



Casual

# of transactions	4k to 15k per month
Average ticket size (AED)	70-175
Beverage sales % of total sales	5-20%
Food cost % of revenue	20-30%
Rentals % of revenue	7-30%
Staff cost % of revenue	17-30%
Marketing cost % of revenue	1-3%
Margins % of revenue	8-22%

Average space per outlet sq. ft.	2,500-7,000
Average number of staff	15-35

Revenue/sq. ft. AED	130 to 500 per month
Revenue/staff AED	13k to 25k per month



Premium dining (without license)

# of transactions	3k to 11k per month
Average ticket size (AED)	120-240
Beverage sales % of total sales	15-40%
Food cost % of revenue	15-35%
Rentals % of revenue	10-25%
Staff cost % of revenue	20-35%
Marketing cost % of revenue	1-2%
Margins % of revenue	8-30%

Average space per outlet sq. ft.	3,000-9,000
Average number of staff	40-100

Revenue/sq. ft. AED	175 to 375 per month
Revenue/staff AED	10k to 30k per month



Premium dining (with license)

# of transactions	3k to 10k per month
Average ticket size (AED)	200-750
Beverage sales % of total sales	30-60%
Food cost % of revenue	20-35%
Rentals % of revenue	0-20%*
Staff cost % of revenue	15-25%
Marketing cost % of revenue	1-3%
Margins % of revenue	10-30%

Average space per outlet sq. ft.	3,000-13,000
Average number of staff	45-125

Revenue/sq. ft. AED	200 to 500 per month
Revenue/staff AED	12k to 45k per month

* Premium dining with license includes hotel-based F&B, where rental cost is not allocated separately to the outlet