if your business is doing great and about time to expand, we can take it to the next level and leverage your expectations in multi-diverse ways. Could it be franchising or adding sister brands or sister products to your production? We jump in and Macdonalizing your business and replicate the success stories or release similar ones. We convert your business into a baby institution by reflecting all the business procedures into SOPs Standard Operation Procedures and making it easier to be synchronized for all related parties.



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**OUR LOCATION**

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