PROCEED TO SITE DILIGENCE — CONDITIONS ATTACHED

Do not sign the lease yet.

SAMPLE REPORT — BUSINESS BAY, DUBAI

Your report covers your address.

62 ± 9

VRI · MODEL UNCERTAINTY

0 50 70 100

Location Attractiveness	62/100
Micro-location	+0
Financial Viability	MODEL CLEARS — VERIFY
Investment Risk	MEDIUM
Data Confidence	65%

The conservative case (AED 172,800/month) already clears the AED 82,072/month break-even; the investment case improves from there toward the established scenario (AED 302,400/month).

> NEXT:
>
> Verify the AED 17,502/month planning rent with three independent broker quotes; Count footfall on-site across a weekday and a weekend, at your own trading hours; Test throughput against the counter capacity this report assumes.

VRI — Viability Rating Index. A 0–100 composite score of this location's viability, from competitor density, rent, demand, sentiment, and regulatory signals. Higher is better; a composite indicator, not a guarantee.

Viabe Location Check

Business Bay, Dubai RESTAURANT

WHAT THIS REPORT IS MEASURED AGAINST

Location	Business Bay, Dubai
Business	Restaurant
Serving	Lebanese & Levantine, Gastropub & Bar Food
Space	600 sqft

Every figure that follows is conditioned on these. If any is wrong, tell us and we will re-run it.

An AI screening of your location using public signals — it organises your early diligence and shows you exactly what to verify on the ground. It is not a substitute for a broker or consultant feasibility study.

PREPARED FOR	REPORT DATE	ORDER ID
Sample Report	August 24, 2026	VIABE-EC6C6057

01 Executive Summary & VRI Score

Modelled from stated assumptions and public signals — see the badges on each figure.

62 ± 9 PROCEED WITH CAUTION

DECISION

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Do not sign the lease yet.

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NEXT:

Verify the AED 17,502/month planning rent with three independent broker quotes; Count footfall on-site across a weekday and a weekend, at your own trading hours; Test throughput against the counter capacity this report assumes.

Decision: PROCEED WITH CAUTION — the model clears break-even at the current terms; validate rent, footfall and conversion on the ground before committing. Verdict (PROCEED WITH CAUTION) reflects the VRI band; Operating constraints (High) — category saturation high, component(s) in the red band: competitor density, the ± model-uncertainty band spans a verdict boundary, documented moderate flood / waterlogging exposure at this locality — that must be mitigated for the verdict to hold.

Business Bay's modeled estimate of 1100 daily catchment visits sits in a moderately competitive market with 30 total competitors, including 8 direct rivals. The planning monthly rent of AED 17,502 represents 12.7% of conservative monthly revenue, a manageable but tight position that leaves limited buffer for ramp-up cycles. Seat-turnover modeling at 24 seats across three stages (1.6, 2.8, and 3.6 turns per day) generates monthly revenue ranging from AED 172,800 to AED 388,800, depending on market penetration and operational maturity; actual capture will depend on execution, differentiation, and competitive positioning rather than geographic advantage alone.

Rent planning assumption: AED 29.17/sqft × 600 sqft = AED 17,502/month. Median of 8 commercial listings, all in Business Bay. Rent burden shown in Section 04.

TOP 3 RISKS

- ▲ Regulatory: Dubai's current shopfront advertising framework applies to commercial outlets in Business Bay: one trade name only per commercial establishment; multiple trade names or advertisements on the same shopfront are prohibited.
- ▲ Competitive density: 8 direct competitors in immediate area means customer acquisition costs will be high and loyalty-building will require meaningful differentiation beyond standard positioning.
- ▲ Revenue ramp dependency: Early-stage turnover modeling assumes 1.6 turns per seat daily; any gap between modeled and actual capture creates immediate cash-flow pressure against the AED 17,502 monthly rent.

TOP 3 OPPORTUNITIES

- ● Delivery channel extension: 17 delivery outlets in the Business Bay area indicate established platform presence (Talabat, Deliveroo, Careem); a differentiated menu positioned for high-frequency orders can capture margin beyond dine-in alone.
- ● Cuisine differentiation: Competitor mix shows Lebanese, Arabic, Indian, and Italian concentration; a clear positioning angle (e.g., elevated casual dining, fast-tracked kitchen for lunch rush) can segment demand away from direct rivals.
- ● Peak-window focus: Lunch (12:00–15:00) and dinner (19:00–23:00) peaks are identified; operational excellence during these 6–8 hours daily—staffing, speed, consistency—can drive per-seat turns toward established and mature scenarios faster.

TOP 3 IMMEDIATE ACTIONS

01 Conduct 2-week on-site traffic count: 3 weekday windows (lunch 12–15, dinner 19–23) and 2 weekend windows (late lunch 13–16, dinner 19–23). Record transaction patterns and dwell times to validate the 1100-visit modeled estimate and refine per-seat turnover assumptions.

02 Verify rent ceiling with 3 local brokers covering 500–700 sqft spaces in Business Bay and adjacent zones. Obtain written rent quotes and lease terms (lock-in period, escalation, break clauses) before any handover payment.

03 Map the 8 direct competitors: visit each during peak lunch and dinner, note menu positioning, price range, seating capacity, and observed occupancy. Identify 1–2 unmet segments (e.g., quick business lunch vs. leisurely dinner, vegetarian emphasis, price tier).

BEFORE YOU SIGN — SITE VALIDATION REQUIRED

This report is based on area-level intelligence. The following must be validated in person before committing to a lease:

- [ ] Frontage — is the unit visible from the main road?
- [ ] Entry visibility — can a first-time visitor find it without effort?
- [ ] Pedestrian flow — observe footfall at peak hours (Weekday lunch: 12:00-15:00, Weekday dinner: 19:00-23:00)
- [ ] Anchor proximity — identify the nearest footfall driver (supermarket, transit stop, office building)
- [ ] Signage rights — confirm external board placement with the landlord

Area intelligence confirms this market can support a restaurant. Site intelligence determines whether this unit can win.

Risk Matrix

RISK	LIKELIHOOD	IMPACT	MITIGATION
Competitor capture of catchment pool	High	High	Validate demand-capture assumptions on-site during lunch and dinner peaks for 2 weekdays + 1 weekend before signing. Confirm that 1100 visits translate to realistic dine-in footfall (not pass-by or delivery-only activity).
Rent burden exceeds planning assumptions	Medium	Medium	Obtain broker quotes for comparable 600-sqft spaces in Business Bay; confirm AED 17,502/month is achievable. Negotiate lease with 6-month break or lower base + percentage-of-revenue escalator if revenue underperforms in months 1–3.
Seasonal revenue collapse in summer months	Medium	Medium	Build 4–6 months of cash reserves before launch. Plan delivery-channel scaling and off-peak promotions (happy hour, loyalty) to smooth May–September dip.
Turnover targets not achieved in early stage	Medium	High	Set month 1–3 operational targets based on conservative 1.6-turn scenario (AED 172,800/month). If actual revenue falls below AED 155,000 in any month, trigger contingency: menu relaunch, promotional blitz, or kitchen process redesign before month 6.

RISK	LIKELIHOOD	IMPACT	MITIGATION
Regulatory/licensing delays	Low	Medium	Confirm with Dubai Municipality and relevant emirate authorities current processing timelines for food-safety permits and trade license. Prepare all documentation (HACCP, supplier halal certifications, ownership deeds) before lease signature.

Walk-Away Triggers

If ANY of the following becomes true during diligence or lease negotiation, walk away — no amount of execution recovers a broken foundation:

01 Asked rent exceeds AED 27,348/month, measured on All In Rent (at this level, rent burden (15.8% of the conservative plan) leaves the range this report treats as healthy)

02 Frontage is not main-road visible or the unit sits inside a non-arterial lane

03 Signage rights for external board placement are restricted or denied by the landlord

04 A new direct competitor opens within 200m before lease signing (already a direct-heavy market — further density is a clear no)

Threshold note: this trigger is a market-premium line above the area's planning rent (AED 27,348) — at that rent your burden is 15.8% of the conservative plan, still inside the range this report treats as affordable.—

VRI Score Breakdown — 4 of 5 components scored this run

The VRI measures location attractiveness — footfall, competition, demand, regulatory context. It is not financial viability, which is assessed separately in the Financial Viability section and can fail on economics at an attractive location.

COMPONENT	SCORE (0-100)	DATA SOURCE
Regulatory	65	regulatory lookup web research
Rent Burden	90	planning rent burden
Demand Signal	62	Demographic baseline and local area records
Data Confidence	65	Internal data confidence assessment
Competitor Density	38	deterministic: tier-weighted count 15.7 via smooth curve over 8 direct, 11 adjacent and 11 indirect competitors
Sentiment Momentum	not scored	not scored this run — the score reflects the scored components only

VRI is a composite indicator based on available data signals. It is not a prediction of business success or failure. Accuracy improves as more outcome data is collected over time.

Concept-Fit Alerts

8 direct competitors found within the search radius (saturation: high). Differentiation and a strong launch strategy are critical to capture market share.

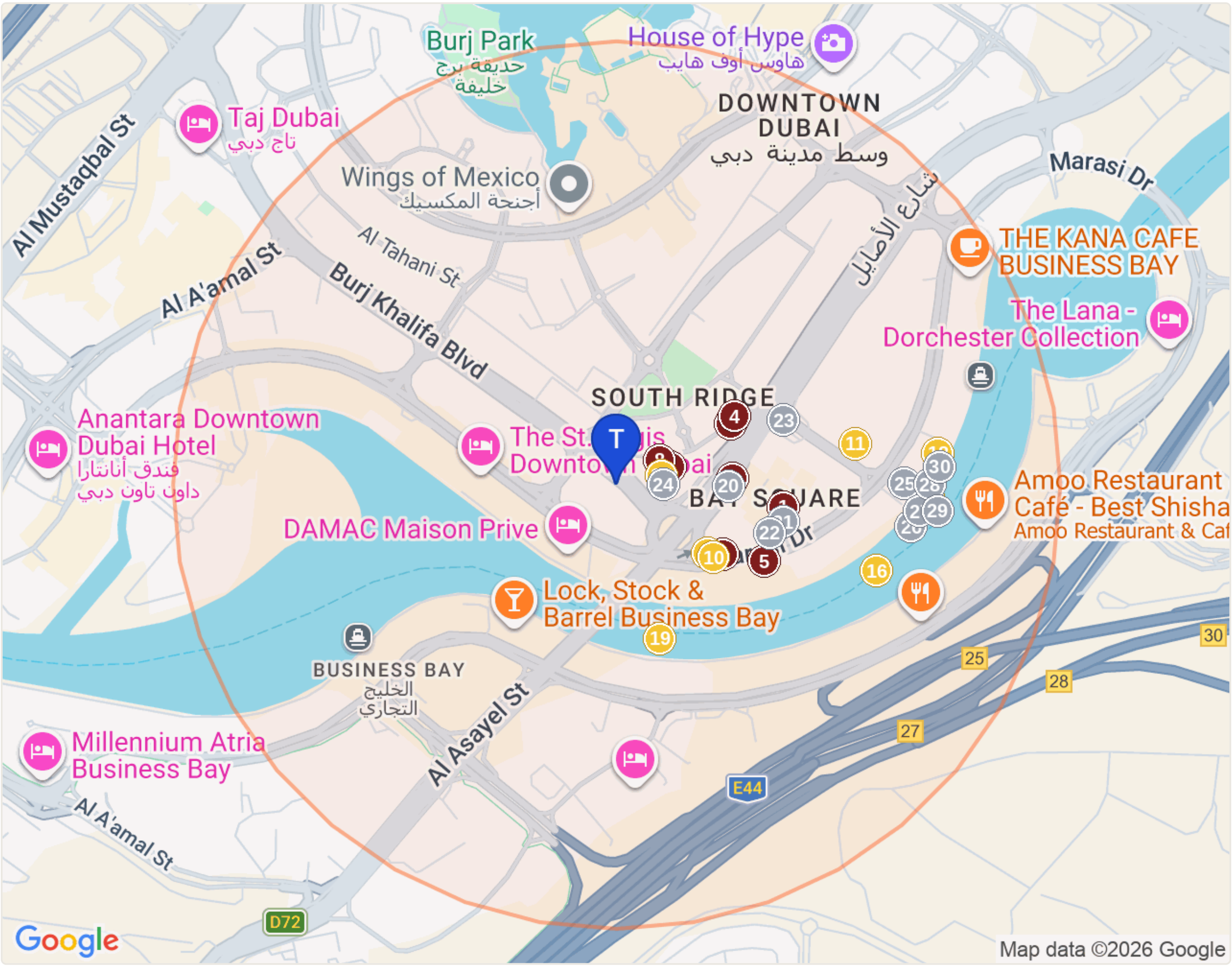
Modelled personas indicate ~20% vegetarian preference in this area — validate with on-ground diligence before committing to a vegetarian-only concept; a mixed menu is a hedged alternative.

Before signing: negotiate lock-in period (3yr+ for F&B fit-out ROI), annual escalation cap (≤5%), 3-6 month rent-free fit-out period, early exit clause, and signage rights in the lease agreement.

02 Competitor Landscape

30	High	4.3 ★
Competitors in search area	Market Saturation	Average Competitor Rating

Location & Competitor Map



● Your Location ● Direct ● Adjacent ● Indirect

Numbered pins match the numbered rows in the competitor table below.

Competitor Segmentation

8	11	11

■ DIRECT 8 ■ ADJACENT 11 ■ INDIRECT 11

Direct = same business category (e.g. another bakery for a bakery). Adjacent = same daypart / occasion. Indirect = different format. These are category counts, not proximity counts; the distance ring breakdown below shows how many of these competitors sit within walking range.

Competitors by Overlap — Search Area

YOUR BUSINESS — PRICE POSITIONING

Mid-range (AED 40–AED 120 per person)

As you provided on your order.
Every competitor below is grouped against this — same price level, one step away, or further.

#	NAME	BUSINESS TYPE	DISTANCE	PRICE	RATING
DIRECT					
1	**Food Bae Restaurant** The Metropolis Tower - Burj Khalifa St	Restaurant Indian	60 m	Budget*	★★★☆☆ **3.0** (144)
2	**Prologic First** Opal Tower - Burj Khalifa street	Restaurant	80 m	—	★★★★☆ **4.7** (35)
3	**China Bistro Business Bay** Downtown Retail 4, Bellevue towers - Burj Khalifa St	Restaurant Chinese	160 m	Mid-range*	★★★★☆ **4.8** (1,864)
4	**Art of Dum - Business Bay** Downtown Retail 4, Bellevue towers	Restaurant Indian	170 m	Mid-range*	★★★★☆ **4.8** (203)
5	**Laylak Beirut Restaurant** Marasi Dr - Business Bay - Dubai - United Arab Emirates	Restaurant Lebanese & Levantine	180 m	Mid-range*	★★★★☆ **4.9** (643)
6	**Al Afandi Kahwa** on the lake, DAMAC Maison Prive - 06 Marasi Dr - Business Bay - Dubai - United Arab Emirates	Cafe Lebanese & Levantine	190 m	Mid-range*	— N/A
7	**Seven Pizzas** Westburry Residence	Restaurant Italian & Pizza	230 m	Mid-range*	★★★☆☆ **3.2** (28)
8	**ANGOLO ITALIANO RESTAURANT & CAFE** Westburry tower	Restaurant Italian & Pizza	250 m	Mid-range*	★★★★☆ **4.5** (125)

— Your business type, within a short walk, at your price level.

#	NAME	BUSINESS TYPE	DISTANCE	PRICE	RATING
ADJACENT					
9	**Abu El Zulof Kahwa - Dubai** DAMAC Maison Prive, The Metropolis Tower - Marasi Dr	Cafe Lebanese & Levantine	210 m	Mid-range*	★★★★☆ **4.4** (1,296)
10	**DIMO'S Cafe and Restaurant Dubai - All-Day Ital...** on the lake, DAMAC Maison Prive - 06 Marasi Dr	Restaurant	210 m	Premium*	★★★★☆ **4.9** (1,308)
11	**THE LULU BEAR & YOUDA NOODLE&噜噜煲&友达面馆** Tower 5	Restaurant Chinese	210 m	—°	★★★★☆ **4.6** (38)
12	**7Heaven Dubai** Marasi Dr	Restaurant	240 m	Premium*	★★★★☆ **4.7** (16)

#	NAME	BUSINESS TYPE	DISTANCE	PRICE	RATING
13	**Altaam Almahaly** Marasi Dr - Business Bay - Dubai - United Arab Emirates	Restaurant	240 m	—	— N/A
14	**NOVA VITA ITALIAN RESTAURANT** Marasi Dr	Restaurant Italian & Pizza	240 m	—	★☆☆☆☆ **1.0** (1)
15	**Restaurant - Carna** Marasi Dr - Business Bay - Dubai - United Arab Emirates	Restaurant Gastropub & Bar Food	240 m	Premium*	— N/A
16	**KHALIJI CLUB DUBAI AHMED** Marasi Dr - Business Bay - Dubai - United Arab Emirates	Bar Gastropub & Bar Food	310 m	—°	★★★★★ **5.0** (35)
17	**Dynamic Meals** Business Bay	Restaurant Indian	360 m	—°	★★★★☆ **4.7** (32)
18	**Republic Adda Bar & Lounge** Doubletree by Hilton, Plaza level, Bay Square 5	Bar Gastropub & Bar Food	390 m	Premium*	★★★★☆ **4.8** (1,038)
19	**The Banc Dubai - Restaurant & Bar** Renaissance Hotel - 188 Marasi Dr - Business Bay - Dubai - United Arab Emirates	Restaurant Pan-Asian	430 m	Premium*	★★★★★ **5.0** (3,913)

— Your business type a little further out, or a step away in price.

INDIRECT

#	NAME	BUSINESS TYPE	DISTANCE	PRICE	RATING
20	**Al Falak Express** Opal Tower - Shop No. 5	Qsr Shisha Lounge	90 m	Mid-range*	★★★★☆ **4.5** (14)
21	**Mayur International kitchen Dubai (Burger bae b...** Burj Khalifa Street The Metropolis Tower Shop No :05	Restaurant	90 m	—°	★★★☆☆ **3.5** (156)
22	**Elegance Edge Decor & Design** Office 1306, The Metropolis Tower - Burj Khalifa Blvd - Business Bay - Dubai - United Arab Emirates	Other	110 m	—	— N/A
23	**Caribou Coffee - South Ridge** WS-1, Tower 1	Cafe Coffee & Tea	150 m	Mid-range*	★★★★☆ **4.3** (277)
24	**Dear Wings** Marasi Dr	Qsr Burgers & Fried Chicken	240 m	Mid-range*	★★★★☆ **4.1** (7)
25	**Papa Johns - Bay Square** Building 6 Al Asayel St	Qsr Italian & Pizza	300 m	Mid-range*	★★★★☆ **4.8** (32)
26	**Caribou Coffee - Bay Square** Building 7, Bay Square - Marasi Dr	Cafe Coffee & Tea	330 m	Mid-range*	★★★★☆ **4.5** (122)
27	**Circle Cafe (Bay Square)** Building 7	Cafe Healthy & Bowls	340 m	Mid-range*	★★★★☆ **4.7** (1,964)

#	NAME	BUSINESS TYPE	DISTANCE	PRICE	RATING
28	**KFC** Marasi Dr	Qsr Burgers & Fried Chicken	360 m	Budget*	★★★★☆ **4.5** (647)
29	**Café Barbera Bay Square** Business Bay	Cafe Coffee & Tea	380 m	Mid-range*	★★★★☆ **4.1** (187)
30	**Tim Hortons - Bay Square** Al Asayel St	Cafe Coffee & Tea	380 m	Budget*	★★★★☆ **4.7** (495)

— Everything else nearby — a different business, or too far, or too far apart on price.

Google Maps	Business listings, ratings and locations

91 competitors found, 30 retained after relevance cap. Viabe overlap classification: 8 direct, 11 adjacent, 11 indirect. Review-volume ranking below is within the rendered competitor subset, not the full market. Laylak Beirut Restaurant and Art of Dum - Business Bay are very close in review count. Prices marked * are the venue's typical spend per person, established from review and aggregator sources and placed against the same price bands offered on the order form. Venues marked ° carry a price level on their public listing, but no per-person figure could be established for them. A listing price level is a relative worldwide scale rather than an amount, so it is not comparable with your own price band and was not used to judge how closely those venues compete.

Delivery & Online Competition

> We could not read the delivery platforms for this catchment on this run, so this section is not a list of who competes with you online — it is a gap. Treat the walk-in groups above as the competitive picture we did establish.

Competition by Distance Ring

10 Within 200m	**20** Walking (200-500m)	**0** Area (500m-1km)

Within-200m competition captures same-street or immediate-neighbour pressure. Walking competition reflects short-walk substitutes. Area competition reflects the broader locality set.

DIRECT COMPETITOR REVIEW VOLUME (TOP 8)

China Bistro Business Bay	4.8/5 (1,864)
Laylak Beirut Restaurant	4.9/5 (643)
Art of Dum - Business Bay	4.8/5 (203)
Food Bae Restaurant	3.0/5 (144)
ANGOLO ITALIANO RESTAURANT &...	4.5/5 (125)
Prologic First	4.7/5 (35)
Seven Pizzas	3.2/5 (28)
Al Afandi Kahwa	No rating (0)

Field mix: 3 budget ($) · 14 mid-range ($$) · 5 premium ($$$+) · 8 unpriced

Format × Price Gap Analysis

- **No budget arabic coffee cafe outlet**
  A budget arabic coffee cafe could fill this gap with minimal competition
- **No mid-range arabic coffee cafe outlet**
  A mid-range arabic coffee cafe offering has room in this market
- **No premium arabic coffee cafe outlet**
  A premium arabic coffee cafe concept could differentiate in this area
- **No budget arabic coffee house outlet**
  A budget arabic coffee house could fill this gap with minimal competition
- **No premium arabic coffee house outlet**
  A premium arabic coffee house concept could differentiate in this area

Top Competitors — Differentiation Analysis

China Bistro Business Bay

MODERATE

4.8 rating · 1,864 reviews · Direct · Dine In

Direct: your business type; 160 m away; the same mid-range price point; same walk-in format; delivers in this catchment.

1,864 reviews mark a high-volume, entrenched operator. Winnable only with a clearly differentiated offer, not a better version of the same thing.

Laylak Beirut Restaurant

MODERATE

4.9 rating · 643 reviews · Direct · Dine In

Direct: your business type; 174 m away; the same mid-range price point; same walk-in format; delivers in this catchment.

Rating 4.9 with 643 reviews — an established mid-market incumbent. Winnable with sharp positioning.

Art of Dum - Business Bay

MODERATE

4.8 rating · 203 reviews · Direct · Dine In

Direct: your business type; 170 m away; the same mid-range price point; same walk-in format; delivers in this catchment.

Rating 4.8 with 203 reviews — a mid-market incumbent. Winnable with clear positioning; not guaranteed.

Food Bae Restaurant

BEATABLE

3.0 rating · 144 reviews · Direct · Dine In

Direct: your business type; 61 m away; one step from your mid-range positioning; same walk-in format; delivers in this catchment.

Rating 3.0 with only 144 reviews — thin validation and low visibility; a stronger operator can build share here.

Possible differentiation opportunity: Low rating — service or consistency is a visible weakness.

ANGOLO ITALIANO RESTAURANT & CAFE

MODERATE

4.5 rating · 125 reviews · Direct · Coffee First

Direct: your business type; 253 m away; the same mid-range price point; both seat and serve, at a different service style; delivery presence unknown for this catchment.

Rating 4.5 with 125 reviews — a mid-market incumbent. Winnable with clear positioning; not guaranteed.

Inferred from public rating and review data — not an audit of the named business.

Competitor Positioning

BRAND	PRICE TIER	QUALITY TIER	FORMAT
The Banc Dubai - Restaurant & Bar	Premium	High	Bar Lounge
Circle Cafe (Bay Square)	Mid	High	Coffee First
China Bistro Business Bay	Mid	High	Dine In
DIMO'S Cafe and Restaurant Dubai - All-Day Ital...	Mid	High	Dine In
Abu El Zulof Kahwa - Dubai	Mid	High	Coffee First

BRAND	PRICE TIER	QUALITY TIER	FORMAT
Republic Adda Bar & Lounge	Mid	High	Bar Lounge
KFC	Budget	High	Fast Casual
Laylak Beirut Restaurant	Mid	High	Dine In
Tim Hortons - Bay Square	Budget	High	Coffee First
Caribou Coffee - South Ridge	Budget	High	Coffee First
Art of Dum - Business Bay	Unknown	High	Dine In
Café Barbera Bay Square	Budget	High	Coffee First
Mayur International kitchen Dubai (Burger bae b...	Budget	High	Fast Casual
Food Bae Restaurant	Budget	Mid	Dine In
ANGOLO ITALIANO RESTAURANT & CAFE	Mid	High	Coffee First

Price tier inferred from public listing price levels. Quality tier inferred from public review ratings. Format reflects the broader category cluster used for tier classification. Showing the top 15 of 30 competitors by review volume; the remaining 15 are reflected in the segmentation and distance-ring counts above.

Demand Evidence — Top Threats

The Banc Dubai - Restaurant & Bar — Adjacent · Restaurant Bar

Threat 95/100

STRENGTHS

5.0 stars across 3,913 reviews, the highest review volume in the candidate set

Premium restaurant-and-bar positioning creates strong visibility for social dining and evening occasions

WEAKNESSES

Premium pricing may limit appeal to budget-conscious diners

Shares the subject restaurant's dinner and social-dining occasion despite its bar-led format

Demand evidence: 3,913 reviews at a perfect 5.0-star rating prove exceptionally strong and sustained demand for its restaurant-and-bar occasion.

China Bistro Business Bay — Direct · Chinese Restaurant

Threat 83/100

STRENGTHS

4.8 stars across 1,864 reviews

The strongest direct restaurant by review volume, indicating substantial local visibility and repeat demand

WEAKNESSES

Chinese cuisine serves a more specific cuisine preference than a broad-format restaurant

No clear weakness from available data.

Demand evidence: 1,864 reviews with a 4.8-star rating show high, sustained demand for Chinese dining in Business Bay.

DIMO'S Cafe and Restaurant Dubai - All-Day Italian and Mediterranean-Inspired Bi — Adjacent · Italian Mediterranean Restaurant

Threat 82/100

STRENGTHS

4.9 stars across 1,308 reviews

Mid-range, all-day positioning broadens its appeal across lunch, dinner and casual dining occasions

WEAKNESSES

Shares weekday lunch and evening casual-dining customers with the subject restaurant despite its Italian-Mediterranean format

Its cuisine focus may be less compelling for customers seeking other food categories

Demand evidence: 1,308 reviews at a 4.9-star rating demonstrate strong repeat demand for mid-range, all-day restaurant dining.

Market Gap Opportunities

→ No budget arabic coffee cafe outlet

→ No mid-range arabic coffee cafe outlet

→ No premium arabic coffee cafe outlet

→ No budget arabic coffee house outlet

→ No premium arabic coffee house outlet

→ An identifiable bakery or dedicated meal-delivery concept is absent from the returned competitor sample, while several nearby restaurant options have weak ratings.

03 Foot Traffic & Area Intelligence

Modelled from stated assumptions and public signals — see the badges on each figure.

1,100

Estimated Daily Restaurant-Visit Demand Pool — Catchment Area

directional estimate, not measured footfall

This is a modeled catchment-wide demand pool for this business type — the total daily visits the category draws across the whole area, shared across every existing and future competing outlet. It is not one outlet's forecast; your revenue plan's planned share of this pool is shown below.

The 1,100/day figure above is the catchment's daily demand for this category, shared across every outlet serving it. Your Month 1–3 stage plans 38 customers/day (24 seats × 1.6 turns/day) — derived from the room's seating capacity, not from a share of that pool.

How We Estimated Demand

1.	Population density	**3,690 people/sqkm**	Census-tier demographics · confidence 62/100
2.	Catchment population	**11,600 people**	(1km-radius modeled from official community-level density — directional only, validate on-site)
3.	Working-age cohort	**9,700 people**	(~84% of catchment, official working-age share applied to catchment)
4.	Target customer pool	**146 people**	Modeled demand estimate A judged share of the working-age cohort for this business type — an estimate, not a measured count.
5.	Estimated daily footfall	**700–1,700 visits/day**	(mid 1,100; Demand-first model) Modeled demand estimate Local market benchmarks

Reconstruction: the 1,100/day mid pool is roughly 11.3% of the 9,700-person working-age catchment (working-age catchment × category-visit share). The low–high band spans the 25th–75th percentile of the visit-frequency model. Sources behind these numbers: demographics from a 1km-radius modeled from official community-level density — directional only, validate on-site census source, confidence 62/100; a 1 km catchment radius; 3 prior Viabe reports in this locality.

Peak Hours Analysis

Weekday	Weekday
lunch: 12:00-15:00	**dinner: 19:00-23:00**

Weekend	Weekend
late lunch: 13:00-16:00	**dinner: 19:00-23:00**

Based on an area-level demand model using 1km catchment, demographics, income context, and business-type assumptions. Peak windows are inferred from traffic-pattern signals when available.

Micro-Location Profile

85	0 VRI	Commercial Complex
Micro-Location Score	Site Modifier	Street Context

Nearest Railway	No railway station within 1.5 km
Nearest Metro	Business Bay (22 min walk)
Nearest Bus Stop	Marquise Square Tower (121m away)
Floor Level	Not Provided
Geocode Precision	ROOFTOP

DEMAND GENERATOR	COUNT	EXAMPLES
Schools	1	Proton Academy
Colleges & Universities	1	International Horizons College
Corporate Offices	8	Tech Park Systems LLC, Regus Opal Tower, HauteSpot Offices
Coworking Spaces	1	Astra Business Center - Serviced Offices, Virtual Offices, Workspace, Coworking Offices
Banks & Financial	2	Commonwealth Eurobank S.A, AC BANK - PRIVATE BANK DUBAI -
Markets / Malls	5	VIVA Supermarket - Business Bay, Dubai, Carrefour Market, LOFT SUPERMARKET

DEMAND GENERATOR	COUNT	EXAMPLES
Parking within 200m	4	Perfect Drive Valet Parking Services, Royal melody car parking rental and management, Phoenix Valet Parking

Site Depth

Site Visibility	Medium — The site is classified within a commercial complex with a street-visibility factor of 75/100, indicating useful but not assured frontage visibility.
Footfall Direction	Anchor-Driven — The nine offices, coworking centre, two colleges, and five markets within 500m create demand pulled by multiple nearby anchors rather than a confirmed directional pedestrian corridor.
Entry Friction	Medium — Floor level is unknown, so direct ground-floor access cannot be confirmed; four parking facilities within 200m reduce vehicle-entry friction.
Visibility From Distance	20-50M — Commercial-complex context and a 75/100 street-visibility factor support recognition at moderate approach distance, but do not establish long main-road sightlines.
Access Mode	Mixed — Four parking facilities within 200m support vehicle access, while nine offices, one coworking centre, colleges, and five markets generate substantial pedestrian demand.
Day-Part Suitability	**Over-served:** Lunch, Dinner **Under-served:** Breakfast, Tea — The dense office and coworking cluster strongly supports lunch, while markets and nearby parking support dinner; the weak rail access and unconfirmed frontage provide less evidence for breakfast and tea traffic.

Floor level was not provided, so no strong floor advantage was assumed.

Base VRI 62 adjusted by +0 to 62.

Micro-location score 85/100 reflects transit access, visibility, footfall generators, parking access, street context, and shop-size fit for this restaurant site.

Infrastructure Quality

Score: 86/100 (Confidence: 82%)

PARAMETER	ASSESSMENT
Power Reliability	High — Business Bay is served by DEWA's highly reliable Dubai grid, with Dubai reporting 0.94 customer-minutes lost in 2024, but a food business should still require tested building-level emergency power for refrigeration, POS systems, and life-safety equipment.
Water Supply	Municipal — Food businesses in Business Bay generally receive continuous municipal DEWA water through building connections, but operators should verify tank capacity, filtration, water-pressure stability, and maintenance responsibility with the landlord.
Road Quality	Good — Business Bay has modern, direct connections to Sheikh Zayed Road, Al Khail Road, and the Business Bay Crossing, although dense peak-hour traffic, access delays, ongoing urban works, and exceptional-rain waterlogging can affect deliveries and customer access.
Parking	Limited

Issues:

- Peak-hour congestion can delay delivery vehicles and customer arrivals around Business Bay's internal roads and connections to Sheikh Zayed Road and Al Khail Road.
- The 16 April 2024 extreme-rain event caused water accumulation, drainage blockages, and temporary road disruption in Dubai, indicating a weather-related operational risk for deliveries and access.

04 Rent Benchmark

Rent used in this report: AED 29.17/sqft × 600 sqft = AED 17,502/month (AED 210,024/year). One of 2 independent research providers returned a usable figure for this locality; the other did not return a usable figure. The figure shown is the median of 8 retrieved commercial listings, with the low and high drawn from the same rows. All of them sit in Business Bay. Directional only — verify with 3 local broker quotes.

Listings behind the planning band — 8 listings in the band, 7 shown excluded

LOCATION AS STATED BY THE SOURCE	RATE	SIZE	BAND	SOURCE
Business Bay	AED 29.17/sqft	1,614 sqft	included	Websearch (Real Estate Site)
Business Bay	AED 36.67/sqft	1,250 sqft	included	Websearch (Real Estate Site)
Business Bay	AED 26.67/sqft	1,125 sqft	included	Websearch (Real Estate Site)
Business Bay	AED 8.25/sqft	3,000 sqft	included	Websearch (Real Estate Site)
Business Bay	AED 32.92/sqft	986 sqft	included	Websearch (Real Estate Site)
Business Bay	AED 18.92/sqft	836 sqft	included	Websearch (Real Estate Site)
Business Bay	AED 41.08/sqft	507 sqft	included	Websearch (Real Estate Site)
Business Bay	AED 17.5/sqft	836 sqft	included	Websearch (Real Estate Site)
Business Bay	AED 12.5/sqft	772 sqft	excluded	Websearch (Real Estate Site)
Business Bay	AED 14.67/sqft	626 sqft	excluded	Websearch (Real Estate Site)
Business Bay	AED 28.75/sqft	825 sqft	excluded	Websearch (Real Estate Site)
Business Bay	AED 27.5/sqft	455 sqft	excluded	Websearch (Real Estate Site)
Business Bay	AED 29.83/sqft	825 sqft	excluded	Websearch (Real Estate Site)
Business Bay	AED 33.17/sqft	897 sqft	excluded	Websearch (Real Estate Site)
Business Bay	AED 43.42/sqft	700 sqft	excluded	Websearch (Real Estate Site)

City-average data used — locality-specific rent data was unavailable. Verify actual rents with a local broker before committing capital.

Business Bay — Market Rent Range MODERATE (8 LISTINGS)

AED 17.50	AED 29.17	AED 32.92
Low (p25) — sqft/month	Median — sqft/month	High (p75) — sqft/month

Market range: AED 17.50/sqft–AED 32.92/sqft (AED 210–AED 395.04/sqft/year) (AED 10,500–AED 19,752/month for 600 sqft)
Planning rent: AED 29.17/sqft × 600 sqft = AED 17,502/month (AED 210,024/year) (median)

RENT BURDEN ZONE

Healthy (<15%)	Watch (15–25%)	Danger (>25%)

Your rent burden: 12.7% of conservative monthly revenue — Healthy (Viabe planning band: <15%)

This gauge is measured on ALL-IN rent — base rent plus a MODELLED 15-35% on top of base rent for building service charges and chiller fees (10-25% of base) plus municipality and commercial fees (a further 5-10%). On BASE rent alone it reads 10.1%. The uplift is a market convention, not a quote for this unit, and neither figure includes utilities, turnover rent, fit-out and deposit.

ESTIMATED MONTHLY RENT
AED 10,500–AED 19,752/month

RENT BURDEN
12.7% of conservative monthly revenue

Rent Burden Assumption Chain

Median market rent	AED 29.17
Outlet size assumption	600 sqft
Monthly rent used in burden math	AED 17,502
Conservative planning revenue baseline	AED 172,800

Evidence scope: subject locality reference row plus broader-city reference rows (selected by rent proximity, not verified geographic adjacency).

Comparable Rents from Nearby Localities

REFERENCE	CONTEXT	RENT SIGNAL	EVIDENCE
Business Bay	Dubai	around AED 28 sqft/month	—

REFERENCE	CONTEXT	RENT SIGNAL	EVIDENCE
Al Barsha	Dubai	AED 16–AED 38 sqft/month	—
Jumeirah Village Circle	Dubai	around AED 29 sqft/month	—
Al Karama	Dubai	AED 15–AED 27 sqft/month	—

Evidence behind this range: 8 references from single research source (cited).

Cited sources:

Websearch (Real Estate Site)

Peer micro-market comparables for Business Bay were sparse. The table includes the subject locality as a reference row plus the closest broader-area same-city reference rows (not verified for geographic adjacency). Dubai Marina was excluded as an outlier vs this locality's range — verify with local brokers.

05 Consumer Personas

Modelled from stated assumptions and public signals — see the badges on each figure.

The following personas represent primary customer segments expected to frequent a **Restaurant** in **Business Bay**. These composite customer profiles are based on demographic baseline, local income context, and market signals specific to this micro-market.

Who buys here

Business-day office lunch regular 28–38

Income band: AED 35,000–50,000/mo household · Visits: 2 times/week · Peak: Weekday lunch 12:00–14:00, Weekday dinner 19:00–21:00

Makes planned weekday lunch visits with colleagues and orders delivery during compressed workdays.

Decision trigger: A colleague recommendation, strong Google Maps reviews, a convenient set lunch, or a clearly halal menu with fast service.

International residential dinner organiser 32–44

Income band: AED 40,000–60,000/mo household · Visits: 2 times/week · Peak: Weekday dinner 19:00–21:30, Friday dinner 20:00–23:00, Saturday lunch 13:00–15:00

Chooses convenient neighbourhood restaurants for relaxed dinners and hosts visiting friends from different expatriate communities.

Decision trigger: An Instagram post showing attractive vegetarian dishes, a friend recommendation, or evidence that the menu works for mixed dietary groups.

Other segments — the two archetypes above are the primary revenue drivers; the rest at a glance:

Family weekend destination diner — Plans weekend meals around convenience, predictable child-friendly portions, and a menu that accommodates adults with different preferences.

Plant-forward wellness professional — Alternates between dine-in and delivery, seeking lighter meals that fit a demanding schedule and social-media-led lifestyle.

Mature client-meeting diner — Uses restaurants for client conversations and family occasions, prioritising dependable hospitality, accessible seating, and a calm environment.

06 Strategic Positioning

PRIMARY RECOMMENDATION

Lock rent at or below AED 17,502/month and secure a 6-month operational runway of AED 300,000–400,000 to weather the gap between modeled early-stage revenue (AED 172,800/month) and actual ramp. Validate the 1100-visit catchment estimate with independent on-ground count before signing any lease; a 20% shortfall (880 daily visits) materially compresses revenue and increases failure risk.

TIMING INSIGHTS

Target a launch in November or December 2026 (3–approximately 4 months of execution runway) to avoid the May–September heat-driven downturn and capitalize on cooler-season tourist and office-worker footfall. Confirm with Dubai Municipality that food-safety and trade licenses can process within 8–10 weeks (September–October) so you can fit the lease, buildout, and soft-launch by late October. If licensing timelines extend beyond 12 weeks, delay launch to January 2027 rather than opening in May into the summer slump. Document Ramadan 2027 dates (March 30–April 28) separately; plan a daytime revenue contingency (delivery focus, reduced service hours, menu adaptations) during that window.

DIFFERENTIATION STRATEGY

Position as elevated casual dining anchored to a single strong cuisine or hybrid (e.g., refined Lebanese mezze with modern plating, or Indian-inspired comfort bowls with hand-rolled dough). Avoid direct head-to-head with the 8 direct competitors on price or generic breadth. Emphasize speed of service during lunch (order-to-table under 25 minutes), quality-sourcing narrative (halal-certified, house-made elements), and a small, curated menu that allows deep kitchen excellence over sprawl. This positioning supports per-seat turnover through operational consistency and repeat traffic from professionals and families during identified peak windows.

REVENUE SCENARIO COMPARISON

CONSERVATIVE	MODERATE	OPTIMISTIC
AED 172,800/month	**AED 302,400**/month	**AED 388,800**/month
AED 2,073,600/year	AED 3,628,800/year	AED 4,665,600/year

Revenue Methodology (Conservative)

```
24 seats × 1.0 persons/seat × 1.6 turns/day × AED 150 ATV × 30 days = AED 172,800/month
```

Modelled from stated assumptions and public signals — see the badges on each figure.

Revenue Potential Estimates

SCENARIO	MONTHLY REVENUE	ANNUAL REVENUE
Conservative	**AED 172,800**	**AED 2,073,600**
Moderate	**AED 302,400**	**AED 3,628,800**
Optimistic	**AED 388,800**	**AED 4,665,600**

About these projections. These revenue figures are modeled projections built on assumptions — estimated catchment demand, an assumed competitive share, and a modeled average ticket value — not forecasts of what this outlet will earn. Actual results depend on execution, pricing, seasonality, and conditions outside this analysis, and will differ, potentially materially. Use these scenarios to stress-test your own plan, and validate them against your own data and a local accountant before making financial commitments.

Revenue Scenario Logic

SCENARIO	METHOD	LOGIC	MONTHLY REVENUE
Early-Stage (Month 1-3)	Seat Turnover	24 seats × 1.6 turns = 38 visits/day × AED 150 ATV × 30 days (32% of 5.0 max turns/day)	**≈ AED 172,800**
Established (Month 4-8)	Seat Turnover	24 seats × 2.8 turns = 67 visits/day × AED 150 ATV × 30 days (56% of 5.0 max turns/day)	**≈ AED 302,400**
Mature (Month 9+)	Seat Turnover	24 seats × 3.6 turns = 86 visits/day × AED 150 ATV × 30 days (72% of 5.0 max turns/day)	**≈ AED 388,800**

Downside Stress Test

If demand drops to 50% of conservative — **19 daily customers** instead of 38 — monthly revenue becomes **AED 85,500**: AED 3,428 above break-even.

Break-even sits at **18 daily customers** (AED 82,072/month at AED 150 ATV). Below that line, you are losing money on rent and staff before variable costs.

Seat-Turnover Cross-Check

Method	**Seat Turnover**
Seat count	**24**
Persons per seat	**1.0**
Turns per day	**1.6**
Average ticket size	**AED 150**
Operating days per month	**30**
Monthly revenue	**AED 172,800**

Revenue Assumptions

Average ticket size	**AED 150**
Operating days per month	**30**
Customers/day — Conservative	**38**
Customers/day — Moderate	**67**
Customers/day — Optimistic	**86**
Planning scenario	**Conservative planning scenario**
Planning-scenario rent burden	**See Section 04 (Rent Benchmark)**

Format Feasibility Check

CHECK	ASSESSMENT	BASIS
Layout / area	Comfortable	Required ~360 sqft vs 600 sqft modeled
Staff density	Comfortable	4 staff modelled for 600 sqft

The modeled outlet size, counter/seating, and staffing are physically consistent — the format fits the space and can serve the projected demand.

Planning anchor — modeled (seat turnover): 24 seats × 1.6 turns/day × AED 150 × 30 days = AED 172,800/month for the early-stage planning scenario.

Demographic density, working-age share, high-income proxy, competitor coverage, and directional footfall context are available. Official visitor-pattern data and transit-hub ridership data are unavailable. For a restaurant, a conservative 1.5% fraction of the retrieved working-age population was selected, producing a target customer pool of 146 people....

Break-Even Analysis (Conservative)

COMPONENT	AMOUNT
Rent	AED 21,878
Staffing (fully loaded, ~4 staff, sized to this outlet) (modeled assumption — replace with your quote)	AED 19,035
Utilities	AED 1,288

COMPONENT	AMOUNT
Insurance, POS & fees	AED 6,417
Total Fixed Costs	**AED 48,618**

Variable costs: 36% of revenue (blended, channel-weighted) (modeled assumption — replace with your quote) | Contribution margin: 64% (this ratio sizes break-even revenue and the cash-runway test below; the Working Capital reserve elsewhere in this report uses a separate cost-plus-labor estimate — see its own derivation next to that figure)

Channel mix (planning assumption)

CHANNEL	SHARE	VARIABLE COST	CONTRIBUTION
Direct (dine-in / takeaway)	80%	30% raw materials	70%
Delivery (aggregator)	20%	60% (30% raw + 25% commission + 3% packaging + 2% payment)	40%

Blended variable cost 36% → contribution margin 64%. Aggregator commission is charged only on the delivery share, not on all revenue. Delivery share is a planning assumption — adjust to your channel plan.

Tax: modeled menu prices / revenue are quoted VAT-inclusive (5%); the figures above are gross (tax-inclusive). Net of VAT at the conservative scenario ≈ AED 164,571/month. The VAT outflow the business remits is ≈ AED 8,229/month at the conservative scenario; break-even and setup payback are computed net of this tax (the tax is not the founder's to keep). Verify the applicable rate with a local accountant.

BREAK-EVEN REVENUE

AED 82,072/month

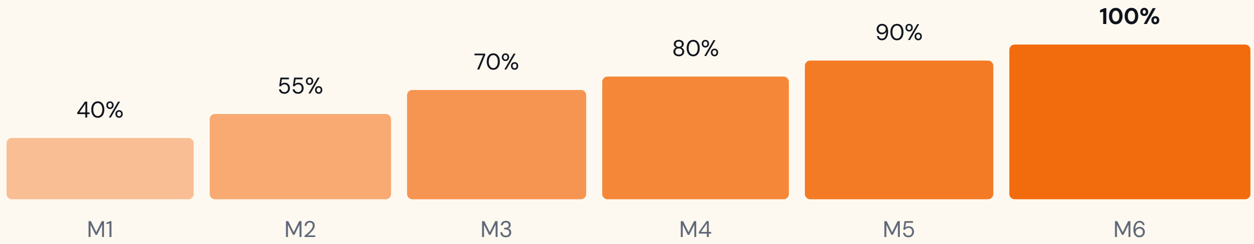
Operating-cost basis: official utility tariffs and published licence fees (high confidence) plus market-consensus staff cost bands (medium confidence — validate with local quotes from an accountant before committing).

12-Month Cash Runway Test (conservative ramp)

Peak operating cash shortfall (excludes setup cost): about AED 8,000 — the deepest the cumulative operating cash hole gets during the modeled ramp, rounded to the nearest 1,000. Cumulative operating break-even is reached around month 2 of the modeled ramp.

At conservative assumptions, this location covers its operating costs from month 2 and returns your setup capital in roughly 18.2–25.8 months, before any founder salary. Following the report's full revenue ramp (established Month 4-8, mature Month 9+), setup capital is recovered in roughly 8.9–11.2 months.

OPENING RAMP, MONTH BY MONTH



This test phases the conservative revenue in over the opening ramp — about 40% of the conservative scenario in month 1, building to the full conservative revenue the revenue projection publishes (Section 06) by month 6. The revenue projection shows that conservative figure as a steady monthly level, not a month-by-month opening ramp; this runway is where the opening phase-in is modeled. Opening ramp, month by month: 40% → 55% → 70% → 80% → 90% → 100% of the conservative scenario. The peak shortfall and the cumulative-break-even month above both reflect that ramp, not steady-state conservative revenue. At full conservative revenue the modeled outlet is cash-positive; the shortfall is an opening-ramp effect, not a steady-state loss.

Variable costs are modelled at 36% of revenue (raw materials + channel-weighted delivery costs) — the same ratio the Break-Even Analysis box AND the Working Capital reserve use, so every cost figure in this report rests on one basis.

These are modeled planning figures — build your own month-by-month plan from the fill-in template below.

Run it with YOUR numbers

INPUT	YOUR FIGURE
Your negotiated rent	____
Your fit-out quote	____
Your staffing plan (count × salary)	____
Your working capital available	____
Your target ATV	____

Replace the modeled assumptions above with your real quotes; the break-even test (Section 05) is the formula to re-run: Total Fixed Costs (rent is already included) ÷ contribution margin.

Estimated Setup Cost

Metro city • 600 sqft outlet • AED 550–AED 1,000/sqft fit-out rate

COMPONENT	ESTIMATED RANGE
Interior Fit-Out (modeled assumption — replace with your quote)	AED 330K–AED 600K
Kitchen Equipment	AED 180K–AED 300K
Licensing & Permits	AED 25K–AED 45K
Working Capital (4 months operating cost)	AED 443,304
4 months × (fixed AED 48,618 + variable AED 62,208, 36% of conservative revenue — raw materials + channel-weighted delivery costs) = AED 443,304	
Total Estimated Investment	**AED 978K–AED 1.4M**

Based on industry benchmarks for UAE F&B outlets (2025–26).

Affordability Index

METRIC	VALUE	STATUS	THRESHOLD
Rent-to-Revenue Ratio (of conservative monthly revenue)	**12.7%**	Healthy	Green <15% • Yellow 15–25% • Red >25%
Setup Payback	**~8–12 months (following the report's revenue ramp); ~18–26 months if revenue never grows past conservative levels**	Healthy	Green <18mo • Yellow 18–36mo • Red >36mo
Working Capital Needed (4 months operating cost)	**AED 443,304**	Info	Reserve before launch

4 months × (fixed AED 48,618 + variable AED 62,208, 36% of conservative revenue — raw materials + channel-weighted delivery costs) = AED 443,304

Setup payback = total setup investment (fit-out + equipment + licensing + working-capital reserve) recovered against cumulative monthly net cash flow (revenue minus full operating costs, before any founder salary) following this report's own revenue ramp (conservative Month 1–3, established Month 4–8, mature Month 9+). The second figure is the conservative floor — payback if revenue never grows past the early-stage conservative level. Working capital is a launch reserve, not a sunk cost.

Projection caveat. The break-even, working-capital and cash-runway figures above are built on these same modeled revenue projections — the same projection caveat applies. Treat them as planning scenarios to pressure-test with your own numbers, not as guaranteed outcomes.

Revenue plan is based on seat turnover, not on capturing a share of the area footfall proxy. The area proxy confirms this is an active market.

Revenue estimates are based on catchment demographics, footfall proxies, and industry benchmarks. Rent used: AED 29.17/sqft × 600 sqft = AED 17,502/month.

06.5 Winning Playbook

A concrete execution layer: how to price, and the tripwires that should make you walk away after launch.

Pricing Ladder

ENTRY

AED 105

Halal express lunch bowl or vegetarian mezze plate

CORE

AED 150

Halal signature main with side and non-alcoholic beverage

PREMIUM

AED 240

Sharing-style chef's selection for two with premium mains, sides and mocktails

Walk-away floor: AED 105 per transaction (hold this line when discounting to win volume — price sensitivity below reads as contribution × required volume, not a single-ticket floor) — anchored to your average ticket and break-even economics

Your declared positioning is AED 40–AED 120 per person (as provided on your order). This model prices above that band (core AED 150) because the modelled ticket value and contribution require it at the modelled volumes. Holding your declared band instead implies the volumes shown in the price sensitivity below — decide the positioning deliberately; this report does not decide it for you.

Price Sensitivity — Break-Even Is Volume-Based

TICKET VALUE	CONTRIBUTION / ORDER	ORDERS NEEDED TO COVER THE FIXED STACK
AED 40	AED 24	69/day
AED 120	AED 71	23/day
AED 150 (modelled average ticket)	AED 88	18/day

Orders/day to cover the monthly fixed stack of AED 48,618 at the modelled contribution of 59% per order — the same stack and margin the break-even figure uses. Viability moves with volume at a given price — no single ticket price is a floor by itself.

Kill Criteria — When to Walk Away Post-Launch

01 Monthly revenue remains below the fully modelled break-even revenue; for 3 consecutive months after month 6, exit or relocate rather than continue discounting.

02 Contribution margin after food, labour, delivery commissions and promotions is negative; for 2 consecutive months after month 3, stop the affected channel or initiate an exit review.

03 Average monthly Google Maps rating falls below 4.5 stars or records 3 or more substantiated service or food-safety complaints in a month; unresolved after 30 days, initiate an exit review.

04 Repeat purchase rate from identifiable customers remains below 20% by the end of month 6; if it does not improve within the following 8 weeks after targeted retention tests, walk away.

05 Aggregator orders exceed 40% of total transactions while their channel contribution remains below the core dine-in contribution; for 2 consecutive months after month 4, withdraw from unprofitable placements or exit the location.

07 Regulatory Readiness

Locality-Specific Regulatory Intelligence

Dubai Municipality — Food Safety Department and Buildings Regulation & Permits Agency; Dubai Department of Economy and Tourism (DET) / Dubai Business Registration and Licensing Corporation for mainland business licensing · Dubai Municipality Headquarters, Building 20, Baniyas Road, Al Rigga Area, Deira, Dubai, United Arab Emirates · Official source

ACTIVE RESTRICTIONS

Dubai's current shopfront advertising framework applies to commercial outlets in Business Bay: one trade name only per commercial establishment; multiple trade names or advertisements on the same shopfront are prohibited. Trade-name signage must be horizontal, with Arabic positioned above English, and may project from only one side in accordance with the Outdoor Advertising Manual. (Dubai Department of Economy and Tourism, with Dubai Municipality and Roads and Transport Authority)

Trade-name signage must remain static; changing or animated content, including videos or moving images, is not permitted. Signage is also prohibited on building balconies and on external façades of offices, clinics, and commercial outlets located above the ground floor. (Dubai Department of Economy and Tourism, under the Outdoor Advertising Manual issued with Dubai Municipality and Roads and Transport Authority)

Restaurant use is permitted in ground-floor and mezzanine commercial outlets within plots classified as RC1 residential-commercial mixed-use zones; typical upper floors in RC1 zones are reserved for residential use. The exact zoning designation must be confirmed for the specific Business Bay plot before signing a lease. (Dubai Municipality)

Any proposed restaurant or café outdoor seating in Business Bay is subject to Dubai Municipality's technical guide and planning standards for outdoor seating, intended to regulate placement and preserve the urban appearance of the emirate. (Dubai Municipality, Executive Planning Department)

Standard National Compliance

LICENSE	AUTHORITY	TIMELINE	PRIORITY	NOTES / COST
Dubai's current shopfront advertising framework applies to commercial outlets in Business…	Dubai Department of Economy and Tourism, with Dubai Municipality and Roads and Transport Authority	Not stated — confirm with authority	**High**	Dubai's current shopfront advertising framework applies to commercial outlets in Business Bay: one trade name only per commercial establishment; multiple trade names or advertisements on the same shopfront are prohibited. Trade-name signage must be horizontal, with Arabic positioned above English, and may project from only one side in accordance with the Outdoor Advertising Manual.
Trade-name signage must remain static; changing or animated content, including videos or…	Dubai Department of Economy and Tourism, under the Outdoor Advertising Manual issued with Dubai Municipality and Roads and Transport Authority	Not stated — confirm with authority	**High**	Trade-name signage must remain static; changing or animated content, including videos or moving images, is not permitted. Signage is also prohibited on building balconies and on external façades of offices, clinics, and commercial outlets located above the ground floor.
Restaurant use is permitted in ground-floor and mezzanine commercial outlets within plots…	Dubai Municipality	Not stated — confirm with authority	**High**	Restaurant use is permitted in ground-floor and mezzanine commercial outlets within plots classified as RC1 residential-commercial mixed-use zones; typical upper floors in RC1 zones are reserved for residential use. The exact zoning designation must be confirmed for the specific Business Bay plot before signing a lease.
Any proposed restaurant or café outdoor seating in Business Bay is subject to Dubai…	Dubai Municipality, Executive Planning Department	Not stated — confirm with authority	**High**	Any proposed restaurant or café outdoor seating in Business Bay is subject to Dubai Municipality's technical guide and planning standards for outdoor seating, intended to regulate placement and preserve the urban appearance of the emirate.

LICENSE	AUTHORITY	TIMELINE	PRIORITY	NOTES / COST
Commercial Trade Licence (F&B activity)	Department of Economy & Tourism (DET)	2-4 weeks	**High**	Mandatory before any food is handled or sold. The DET's Business Registration & Licensing sector issues the commercial trade licence with the correct food-service activity registered; a tenancy contract registered on Ejari is a prerequisite. This licence must be in place before the Dubai Municipality food permit is issued.
Food Establishment Permit + Layout / Fit-out Approval	Dubai Municipality — Food Safety Department	2-6 weeks	**High**	Mandatory for any premises that handles, prepares or serves food. Covers the 'Permit for Food Related Activities' plus a layout/fit-out (kitchen design, ventilation, workflow, waste) assessment against the Dubai Food Code before the premises may operate. Applied for after the DET trade licence and the Civil Defence clearance are in hand.
Civil Defence Fire & Life-Safety Clearance (NOC)	Dubai Civil Defence (DCD)	3-6 weeks	**High**	Mandatory for a food premises with a commercial kitchen. Covers the kitchen hood suppression system, fire alarm/heat detection, emergency lighting and exits, and any LPG gas system. A DCD completion certificate is a prerequisite for the Dubai Municipality food permit — no food permit issues without a valid fire-safety clearance.
Outdoor Signage / Advertising Permit	Department of Economy & Tourism (DET) / Dubai Municipality	1-3 weeks	**Medium**	Required for any external shopfront/ facade signage displaying the outlet or trade name. The facade-signage route is via the DET; advertising on buildings, vacant land or public areas may fall under Dubai Municipality (Government of Dubai Decree No. 6 of 2020 on advertising). Community-managed developments (e.g. an Emaar community) may add their own signage rules.

LICENSE	AUTHORITY	TIMELINE	PRIORITY	NOTES / COST
Food-Handler Cards + Person-in-Charge (PIC) Certification	Dubai Municipality — Food Safety Department	1-2 weeks	**Medium**	Every food handler must hold a valid Occupational Health Card (renewed annually) and the premises must have a Dubai-Municipality-certified Person-in-Charge (PIC) of food safety. Both are checked at municipality inspections; missing or lapsed cards are a compliance violation.
VAT Registration	Federal Tax Authority (FTA)	within 30 days of crossing the threshold	**High**	Mandatory — the projected ~AED 2.1M annual turnover is above the AED 375,000 mandatory VAT-registration threshold, so registration on the FTA EmaraTax portal is required (within 30 days of crossing it). UAE VAT is 5% and applies to F&B services.
Liquor License (On-premise Dubai Police liquor permit for a licensed restaurant, club, bar or lounge, supported by a DET commercial/ trade licence, Dubai Municipality food permit and food-safety compliance; hotel venues additionally require DET hotel classification/licensing. Off-premise sales require a separate Dubai permit to sell or supply alcoholic drinks through an authorised outlet.)	—	—	**Medium**	Dubai follows a tourism-oriented but tightly controlled alcohol policy: licensed venues...

Verify with Dubai Municipality and the emirate's food-control authority current processing timelines and documentation requirements for food-safety approval and trade license. Halal sourcing is a market expectation for F&B positioning in the UAE, not a licensing requirement—use it as a differentiation anchor if supplier certifications are in place. Confirm whether your business model (dine-in only vs. dine-in + delivery) triggers different license classes or fees. Obtain written clarity on any percentage-of-revenue tax or municipal fee schedules before finalizing rent assumptions. Do not proceed with lease signature until all licensing prerequisites are confirmed achievable within your planned timeline.

08 Data Sources & Methodology

VRI Components

Component scores and their data sources are shown once in the VRI Score Breakdown in Section 01. Data confidence does not score the location — it drives the ± model-uncertainty band shown beside the VRI.

Data Sources Used in This Report

All data is retrieved from public sources, web searches, and partnering APIs.

- Public data sources and official records
- Current market listings and commercial benchmarks
- Partnering data services

This report is generated by AI using publicly available data and web research. AI can make mistakes, so some figures or details may be inaccurate — please verify anything important before you rely on it.

What This Report Covers — and What It Doesn't

Each line below is a specific finding from this run — treat it as your pre-signing validation checklist, not boilerplate. Anything not listed here carried enough evidence to state without a caveat.

> Planning monthly rent of AED 17,502 is a mid-range indicative estimate; broker quotes vary (range AED 10,500–19,752 given for comparable spaces). Confirm achievable rent with 2–3 licensed commercial brokers before signing; lease terms (escalation, break clauses) materially affect actual cash burn.

> Delivery-channel data (17 outlets live, platform presence) reflects current registration at analysis date; platform economics, commission rates, and minimum-order thresholds change frequently and vary by outlet type. Confirm current terms with each platform before including delivery in financial planning.

> Licensing and regulatory processing timelines are subject to emirate-specific procedures and current workload; 8–12 week estimates are directional. Confirm current official timelines with Dubai Municipality and food-safety authorities during site-visit week.

Evidence base: public business listing data, nearby-locality commercial benchmarks (4 references), and demographic baseline and local area records. Revenue estimates use a seat-turnover model with stated assumptions — not demand-pool projections.

Daily customer estimate methodology: The estimate is modeled from a 1-km catchment (population 11,600, working-age 9,700), benchmarked against 8 direct and 30 total F&B competitors in the trade area. Category demand assumptions at an average ticket of AED 150 produce a planning range of 700–1,700 daily visits (midpoint 1,100) shared catchment-wide across all outlets in the trade area — a directional pool, not an outlet-level guarantee. 1km-radius modeled from official community-level density — directional only, validate on-site. The demand pool is a modeled estimate — not a measured pedestrian count — modeled from category demand assumptions (modeled-demand confidence 82/100). Validate with a one-day on-site count before committing.

The ±9 range shown next to the VRI score is MODEL UNCERTAINTY, not a statistical confidence interval: it is derived from the data confidence behind this run — lower data confidence widens the range; higher confidence narrows it. Note that this range spans a verdict boundary — scores at the low and high ends would map to different verdict bands, so treat the verdict as borderline rather than settled.

08.5 Delivery Market Intelligence

A read of the delivery-food market in this locality, compiled from web and social search of the leading delivery platforms serving this market (the 4 leading local delivery platforms). Because these platforms do not publish a locality-level data feed, these figures are a search-based estimate — directional and lower-precision than a live platform feed — and should be read as an indicative picture of the competitive delivery landscape, not exact counts. Average cost-for-two was not available from these platforms for this market, so that metric is omitted.

17	4.4 ★
Delivery outlets within ~2.6 km	Average Rating

Cuisine Mix

Kebab **(2)** · Wraps **(3)** · Arabic **(4)** · Indian **(3)** · Burgers **(3)** · Chicken **(2)** · Lebanese **(8)** · Sandwiches **(3)**

Note: Demand is inferred from outlet density, ratings, and pricing — not precise order volumes, which delivery platforms do not publish. Treat this as a directional read of the competitive delivery landscape, not a predictive demand forecast.

09 Final Risk Scorecard

FACTOR	SCORE & STATUS
VRI component scores (location demand, competition intensity, rent affordability, data confidence, regulatory compliance) are shown once in the VRI Score Breakdown in Section 01.	
Site quality (micro-location) Micro-location scorer	85/100 Pass
Setup Payback Setup cost ÷ steady-state monthly net · 18–26 mo if revenue stays at the conservative case	~8–12 months (following the report's revenue ramp); ~18–26 months if revenue never grows past conservative levels CLEARS — VERIFY

PROCEED WITH CAUTION — Address identified gaps before committing

Based on the VRI composite score and micro-location analysis. Green ≥ 70 • Yellow 50–69 • Red < 50

Sources and methods

Every figure in this report is one of three kinds. Retrieved figures name where they came from. Derived figures name their inputs. Modelled figures name their method.

RETRIEVED
researched for this address on August 24, 2026

Nearby businesses, ratings, review counts, locations — **Google Places**

Competitor price bands and cuisines — public listing and review sites, via grounded web research · 24 venues

Rent range AED 17.5–AED 32.92/sqft — 8 comparable listings across major property portals in this market, August 24, 2026

Population, income, household size — **Dubai Statistics Center, community level**

DERIVED
calculated from the figures above

Competitor tiers — your business type, distance, price band and cuisine, per the rules shown with the competitor groups

Revenue scenarios — seats × turnover × average ticket, at the price band shown

MODELLED

our framework, not an outside measurement

VRI 62 ± 9 — 4 of 5 components scored this run. **A composite indicator, not a prediction**.

Customer personas — built from the census and catchment profile above

Your price positioning Mid-range (AED 40–AED 120 per person) — as you provided

10 What to Verify Next

This screen organises your early diligence. Before signing anything, verify these on the ground — each item cross-references the section it tests.

- ☐ **Count the footfall yourself.** Stand at the site at your format's peak hours on a weekday and a weekend; count walk-ins per 15 minutes. Compare against Section 03's modelled footfall.
- ☐ **Price the competitors' menus.** Visit the top competitors in Section 02 and record their actual menu prices against the price bands shown.
- ☐ **Watch competitor queues at peak.** Queue length and table turnover at peak hours are the observable proxy for the demand Section 03 models.
- ☐ **Pull broker comps for the corridor.** Ask two or three local brokers for recent lease comps and compare against Section 04's rent band and its listed sources.
- ☐ **Audit delivery platforms.** Check the competitors' ratings, delivery fees and estimated times on the platforms named in Section 02 — ratings velocity signals real volume.
- ☐ **Interview operators nearby.** Two conversations with non-competing operators on the same stretch (or a departing tenant) will test Section 07's regulatory notes and the rent reality at once.

Report ID: VIABE-EC6C6057 | Generated: August 24, 2026 | viabe.ai