



Margin & Co. UAE
PART OF GRANDTABLE GROUP · DUBAI

Find the profit leaks in your restaurant in 72 hours

We review your food cost, menu pricing, labour and waste, show you exactly where money is leaking, and give you a plan to fix it — every leak valued in AED per month.

AED 0

initial check, always free

72 hours

from your data to fix plan

47 checks

across 12 profit areas

AED 86,450

a month found in one venue

WHO IT'S FOR

Restaurants, cafés, bars and cloud kitchens

Built for UAE venues that suspect money is leaking but can't see where. You keep running service — we work remotely from your POS exports, supplier invoices and rotas.

CASE STUDY · DUBAI RESTAURANT

AED 86,450

a month in identified losses — 19.2% of revenue

Food cost and portion drift, under-priced best sellers, waste and over-ordering. Identified and planned, not yet achieved — shared with the client's permission. Sample report: marginandcouae.com/sample-report

AED 55,475

a month in planned savings



“Most venues don’t have a sales problem — they have a leak problem. I spent 20 years finding them on the floor; now I find them in your numbers.”

Michael Ripa di Meana — founder, Margin & Co. · 20+ years running UAE restaurants, bars and hospitality groups

HOW IT WORKS

From first call to fix plan

■ Free initial check

A 30-minute call. We look at your sales, costs and menu and tell you honestly whether a full audit is worth paying for.

■ Your fix plan

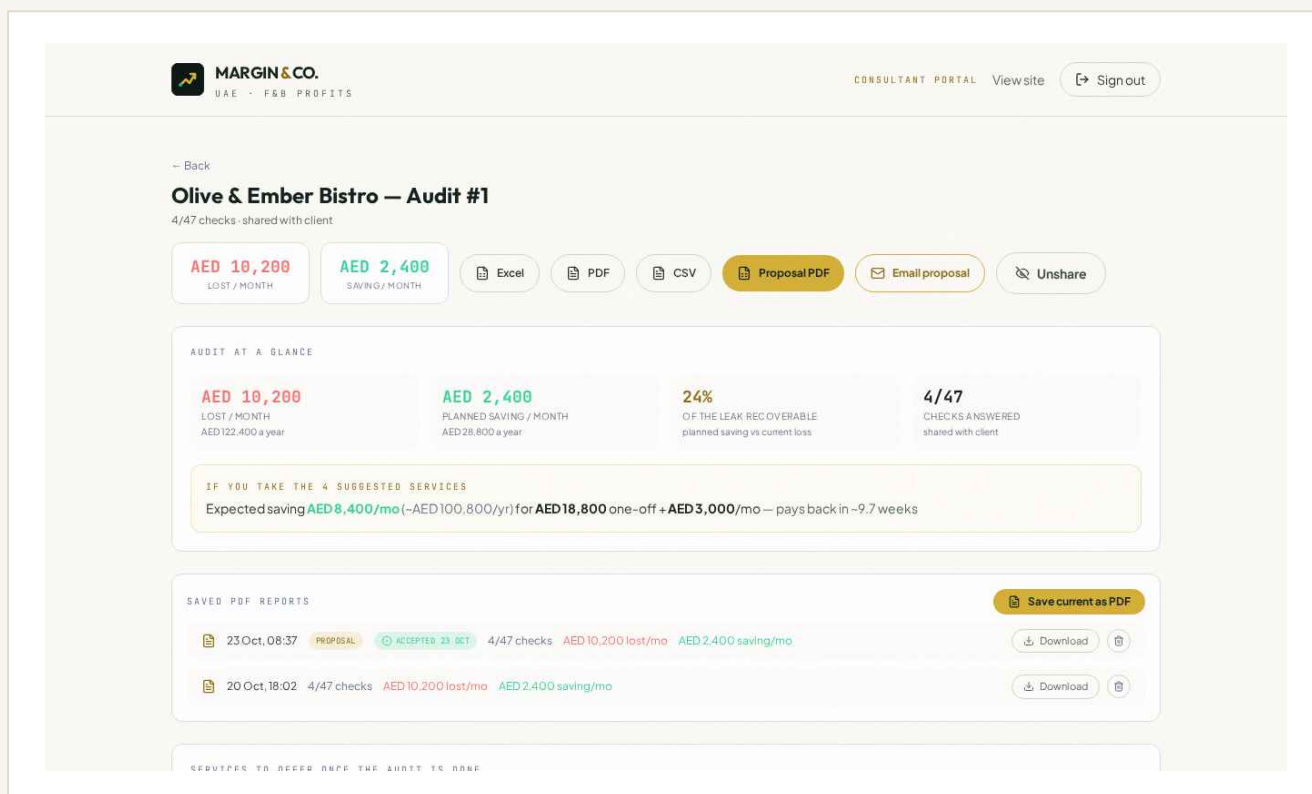
A clear report: every leak valued in AED per month, the fix, who does it and by when. Then a proposal if you want us to put the plan in place.

■ The 72-hour audit

You share POS reports, supplier invoices and rotas. We analyse food cost, pricing, labour, waste and delivery-app margins — remotely, no disruption to service.

■ What we need from you

POS sales reports, supplier invoices for the last 1–3 months, recipes if you have them, and staff rotas. We sign an NDA on request.



Your live audit dashboard: losses, planned savings and service payback, updated as the audit progresses.

WHAT YOU GET

■ Profit-leak report

every issue valued in AED per month — no vague advice

■ Menu item margins

what to reprice, remove or push

■ Food cost vs target by category

and labour cost vs sales by shift

■ 30-day action plan

prioritised, with savings scenarios for the year ahead

WHERE THE MONEY LEAKS

The usual suspects, priced in AED

■ **Food cost and portion drift**

Recipes costed on last year's prices; portions creeping up plate by plate.

■ **Waste and over-ordering**

Spoilage nobody logs, prep nobody sells, orders placed on habit not data.

■ **Labour vs sales by shift**

Rosters built for the busy night that doesn't always come.

■ **Under-priced best sellers**

Your busiest dishes priced below their true cost — the leak that compounds daily.

■ **Voids, comps and discounts**

Money leaving the till with no named reason attached.

■ **Delivery-app commissions**

Aggregators taking margin you never priced in.

BENCHMARKS

The ranges we check you against

Measure	Healthy range
Food cost	28–32% of sales
Labour (fully loaded)	25–30% of sales
Waste, spoilage & comps	1–4% of sales
Voids & discounts	under 2% of sales, all with a named reason

Benchmarks are starting points — your concept and location shift what 'good' looks like. The audit sets targets for your venue, not a template.

An operator, not a consultancy

One fixed-price audit from someone who has run the floor — instead of day rates, slideware and advice that never reaches the P&L.

What matters	Margin & Co.	A typical consultant
Pricing	? Published, fixed prices	Day rates and open retainers
Experience	? 20+ years running UAE venues	Analysts, not operators
Deliverable	? Every leak valued in AED/month	Generic recommendations
Evidence	? Your POS, invoices and rotas	Industry averages
Speed	? 72 hours to your fix plan	Weeks of workshops
Follow-through	? Support and quarterly re-audits	A report, then silence

Comparisons reflect common market offerings; consultancies vary.

WHY IT PAYS

On the case-study numbers, the expected saving pays back a full audit fee in weeks, not months — and after that, the recovery is profit every month. If we can't see leaks worth more than the audit fee on your free initial check, we tell you before you spend anything.

PRICING

Simple, fixed prices

Free initial check	Free
Profit audit — the full 72-hour audit with report and 30-day plan	From AED 3,000
Audit + support — phone support, monitored costings, quarterly updated audits	From AED 1,500/mo
Menu engineering and costing — every dish costed, repriced and repositioned	AED 2,500–10,000
Recruitment — list a vacancy, or 5 interviewed qualified candidates	From AED 500 fixed
Pre-opening set-up — costing, suppliers, systems and training before you open	Quote

Prices in AED, excluding VAT. **FESTIVE50**: 50% off the full audit fee for the first 5 clients, until 30 November 2026.

GETTING STARTED

Book your free initial check

- 1 Message or book online**
WhatsApp +971 55 362 4117 or marginandcouae.com/book — pick a time that suits service.
- 2 The 30-minute call**
We look at your numbers together and tell you honestly if an audit is worth it.
- 3 Share your reports**
POS exports, invoices, rotas — under NDA if you like. We take it from there.
- 4 Your fix plan in 72 hours**
Every leak in AED per month, the fixes, and a proposal if you want them put in place.

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