



EDALIFE VENDING KIOSK

Le Mall Dbayeh Case
by Hasan Kanj and Elias El Khoury

OUTLINE

- Background
- Company Vision
- Product Introduction
- Operation Details
- Opportunity



BACKGROUND

Two motivated young Lebanese, Hasan and Elias, set up for a F&B company in the Middle East while doing their MBA in London.

The project was designed and structured in 2014 under the supervision of the business consultants in their Business school; and that was the birth spark for Edalife.

Hence, traveling the world, especially to the far east Japan and China, added a big value to the understanding of the business and the product they are dealing with.

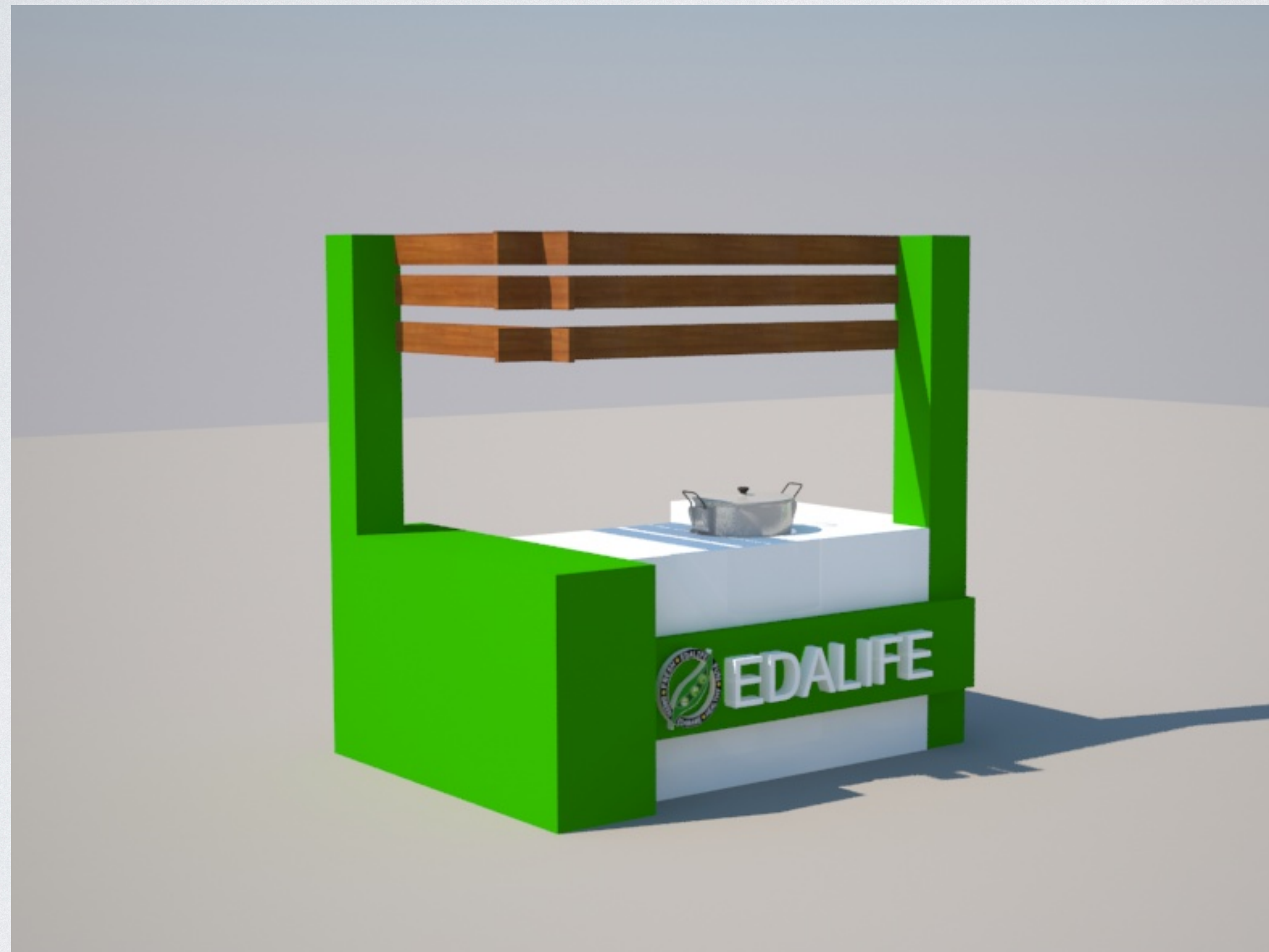


COMPANY VISION & MISSION

- **Vision:** We commit to a green life by enticing new generations to acquire healthy habits thus contributing to a better world.
- **Mission:** At Edalife, we aspire to spread the knowledge of the green fun through Edamame. Whether you are meeting friends, spending time with family or grabbing a snack after long hours of exercise, we aim to deliver healthy food as an alternative to the junk food. We deliver our Edamame with the highest quality at all times, in the best places and with the warmest service.



THE EDAKIOSK™



- Dimensions: 1.5m x 2m
- Power requirements: 220V, 10A



THE EDABOX™

- 3 Sizes:
 - Small: 100grams for 5,500 LL
 - Medium: 200grams for 9,000 LL
 - Large: 400grams for 13,000 LL
- 4 Tastes: Red Chili, Salt, Soy Sauce, Teryaki Sauce
- A built-in container for empty leaves: No empty leaves will be thrown on the floor



MARKET STUDY – SWOT ANALYSIS

STRENGTH	WEAKNESS
–Untapped Market yet –Low CAPEX –High end food	–Expensive per-unit price –Edalife as a brand is in the process of development
OPPORTUNITY	THREAT
–Edamame is new to the Lebanese market, yet it's gaining its popularity rapidly –Healthy customers don't have healthy options to choose from –Carts are more for non-healthy food like Popcorn, Sweet Corn, Tortilla & Cheddar	–Low barrier to entry –Sweet Corn kiosk brands can enter to edamame market quickly

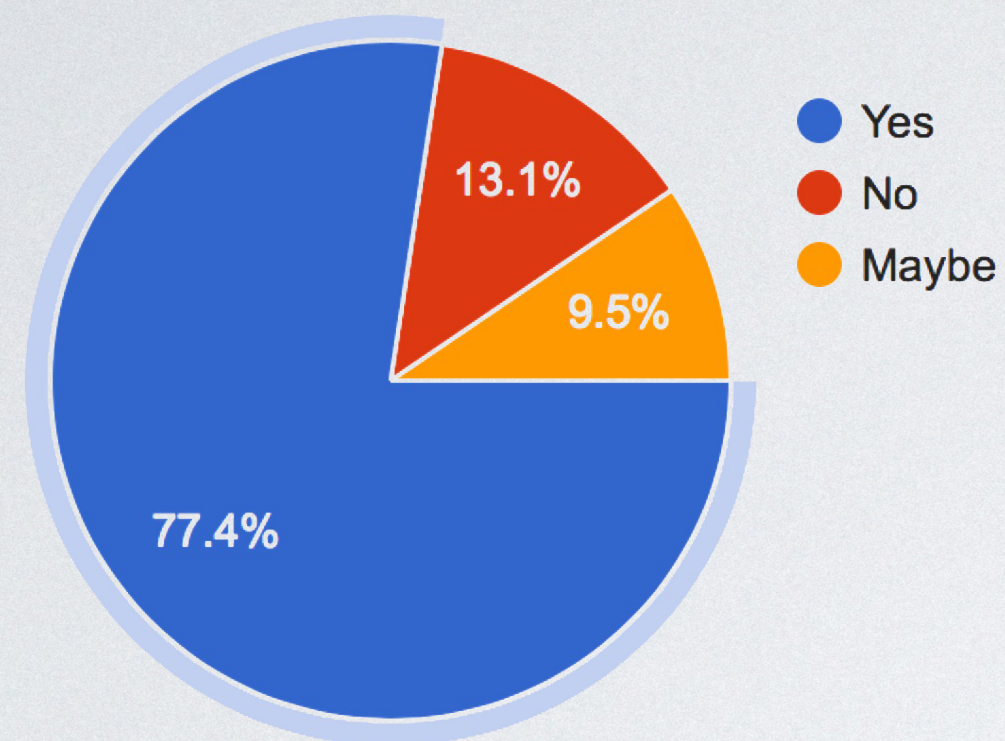
COMPETITION

- Popcorn Carts: 400-800 popcorn boxes per day although unhealthy.
- Sweet Corn Carts: Average 50-150 sweet corn boxes per day although unhealthy.
- Sushi shops: No estimations

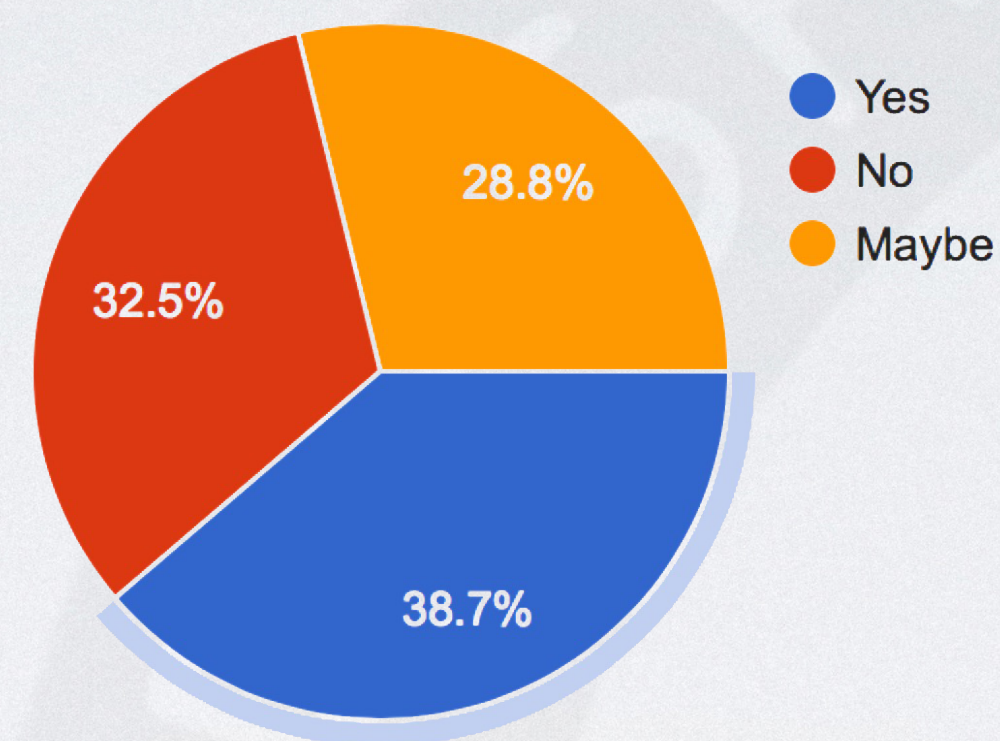


PRIMARY MARKET RESEARCH

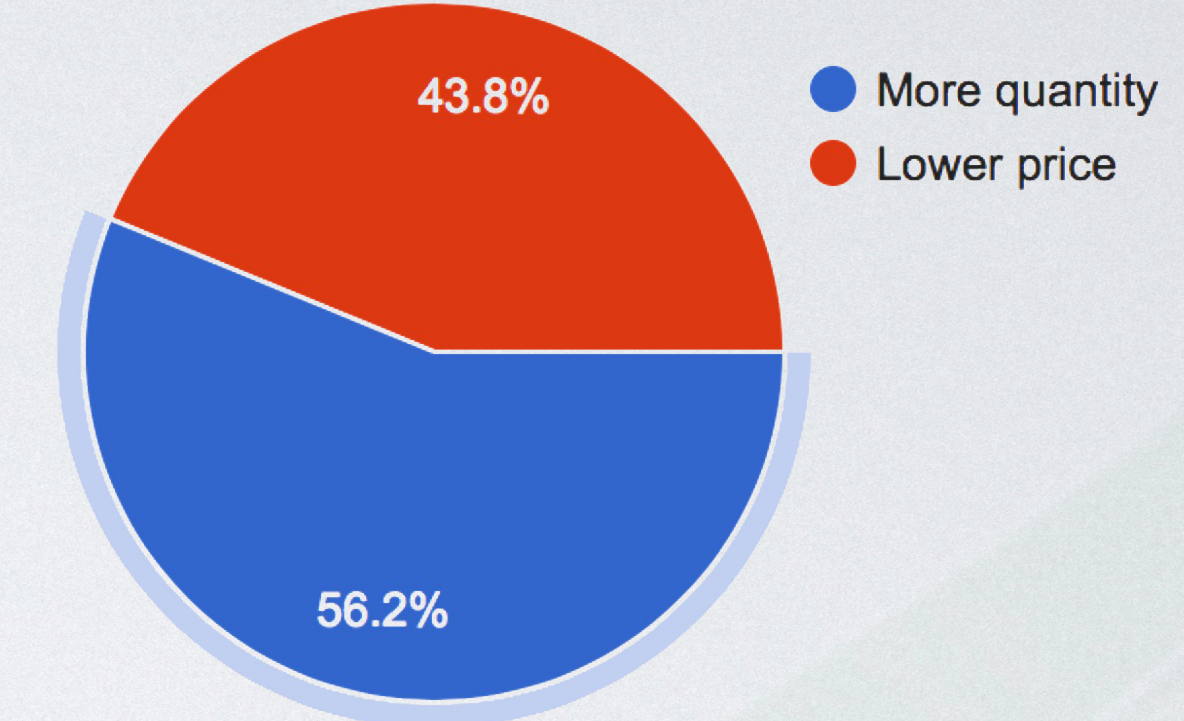
Do you like edamame?



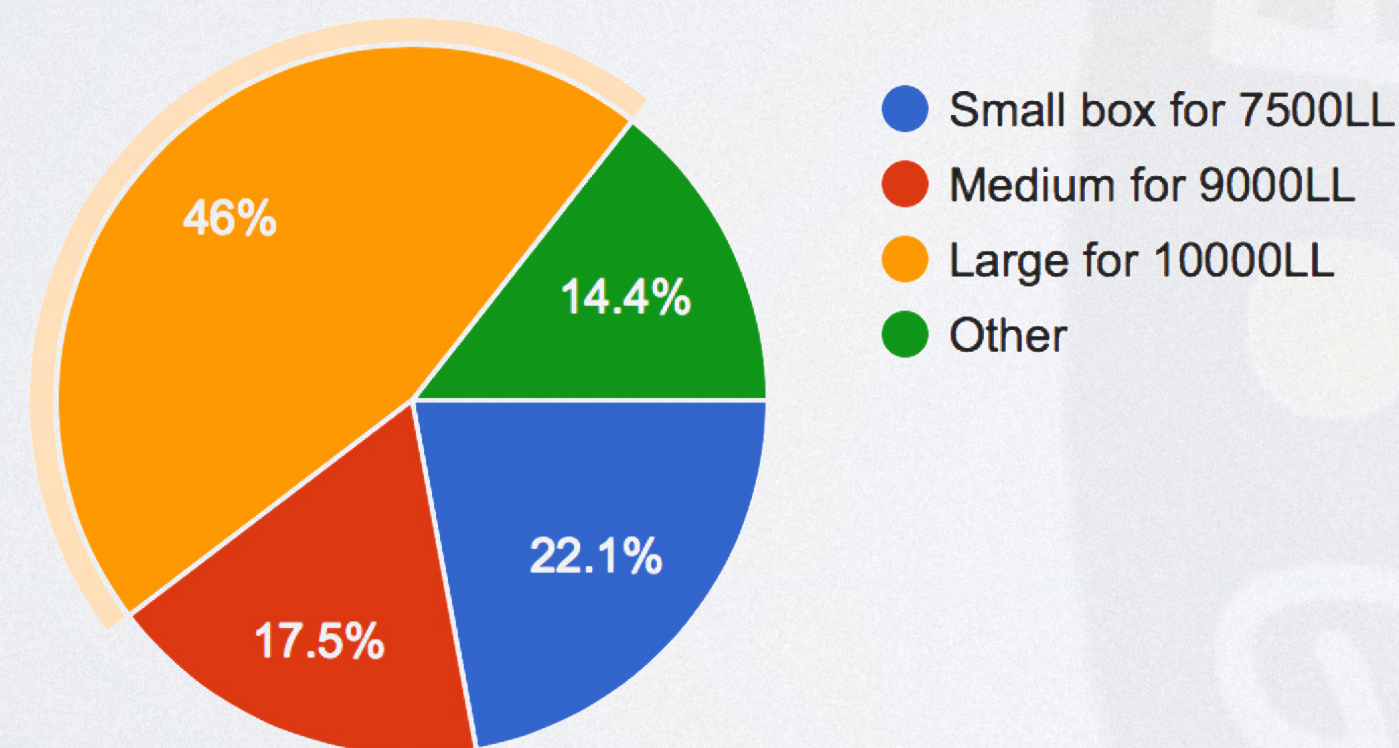
Would you buy it in a mall for 9,000LL/200g?



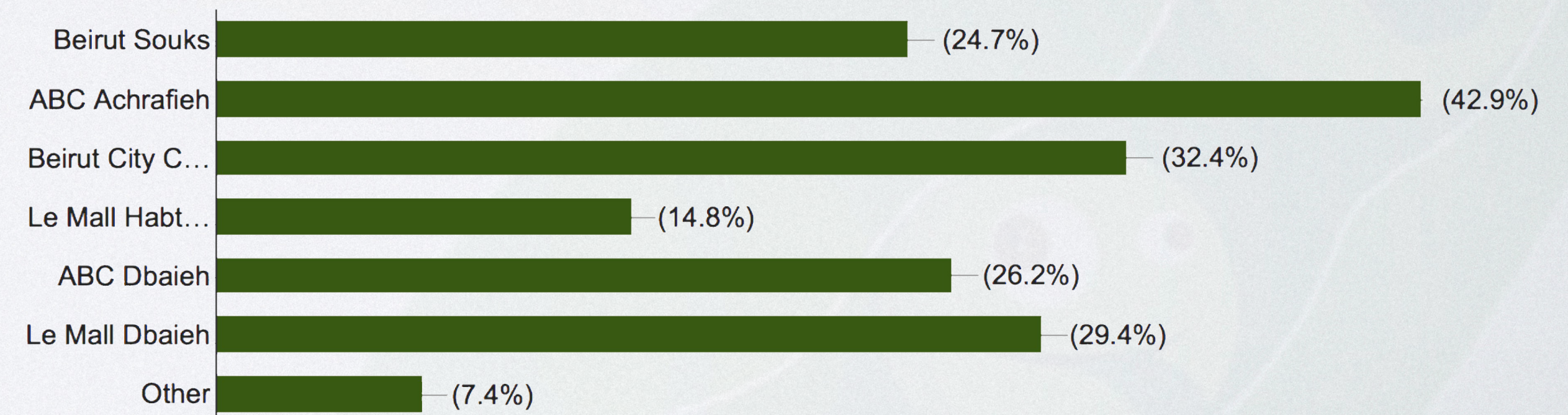
Would you rather more quantity or lower price?



Then which would you buy?



Which mall do you frequent most?



* Based on a sample of 1000 random people visiting malls and souks

PRIMARY MARKET RESEARCH

- Le Mall Dbayeh visitors had the second highest appetite for Edamame after ABC Ashrafieh.
- People who like Edamame were ready to pay high for it and always requested for more quantity.
- In summary, Dbayeh was the best geographic area to start with.

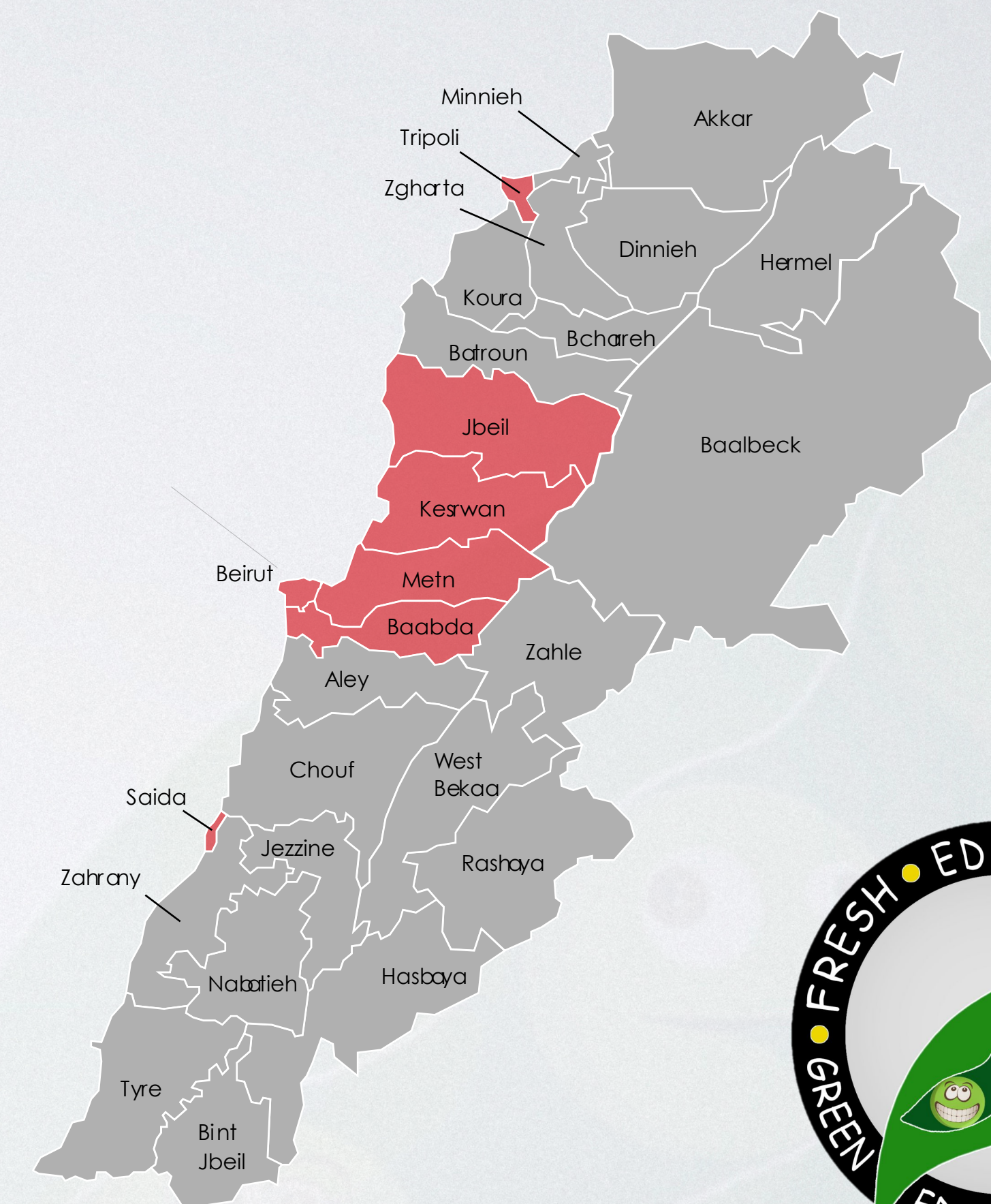
TARGET MARKET

- Target Market: Mall and supermarket visitors. Medium to high end food buyers.
- Market Size:
 - Mall visitors per year: 11,000,000 visitors
 - 20% will see the booth and 5% of them will buy
 - Market size = $11M * 20\% * 5\% = 110,000$ customers per year



GO TO MARKET STRATEGY

- Malls:
 - Le Mall Dbayeh, Sin El Fil, Saida
 - ABC Ashrafieh, Dbayeh, Verdun
 - Beirut City Center
 - City Mall
- Night shift truck: Mar Mikhael, Badaro
- Other locations: Kidz Mondo, Charcutier Aoun, ...



OUR LEADERSHIP TEAM

HUMAN CENTRIC INNOVATIVE TEAM

We use technology and data to improve human lives



HASAN KANJ

CSO & CO-FOUNDER

Edamame lover and financial expert with extensive experience designing and managing finance programs.



ELIAS EL KHOURY

GENERAL MANAGER & CO-FOUNDER

Edamame lover and operations expert with extensive experience in developing data-driven solutions.



ELIAS ABI KHALIL

HOTEL MANAGEMENT EXPERT

Hotel management expert and food savvy. Elias is the mind behind the delicious edamame recipes.

OPERATIONS STRATEGY

- Daily audit on every kiosk
 - Inventory Checklist
 - Hygiene Checklist
 - Customers Comment Cards consolidation



OPERATIONS STRATEGY

- Daily audit on every kiosk
 - **Operations Checklist:** Overall Kiosk, Personal Hygiene, Closing Procedure, Food Handling, Tasting, Inventory Check
 - **Log sheet:** Criteria of food preparation and quality control
 - **Brand Audit:** Uniform, Kiosk, Brochures, Sales attitude



CUSTOMER RELATION STRATEGY

- Daily Customers Comment Cards consolidation for complaints and suggestions
- Answering product related questions and handling upset customers within 24 hours
- Email Marketing Campaign on every occasion (Twice a month)



OPPORTUNITY

- Edalife is requesting a rental space of 3sqm at the entrance of the ground floor of Le Mall Dbayeh for the launch, then Sin El Fil and Saida to expand.
- Rental fees can be either fixed yearly rate, revenue sharing, or a strategic partnership.
- Exclusive presence for Edalife to be the only Edamame kiosk for 1 year renewable.





Thank You

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