

90-DAY RESTAURANT OPENING TIMELINE

From Concept Approval to Opening Night — Week by Week

By GGB Consulting | ggb.consulting | +971 50 346 0478

PHASE 1: FOUNDATION (Weeks 1-3)

Week 1

- Finalise feasibility study and concept validation
- Confirm total budget and secure funding
- Begin trade name reservation with DET
- Engage lawyer for MOA and legal structure
- Start shortlisting locations (minimum 3 options)

Week 2

- Complete location analysis and selection
- Begin lease negotiation
- Submit DET trade licence application
- Engage kitchen design consultant
- Begin HACCP consultant engagement

Week 3

- Sign lease agreement and register Ejari
- Submit Dubai Municipality food permit application
- Begin kitchen layout design
- Start menu development and recipe costing
- Begin Chamber of Commerce registration

PHASE 2: BUILD-OUT (Weeks 4-8)

Week 4

- Obtain landlord NOC for fit-out
- Submit fit-out plans to Dubai Municipality
- Begin kitchen equipment procurement
- Finalise menu with complete recipe cards
- Start supplier sourcing and contract negotiation

Week 5-6

- Begin physical fit-out construction
- Install kitchen ventilation and extraction
- Install fire safety systems
- Submit Civil Defence inspection request
- Begin HACCP documentation development
- Recruit Head Chef and Restaurant Manager
- Register on delivery platforms (Talabat, Noon Food)

Week 7-8

- Complete fit-out and equipment installation
- Complete Civil Defence inspection
- Complete HACCP certification audit
- Install POS system and train on operations
- Complete all staff visa processing
- Begin food handler medical testing
- Order menu printing and marketing materials
- Schedule food photography session

PHASE 3: PRE-OPENING (Weeks 9-11)

Week 9

- Final Dubai Municipality premises inspection
- Complete POS integration with delivery platforms

- Set up accounting and payroll systems
- Launch Google Business Profile
- Launch social media accounts with teaser content
- Begin intensive staff training programme

Week 10

- Full equipment testing (every kitchen station)
- Staff dress rehearsal (simulated full service)
- Complete delivery platform listings with photos
- Receive and organise opening inventory
- Finalise marketing launch plan
- Test all payment terminals and receipt printing

Week 11

- Friends and Family soft opening (3-5 days)
- Collect detailed feedback from F&F; sessions
- Fix all issues identified during soft opening
- Adjust recipes, portions, timing based on feedback
- Brief marketing team and influencers for launch

PHASE 4: LAUNCH (Weeks 12-13)

Week 12

- Controlled soft launch at 50% capacity
- Monitor all KPIs daily (covers, food cost, timing)
- Activate initial social media campaigns
- Begin collecting Google reviews from early guests
- Daily team debrief and issue resolution

Week 13

- GRAND OPENING at full capacity
- Activate full marketing spend (Google Ads, Instagram, influencers)
- Begin daily revenue and cost tracking
- Schedule first monthly P&L; review for Day 30
- Celebrate — then get back to work on Day 31

Need Help Executing This Timeline?

GGB Consulting manages the entire 90-day launch process. We handle licensing, design, recruitment, training, and launch so you open on time and on budget.

Book Your Free Consultation: +971 50 346 0478 | daya@ggb.consulting