



GGB
CONSULTING

CORPORATE PROFILE 2026

Restaurant and hospitality development

From first decision to opening night - and
the operating discipline that follows.

FOUNDER-LED / DUBAI / GCC / INTERNATIONAL

Hospitality felt in the room. Control proven after it.

GGB Consulting brings feasibility, concept, brand, HACCP-ready design, fit-out oversight, licensing coordination, recruitment, operating systems and launch into one accountable mandate.

WHO WE ARE

One operating principal. One commercial truth.

GGB creates, repairs and scales hospitality businesses by connecting guest experience to the P&L, the project plan and the management decision.

A consultancy that works from the P&L - not the mood board.

Beautiful hospitality and commercial control are not competing ideas. GGB designs the operating reality behind the concept - capital, capacity, menu, flow, people, standards and the numbers that hold it together.

28+

YEARS IN HOSPITALITY
LEADERSHIP

45+

F&B CONCEPTS

300+

PROJECT
ENGAGEMENTS

Counting basis: concepts and broader engagements worked on - not completed openings.

FOUR CORE MANDATES

01

BUILD

Create a restaurant or bar from feasibility and concept through opening readiness.

02

TRANSFORM

Recover margin, reposition the offer and reset the operating rhythm.

03

SCALE

Turn a proven outlet into a documented, investable and transferable system.

04

CONTROL

Install multi-outlet reporting, controls, compliance tracking and AI-assisted discipline.

MARKETS

UAE and wider GCC / India / Singapore

Dubai-based. Built for investors, founders, hospitality groups, developers, hotel owners, landlords and international brands entering the region.



FOUNDER / OPERATING AUTHORITY

The room changes every night. The discipline must remain.

P. Dayaparan leads GGB's premium engagements personally - reading the restaurant, the commercial model and the management decision together.

P. Dayaparan

FOUNDER / PMP / HOSPITALITY OPERATOR

28+ years across hospitality operations, launches, turnarounds and multi-outlet control, with senior branded-resort experience across the GCC, India and Singapore.

01 READ THE ROOM

Product, people, pace and guest experience as one reality.

02 READ THE ECONOMICS

Sales, cost, capacity and control beside the floor.

03 READ THE DECISION

What moves first, who owns it and what returns to review.



Different pressures. One operating discipline.

Clients enter GGB through the decision in front of them. The route changes; the evidence-first method does not.

01

BUILD FROM ZERO

Restaurant, bar or hospitality concept

- Feasibility and investment case
- Concept, brand and menu
- Site, design, build and approvals
- People, systems and opening control

02

TRANSFORM A VENUE

Existing operation under pressure

- Profit-leak diagnosis
- Menu and margin surgery
- Labour and delivery economics
- 90-day operating reset

03

SCALE & FRANCHISE

A proven outlet ready to replicate

- Readiness and unit economics
- Brand and operations documentation
- Training and quality systems
- Market-by-market rollout playbook

04

SYSTEMS & AI

Multi-outlet control and visibility

- Daily consolidated reporting
- POS, variance and wastage control
- Compliance and licence tracking
- AI-assisted management discipline

From owner brief to an opening-ready business.

Seven workstreams bring commercial, creative, technical and operating decisions into one governed sequence.



THE INPUT

Capital + site + intent



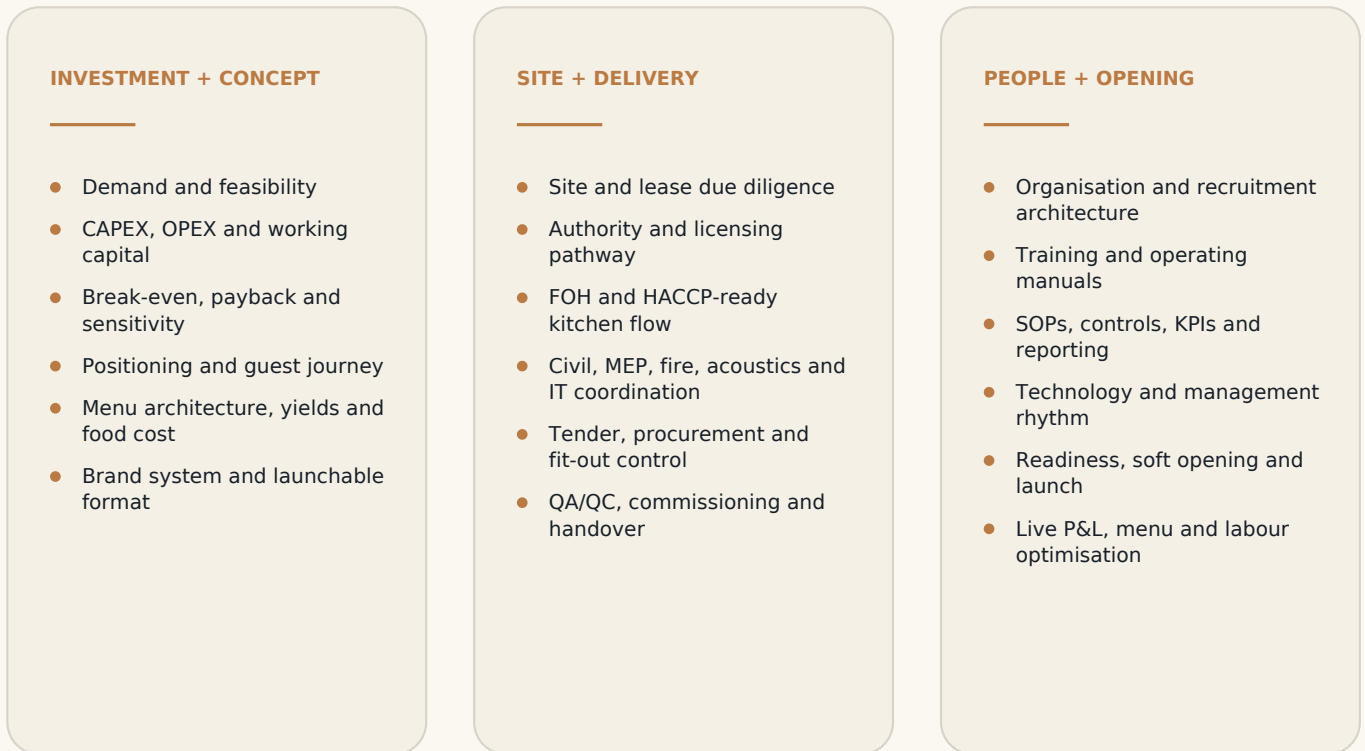
THE OUTPUT

An opening-ready restaurant or bar

Stable enough to operate. Documented enough to improve. Controlled enough to scale.

The work behind each decision gate.

Sequence protects capital. Each phase creates evidence, an owner decision and a controlled handoff to the next.



DECISION GATES



OWNER-SIDE COORDINATION

GGB delivers

Investment logic, concept, operating design input, programme governance, procurement oversight, people, manuals, readiness, launch and performance control.

GGB coordinates

Architects, engineers, contractors, authority specialists and vendors as the owner's representative.

Licensed specialists deliver

Legal opinions, statutory design, calculations, seals, submissions and regulated engineering.

TURNAROUND + PROFIT RECOVERY

Busy service can hide a weak result.

We begin with the operation as it is - not the explanation around it.

STRUCTURED 90-DAY RESET

01

TRACE

Connect the shift to the cost line.

02

RANK

Put money before noise.

03

RE-ENGINEER

Menu, purchasing, labour and channel economics.

04

INSTALL

Controls, owners, dates and weekly review.

DOCUMENTED RESET / PARCO GROUP, JEBEL ALI

How a 44% food cost became 29% - and stayed there.

44% > 29%

AED 6K > 14K

120

FOOD COST

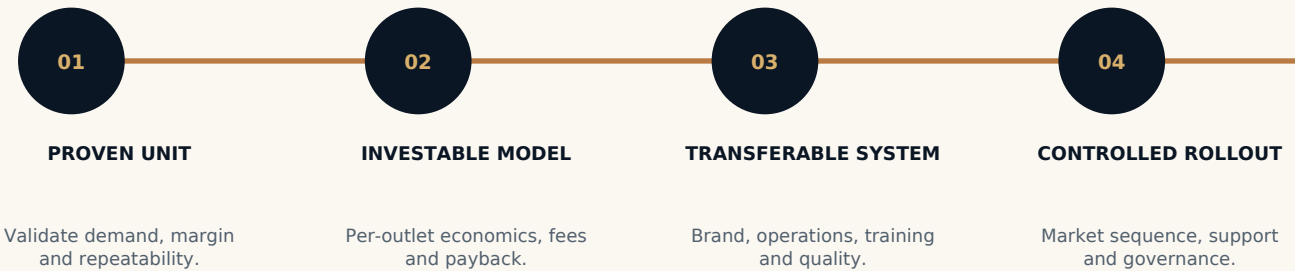
Past result, documented and published with written client consent. Sales were measured across nine months after margin control. Past performance is not a promise.

AVERAGE DAILY SALES

DAY OPERATING RESET

A second outlet should copy a system - not a founder.

GGB turns a proven operation into an investable, transferable platform that can survive a new team, a new partner and a new market.



WHAT THE ENGAGEMENT BUILDS

- Franchise readiness assessment
- Investable unit-economics model
- Operations and brand documentation
- Training and quality systems
- Franchise rollout playbook
- Multi-market expansion plan

THE READINESS TEST

Can the brand operate without you?

- ☒ Proven unit and investor-grade economics
- ☒ Documented fixed and adaptable standards
- ☒ Transferability across team and city
- ☒ Training, audit and quality infrastructure
- ☒ Rollout pacing matched to support capacity

SCALE IS MEASURED THROUGH FOUR COMMERCIAL AXES

FOOD COST %

Theoretical vs actual

LABOUR / SALES

Productivity per shift

DELIVERY ECONOMICS

Net channel contribution

PAYBACK

Capital and time to return



SYSTEMS + AI

One daily picture across every outlet.

The GGB HO Control System consolidates reporting, cost, compliance and management follow-through - so head office decides instead of compiling.

DAILY SALES

LIVE VIEW

Consolidated by outlet

FOOD-COST VARIANCE

LIVE VIEW

Theoretical vs actual

LABOUR PRODUCTIVITY

LIVE VIEW

Revenue per labour hour

DELIVERY MARGIN

LIVE VIEW

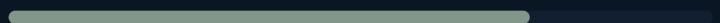
Net of commission + promo

OPERATING-HEALTH DOMAINS

MARGIN INTEGRITY



OPERATING CONTROL



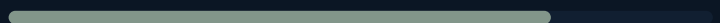
FOUNDER INDEPENDENCE



SCALE READINESS



DEMAND + RETENTION



AI assists the discipline. Management owns the decision.

Automated reporting and chase routines surface drift early.
Human judgement remains accountable.

Training built from the operation - not from generic slides.

GGB turns operating judgement into repeatable team capability using the client's own numbers, channels, menu, standards and pressure points.

CAPABILITY TRACKS

OPERATING MANAGERS

- The pass and the P&L
- Food-cost discipline
- Shift systems and weekly review

COMMERCIAL + MARKETING

- Channel and delivery economics
- Offers linked to contribution
- Demand, retention and measurement

OPENING + MULTI-OUTLET

- Readiness and launch control
- SOP adoption and service recovery
- Head-office reporting discipline

The Service School by GGB

Founder-led bootcamps, team intensives, playbooks, practice reviews and 30-day reinforcement. Formats are tailored to the mandate and the management decision in front of the team.

One method. Different operating realities.

The commercial model, guest journey and technical pressure change by format. The discipline remains integrated.

01 RESTAURANT

Full-service and casual dining

02 BAR + LOUNGE

Beverage-led and nightlife

03 CAFE

Daypart, throughput and repeat

04 QSR

Speed, yield and replicability

05 CLOUD KITCHEN

Portfolio, channel and delivery margin

06 FOOD HALL

Operator mix and common control

07 HOTEL F&B

Brand, asset and operating alignment

08 ENTERTAINMENT F&B

Experience, flow and spend capture

OPERATING FOOTPRINT



UAE

Home market



WIDER GCC

Regional mandates



INDIA

Operating market



SINGAPORE

Operating market

Market knowledge changes the question. Operating judgement protects the method.

One mandate can hold the whole lifecycle.

GGB scopes the route around the owner's decision, then brings the relevant capabilities into one accountable programme.

DECIDE

- Feasibility and investment case
- Demand and market assessment
- Site and lease due diligence
- Break-even and payback sensitivity

DEFINE

- Concept positioning and format
- Brand and guest journey
- Menu architecture and engineering
- Commercial model and operating brief

DESIGN + DELIVER

- HACCP-ready kitchen and flow
- Design and MEP coordination
- Fit-out and procurement management
- Licensing and compliance pathway

OPEN + OPERATE

- Recruitment architecture and training
- SOPs, quality and operating manuals
- Pre-opening and launch control
- Reporting, controls and management rhythm

RECOVER + GROW

- Profit-leak and turnaround mandates
- Delivery margin and demand recovery
- Multi-outlet control and AI systems
- Franchise readiness and rollout

The result is not a report that sits in a drawer. It is a sequence, an operating system and a review rhythm that the client can use.

Evidence before promise.

The work is structured to protect capital, make responsibility visible and return every major decision to evidence.

01 FOUNDER-LED

Senior judgement stays connected to the operation. Premium engagements are led personally by P. Dayaparan.

02 COMMERCIAL FIRST

The P&L, capacity, capital and operating facts are read before creative or cosmetic intervention.

03 GATES, NOT VIBES

Decisions are staged, approved and reviewed. Sequence comes before speed.

04 CONFIDENTIAL BY DEFAULT

Client work stays private unless permission exists to publish named evidence.

WHAT CLIENTS RECEIVE

A CLEAR ARGUMENT

What the evidence says and why.

A CONTROLLED SEQUENCE

Owners, dates, gates and dependencies.

AN INSTALLED SYSTEM

Tools, manuals, controls and review rhythm.



GGB
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BRING THE OPERATING DECISION

Start with the operation as it is.

Share the pressure, the decision and the evidence already available. The first conversation establishes fit and the most useful next move.

GGB Consulting

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SCAN TO VISIT

RESTAURANT DEVELOPMENT / TURNAROUND / SCALE / SYSTEMS

