

COMPANY PROFILE



MILESTONES
RESTAURANTS & CAFES INVESTMENT

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WHO WE ARE

THE COMPANY:

Milestones is an acclaimed international brand, now poised to revolutionize the food and beverage industry in Egypt with new and innovative concepts as well as diverse taste experiences. Our unique restaurant culture demands that 'customers' are treated in the same way as guests visiting our homes.

It is with great pride and optimism that we will soon launch our first Milestones restaurant in Egypt operated by local staff, well-trained in our methods and inducted with our culture to ensure our brand emerges as a celebrated household name throughout Egypt.

HISTORY:

The Milestones brand has long proven to be successful in numerous countries around the world and our franchise has made its mark in Jordan, the United Arab Emirates, Palestine and Canada over the past five years.

MISSION AND VISION

MISSION STATEMENT:

The grand opening of our first branch will be highly publicized. Once our guests are familiar with our cuisines and hospitality experience, we will rely on their feedback to develop our services and products in accordance with their specifications and the demands of the Egyptian market. We rely on word of mouth coupled with advertising and a variety of marketing tools to disseminate the message that an exciting new restaurant concept, in respect to menus, décor, ambience and service, is in town.

VISION:

Our success is built on these set-in-stone fundamentals – continued evolution, adaptability, fresh, quality ingredients, pioneering menus and, most importantly, enthusiastic, well-trained and loyal staff, who understand that in our world, the Milestones world, our guests are king.



BUSINESS OBJECTIVES

Egypt's first Milestones restaurant: Levant Cuisine

Scheduled to open its doors in the autumn of 2015, our first restaurant in Egypt is themed around the rich cuisine of the Levant – Syria, Lebanon, Cyprus and Armenia – with an accent on Armenian décor and traditional dishes, some with a contemporary twist so as to differentiate it with the plethora of Lebanese restaurants that have sprung-up during recent times. Sited close to the Tivoli Dome in Sheikh Zayed City, it is designed to be a treat not only for the palate but for all five senses with music, artwork, design and service oriented towards the hospitality for which the Arab world is rightly famed.

Our Jordanian executive chef has built up a well-deserved reputation for excellence in the Middle East. This dedicated specialist in Lebanese and Armenian cuisine has supervised the kitchens in such high profile restaurants as Fakhreddine, (in both Amman and Ramallah) as well as the Levant in Amman.

BASHAWEESH,

Opened our first Branch at Mporium Mall Marassi, north coast, offering our delightfull taste of Lebanese food together with the Shawerma that waters your mouth.

HIGH-END INDIAN RESTAURANT

Within a maximum of two years, we will open a second branch – a five-star Indian restaurant serving authentic Indian dishes created by an international executive-chef - with a view to ultimately establishing branches throughout the country.

FUTURE PERFECT

We will continue to develop new and diversified dining concepts that guarantee unique experience and set the bench sky high. Rest assured that guests will appreciate the difference.

MANAGEMENT & OWNERSHIP

Entrepreneur MAHMOUD YASSIN is the company's major shareholder and hands-on partner. Having lived and worked in eight different countries and conducted business on both national and international scales, this dynamic University of Calgary MBA graduate is well-versed with a variety of different cultures, tastes and multi-cultural expectations. With a decade of senior management under his belt in real estate, hotels and the food and beverage industry, he has developed his own personal management style which has served him well.

YASSIN believes in taking the initiative to engage and lead his team to create a self-sustaining organic entity. His past achievements include the successful management of a major real estate fund and the implementation of a 5\$ million food and beverage project in Palestine (including conceptualisation, training and devising the marketing plan). His fusion of interpersonal understanding, along with confidence and problem solving skills, permit him to get to the root of things so as to nurture en environment conducive to success.



TEAM SPIRIT

PHILOSOPHY

We believe in the inverted Pyramid style of management. Our team – we say ‘team’ not ‘staff’ because we all work together towards the same goals – are at the top of the pyramid, while the Chairman and managers are at the bottom, there to offer support to our team to give our guests the finest service and hospitality.

THE TEAM PLAYERS

Our diversified team comprises chefs familiar with different cultures and cuisines, waiters trained in international service protocols – and managers experienced in various aspects of the food and beverage industry able to create concepts, maintain our trademark culture and who are eager to raise the bench so as to improve our guest experience.

PROJECT PORTFOLIO

- Hareer Palestine
- Red Olives, Canada
- Joint venture is currently being established with Pronto, Cairo
- Bashaweesh, North coast, Egypt
- Levant Cuisine, Sheikh Zayed, Giza

