



Easing and Digitizing the Supply Chain
for Restaurants & Café

Challenges

1. While the Saudi Arabia Foodservice Market is the largest and most rapidly growing industry, it remains relatively underserved.
2. Managing a fragmented supplier base with over 20 suppliers poses challenges in procurement and supply chain management.
3. Manual management of procurement and supply chain processes.
4. The HR capital investment needed for the Procurement department is affecting the F&B business budget.

Solution

1. Automate the procurement and supply chain processes to provide 99% of chef-requested items.
2. Implement digital solutions for inventory and payment control to enhance resource utilization and reduce waste
3. Account manager to handle the supply chain for the restaurant.
4. Integrate with different business partners for boasting efficiency and producing unique values.
5. Scheduled delivery of a wide range of food products for restaurants, café, and bakery.



EMDAD 
إمداد اكس

Website Overview

شحن مجاني للطلبات فوق 1000 ريال للمنتجات الجافة فقط



سلة التسوق



حسابي



English



جميع الفئات

الأطعمة والمشروبات

التغليف والمستهلكات

المعدات

الأدوات الصغيرة

العلامات التجارية

العروض



المكون أساس نجاح المخبوزات

تسوق مكوناتك الآن!

وفر وتعاقد معنا بخدمة ادارة المشتريات
ضمان امداد وتوصيل مستمر وسريع لكل احتياجات منشأتك باقل الاسعار



الحلويات والمخبوزات



الآيس كريم



احتياجات المطاعم



احتياجات المقاهي



المخبوزات



المكسرات



البهارات



المخللات



الصلصات



الألبان



الاجبان



البطاطس



الزبدة



الزيوت



الخضار



الخضار



الاسماك



اللحوم



Market Size

1. Market is valued at USD 29.94 billion in 2023, and it's expected to reach USD 43.41 billion by 2028.
2. Youthful Demographic: Saudi Arabia's thriving fast food market is driven by its predominantly young population, with 70% under the age of 30.
3. Mobile Foodservice Trend: Influenced by evolving lifestyles and exposure to both local and Western food trends, this trend is reshaping the industry.
4. The market's potential has drawn the interest of both domestic and foreign businesses.

Competitors

	EMDADX	SARY	KASO
Deliver Low range quality products for restaurants and café.	Yes	Yes	Yes
Deliver high and full range products for Restaurants and café.	Yes	No	Yes
Deliver full range of Bakeries Biz need.	Yes	No	No
Deliver full range of pastries need.	Yes	No	No
Deliver Fresh food	Yes	No	No
Offer digital solutions for streamlined procurement and payment control	Yes	No	No
Restaurant procurement managed via supply chain agreements.	Yes	No	No
provide expert guidance to create raw material lists with backups.	Yes	No	No

Competitive advantages

- 1. Full Digital Transformation:** By digitizing the supply chain and procurement operations, we achieve heightened efficiency, accuracy, adaptability, and gain better control over procurement process, payment, and compliance processes.
- 2. Tailored Procurement Advantage:** Our commitment to client success and efficiency is our competitive edge. We provide expert guidance and create resilient raw material lists with backups, safeguarding against disruptions and giving clients a sustainable edge in the dynamic F&B industry.
- 3. Diverse F&B Clientele:** We serve various industry segments like restaurants, cafes, bakeries, and pastry shops. This broad spectrum of clients allows us to offer a unique and comprehensive solution.
- 4. Strategic Supply Chain Advantage:** Our dedicated account manager in supply chain agreements streamlines client procurement, saving time and costs. It eliminates the need for a full-scale in-house department, it expedites entry into the F&B industry, including those from outside KSA.

The Team



Fathi AlMuzel

13 Years Horeca
Business
CEO



Hassan AlMuzel

5 Years in Quality
Consulting
Co-Founder



Mohamed Alkabani

8 Years in Marketing
& E-commerce
CTO



Mohamed Kreik

13 Years in Horeca
Procurement
Supply Chain Head



Alaa Amin

15 years in Horeca
sales
Commercial
Director

Business Model



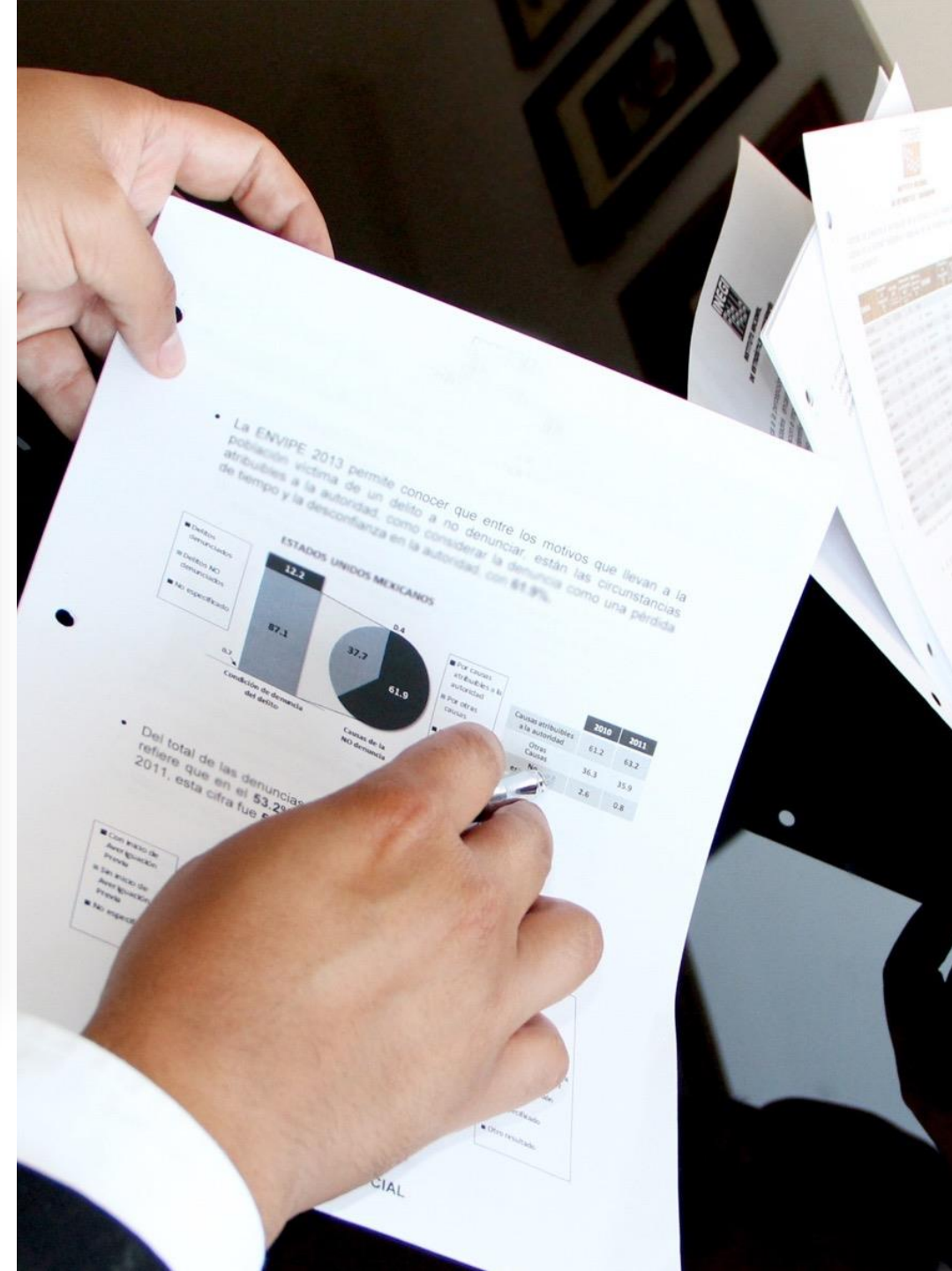
An annual growth in profit margins, ranging from 8% to 22% on sales



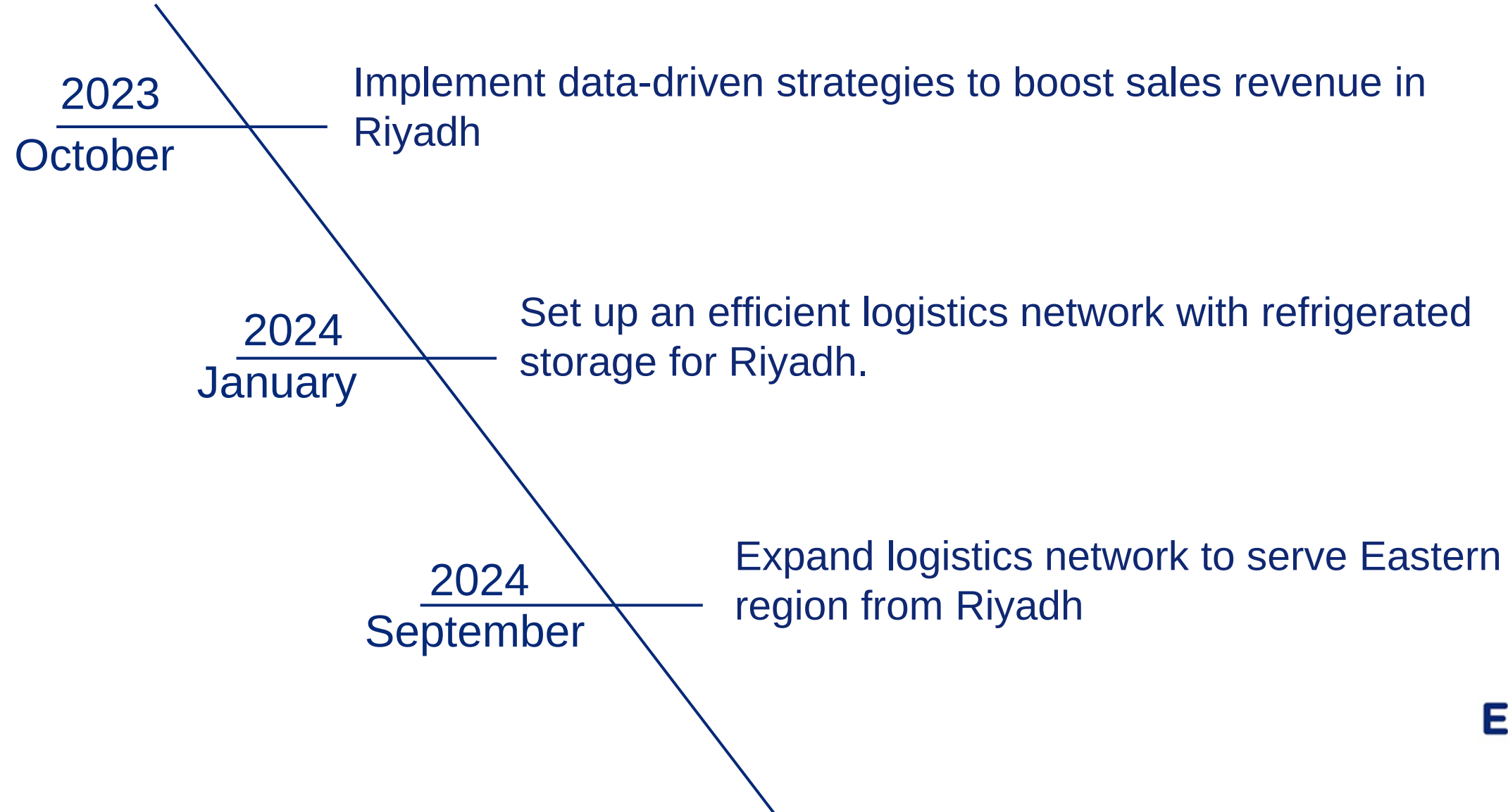
The monthly contractual fee for supply chain services is \$1300 per contract



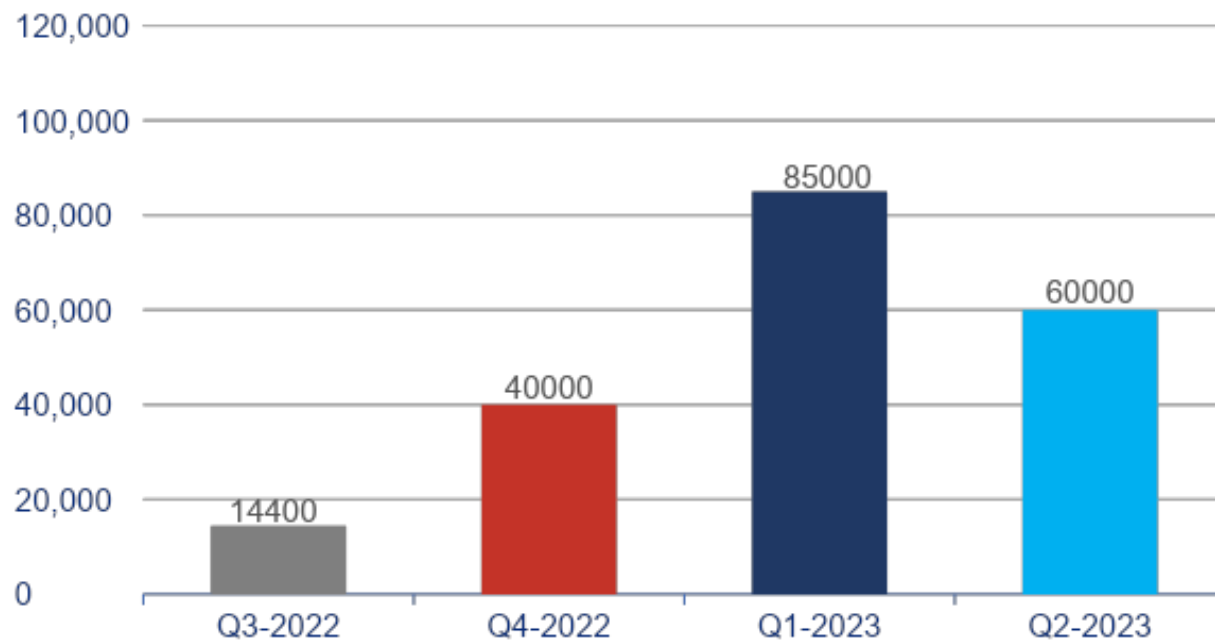
Advertisement on the website



Key Milestones

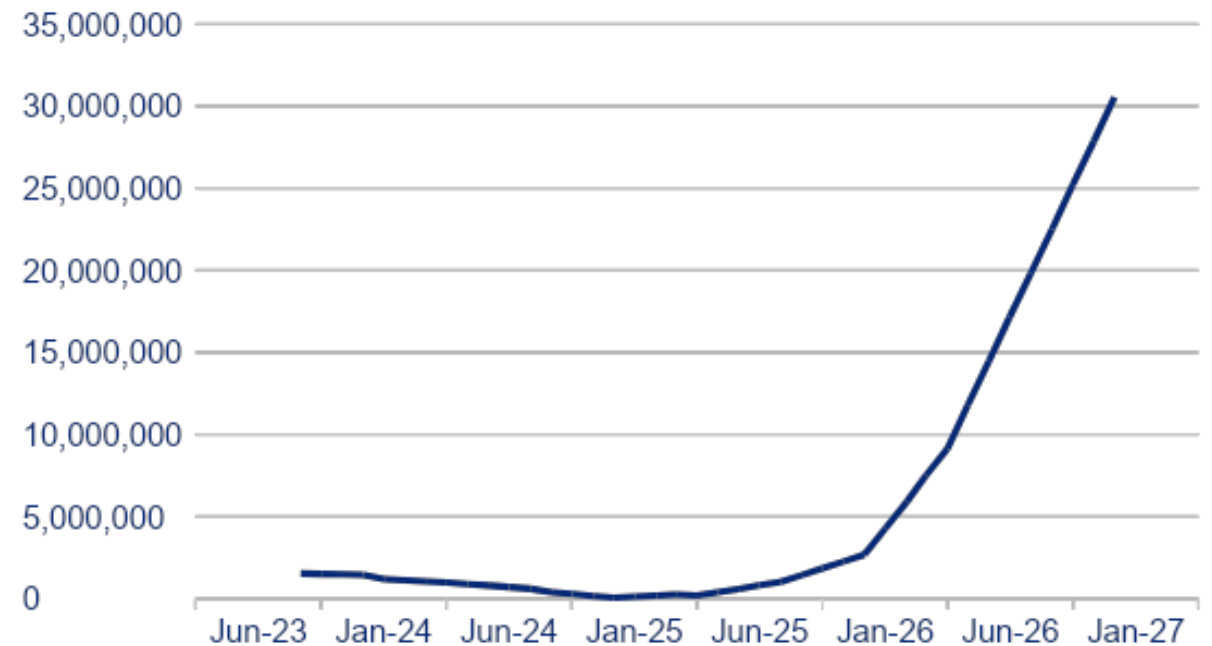


Traction



Cash Flow

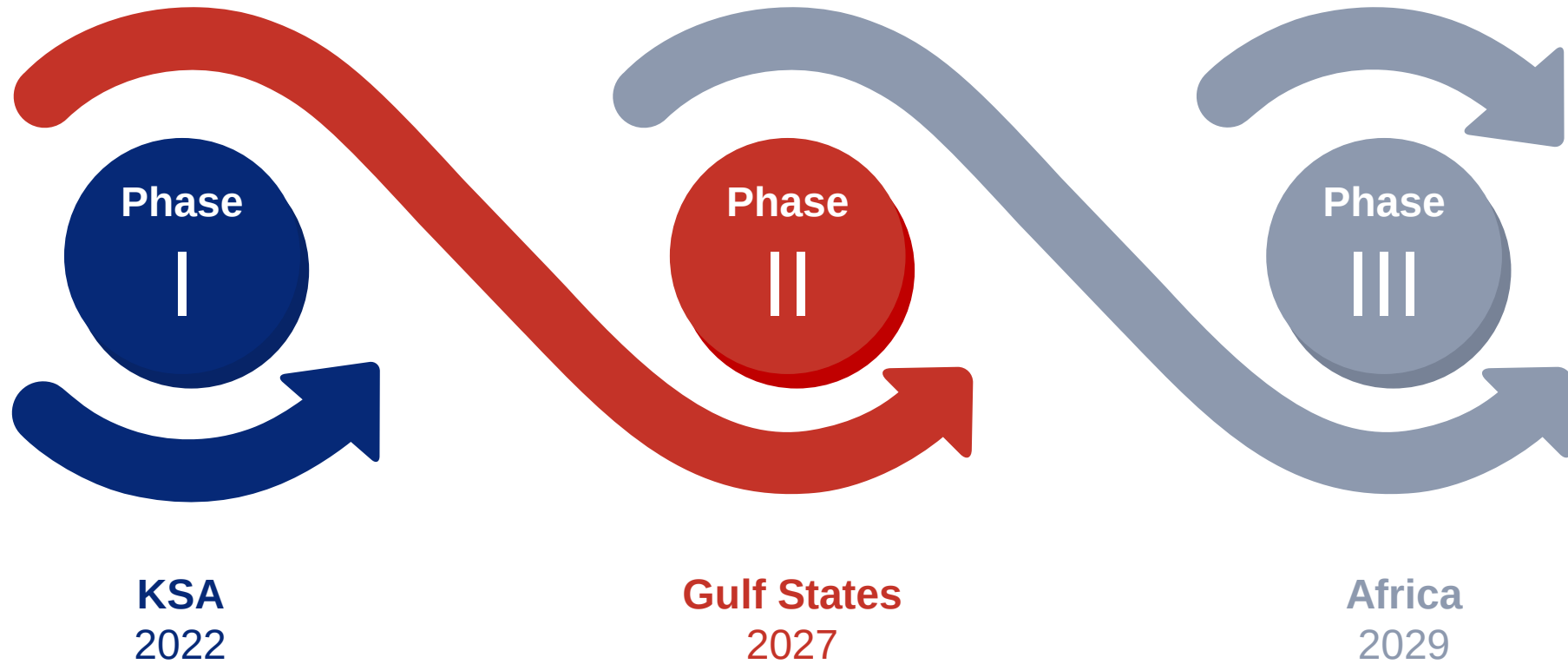
- Through well-planned investments and execution, we foresee substantial growth in the next three years.
- We will break even in December 2024.



Ask

- Our company is experiencing rapid growth, with market demand growing even faster..
- The investment will support website development, customer experience enhancement, product acquisition, sales expansion, and preparation for strategic industry partnerships.
- Our Ask is: **\$1,500,000 for 17.65 % equity**, that will cover 18 months to complete all upcoming objectives.
- The ROI could be up to 20% of the total investment.
- The founder of EMDADX has fully financed the venture till now.

Future Plans



Thank You