



GGB
CONSULTING

SIX-BRAND CLOUD KITCHEN

Six Brands. One Growth Operating System.

Marketing capability programme for a multi-brand
cloud kitchen

Prepared by GGB Consulting · Founder-led by P. Dayaparan

Dubai, UAE · ggb.consulting · +971 50 346 0478



Six brands can multiply reach—or multiply leakage.

6x

more opportunity
demands one operating system

Without portfolio discipline, brands chase the same audience, discount the same orders and report activity instead of contribution.



SAME AUDIENCE / PROMOTION LEAKAGE / INCONSISTENT CREATIVE / NO PORTFOLIO P&L VIEW

GGB brings operator logic into the marketing room.

A Dubai-based, founder-led restaurant development and turnaround practice. We work before capital is committed, while concepts are being launched, and when operating businesses need profit recovery or stronger group control.

THE PRINCIPAL DELIVERS

Every mandate is led personally by P. Dayaparan.

That is a deliberate operating model: limited mandates, direct accountability and recommendations grounded in the P&L.

28+

years in hospitality

45+

F&B concepts

300+

project engagements

Dubai-based · Experience
across the Gulf, India and
South East Asia

Figures are counted as engagements and concepts worked on, not as completed openings.

We work where restaurants are won, rescued and scaled.

01

Restaurant launch

Concept, feasibility, site, design coordination, build, people and opening—governed as one programme.

02

Turnaround & profit recovery

Food cost, labour, purchasing, menu, delivery margin and pricing rebuilt into a controlled P&L.

03

Cloud kitchen & delivery performance

Portfolio architecture, aggregator merchandising, promotion economics, customer recovery and team capability.

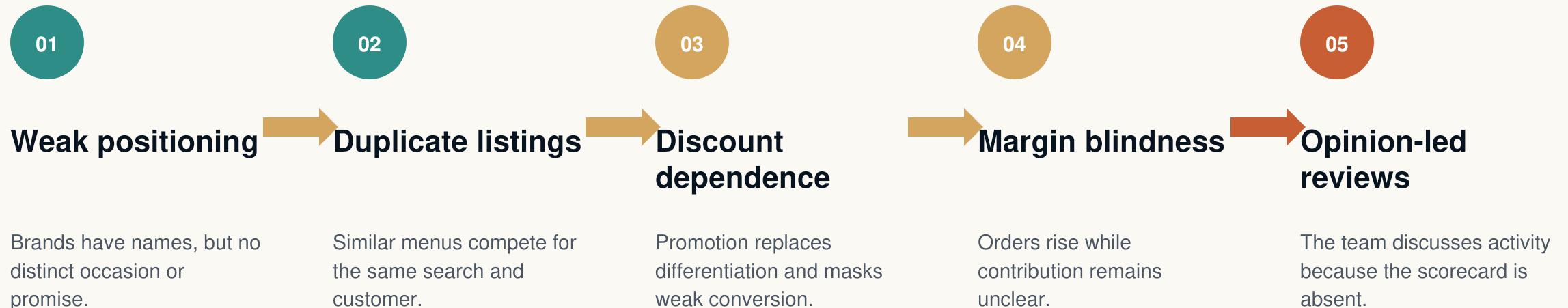
04

Multi-outlet operating control

Standards, reporting and cost-control systems that remain reliable beyond the owner's direct supervision.

The six-brand training programme sits at the intersection of cloud-kitchen performance and multi-outlet operating control.

The six-brand problem is usually portfolio confusion—not a lack of posts.



More posting cannot repair a portfolio architecture problem.

Each brand needs a reason to exist before it earns media spend.

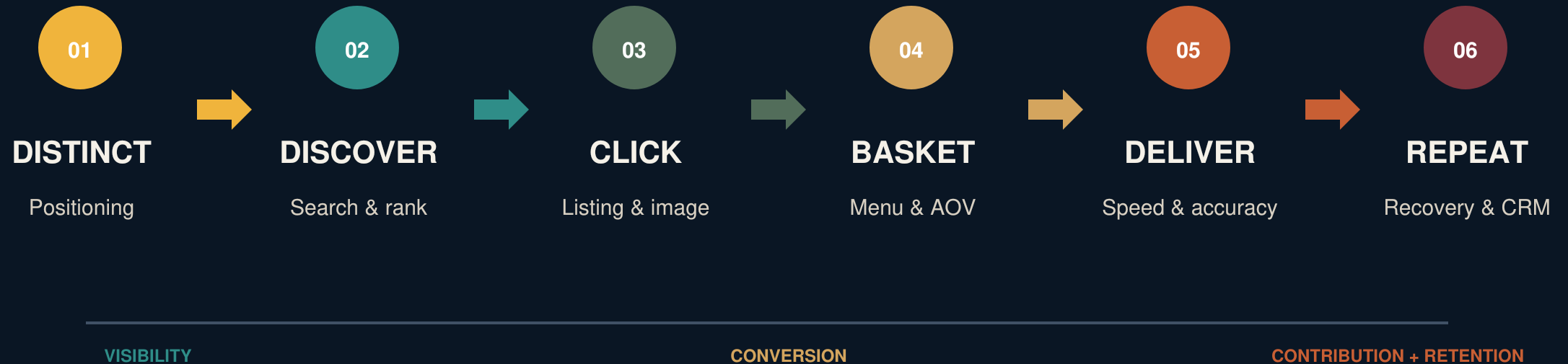
The workshop maps all six brands on one canvas:

- AUDIENCE _____
- OCCASION _____
- PROMISE _____
- HERO PRODUCTS _____
- PRICE LADDER _____
- VISUAL CODE _____

Distinct enough to win different demand. Disciplined enough to share one growth system.

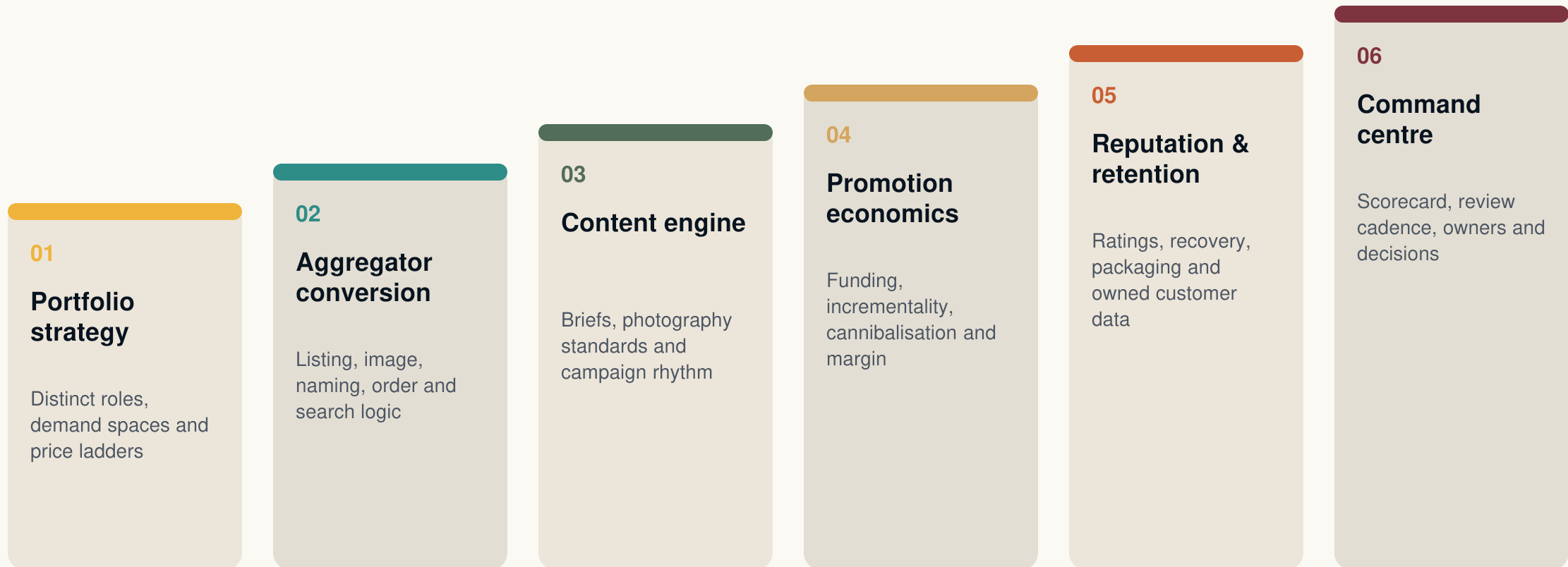


One growth system connects discovery to profitable repeat.



Marketing ends only when repeat behaviour and contribution are measured.

Six capabilities move together—or performance stalls between them.



Built on your own brands, menus and platform data—so decisions happen inside the room.



THE LEARNING METHOD

Training happens on live work—not on generic slides.

01 REBUILD

Real listings and menus

02 PRICE

Real promotions and contribution

03 DECIDE

Real dashboards and owners

The team does not leave with inspiration. It leaves with changed work.

The scorecard turns every brand review into a decision.

WEEKLY BRAND + PORTFOLIO SCORECARD

DEMAND Search visibility · impressions

CONVERSION Menu views → orders

BASKET AOV · items/order

QUALITY Rating · accuracy · cancellations

SPEED Acceptance · preparation time

ECONOMICS Net revenue · contribution

RETENTION Repeat rate · owned-channel mix

THE PROMOTION PROFIT GATE

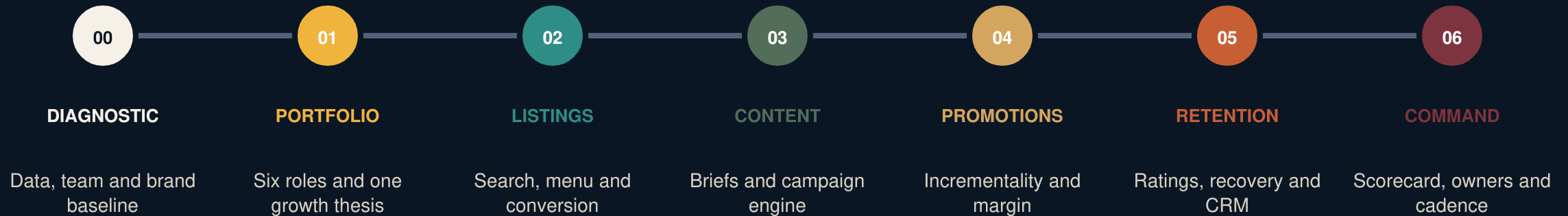
**Incremental orders
× contribution**

>

**discount + fees
+ cannibalisation**

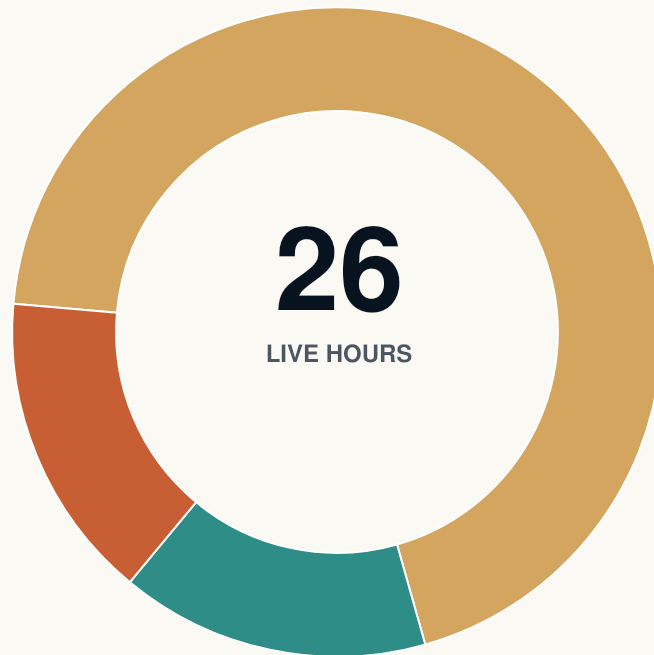
If it cannot clear this gate, it is not growth.

A six-week programme creates capability and an operating rhythm.



4 performance huddles keep the new rhythm alive while campaigns, offers and scorecards are applied in market

Twenty-six live hours—weighted toward action.



18 HOURS

Six 3-hour applied training labs

4 HOURS

Four weekly performance huddles

4 HOURS

Post-programme coaching and correction

Recommended structure; final duration is tailored after the diagnostic.

The programme leaves behind a working marketing system.

01 Portfolio Brand Map

02 Aggregator Listing Playbook

03 Photography & Content Standard

04 Promotion Profit Calculator

05 Ratings & Recovery SOP

06 Weekly Command-Centre Scorecard

BEFORE

Six streams
of activity



AFTER

One accountable
operating
rhythm

Templates are customised to the six brands and remain with the client team.

Founder-led. Evidence-first. Confidential by default.

- 01 Every recommendation carries the numbers and the reasoning behind it.
- 02 A limited number of mandates are delivered personally by the principal.
- 03 Client work is never published without written consent.

The brand promise must survive the delivery bag.



LET'S BUILD THE SYSTEM

Turn six listings into six brands—and one accountable marketing team.

Recommended next move

A 90-minute portfolio diagnostic with the marketing and operations heads.

- 1 Share platform extracts
- 2 Map all six brands
- 3 Issue tailored training scope