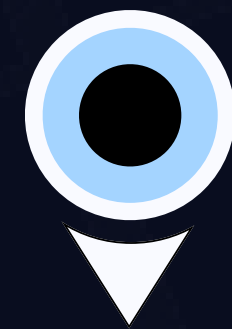


# SPOT QUEST

RESTAURANTS

[www.spotquest.ai](http://www.spotquest.ai)





# REPORT

## CARLUCCIO'S

THIS IS A SAMPLE REPORT

# Contents

Client Overview

Executive Summary

Dubai Destination Analysis

Dubai Restaurant Market

Location Intelligence

Neighbourhood Analysis

Menu Price Benchmarking



[WWW.SPOTQUEST.AI](http://WWW.SPOTQUEST.AI)







# Client Overview

**Carluccio's**  
**Located in**  
**Part of chain**

Italian Restaurant  
Dubai Marina Mall, Dubai Marina District  
5 outlets (3 UAE & 2 in Qatar)  
30 restaurants in the UK, Ireland  
& the Middle East.



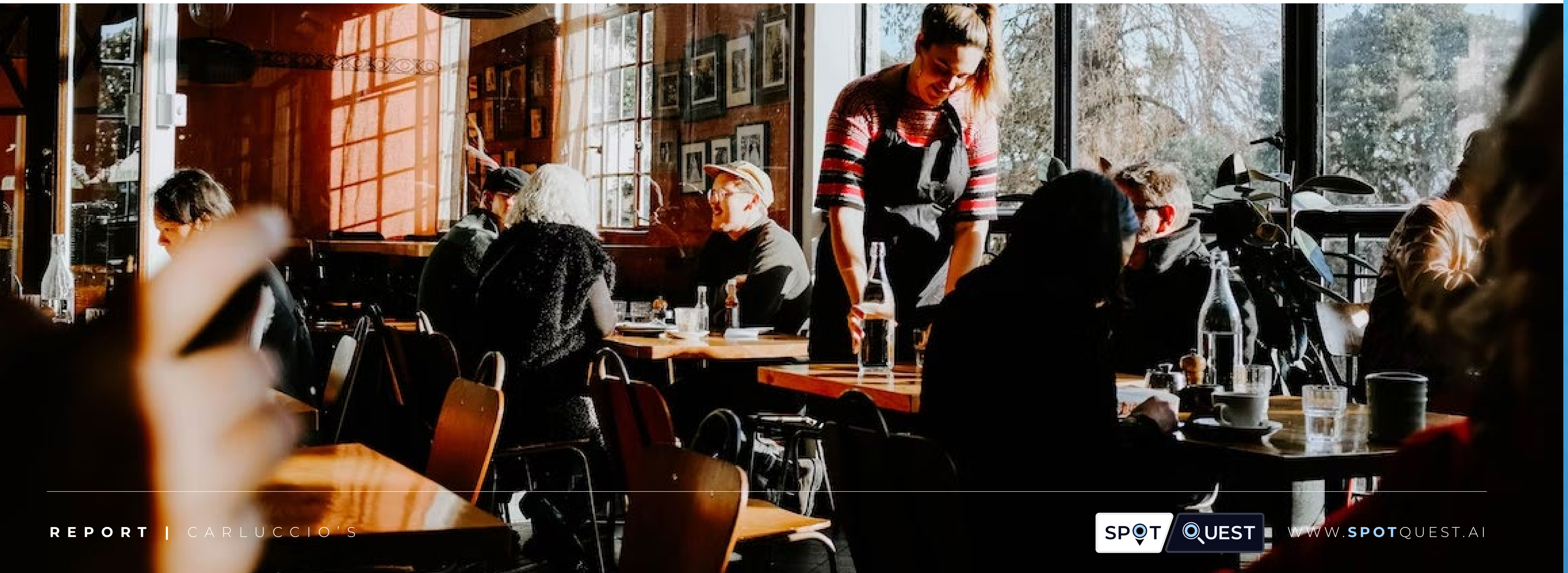
# Executive Summary

Carluccios is a very well respected Italian offering within the Dubai food and beverage market. Its location within the main centre of Dubai Marina, allows it to capture a vast array of organic footfall from both residential, commercial and tourism hubs that encompass the surrounding area.

With regards to its price positioning against the market and its direct competitors, Carluccios has an opportunity to improve its potential revenue

upside across both its starters, soups and dessert offerings as it sits significantly below its Comp Set and the market in general. Its is significantly under-priced in its main course offerings against its direct competitor set.

In summation, Carluccios is in an ideal location to capture organic guests traffic, Its opportunities lie in re-visiting its price point against its competitors and the market.





# Dubai as a Tourist Destination

Dubai is a popular tourist destination known for its luxury shopping, modern architecture, vibrant nightlife, and impressive man-made attractions. The city offers visitors a mix of traditional Middle Eastern culture and modern cosmopolitanism, with a range of experiences that cater to different interests.

One of Dubai's most famous attractions is the Burj Khalifa, the tallest building in the world, which offers stunning views of the city. Visitors can also take a walk through the Dubai Mall, one of the world's largest shopping centers, or take a stroll down the glamorous Jumeirah Beach. Dubai also boasts a range of theme parks, including the Dubai Parks and Resorts, which is home to Legoland, Motiongate, and Bollywood Parks.

Dubai is also known for its year-round sunshine, making it a great destination for those looking to relax on the beach or participate in water sports such as jet skiing and parasailing. Visitors can also take a traditional dhow cruise along the Dubai Creek, or take a desert safari to experience the city's natural surroundings.

For those interested in culture and history, Dubai's Old Town offers a glimpse into the city's past, with traditional markets, museums, and historical landmarks. The Dubai Museum, located in the Al Fahidi Fort, is a must-visit for those interested in learning about the city's history and heritage.

Overall, Dubai offers visitors a unique and unforgettable experience, with a blend of modern and traditional attractions that cater to a range of interests.





# Dubai as a Business Destination

Dubai is considered one of the leading business destinations in the world due to its strategic location, world-class infrastructure, and business-friendly policies.

The city is known for its advanced transport and communication systems, world-class hotels and conference facilities, and its position as a hub for trade and finance in the region.

Dubai's economy is diversified, with a strong focus on sectors such as finance, trade, logistics, and tourism. The city is home to several free zones and business parks, offering a range of incentives and benefits for businesses looking to establish a presence in the region.

One of the most important business events in Dubai is the annual Dubai Expo, which attracts businesses, investors, and visitors from around the world. The Expo provides a platform for businesses to showcase their products and services, exchange ideas, and explore opportunities for collaboration and partnership.

Dubai is also known for its supportive business environment, with the government actively working to create a favorable climate for businesses to operate in. This includes initiatives such as the Dubai Plan 2021, which aims to make Dubai a smart and sustainable city, and the Dubai 10X initiative, which seeks to put Dubai ten years ahead of other cities in terms of innovation and technology.

- Overall, Dubai offers businesses a unique combination of strategic location, world-class infrastructure, supportive business environment, and a diverse economy, making it an attractive destination for companies looking to expand their operations in the Middle East and beyond.



# Dubai as a Foodie Destination

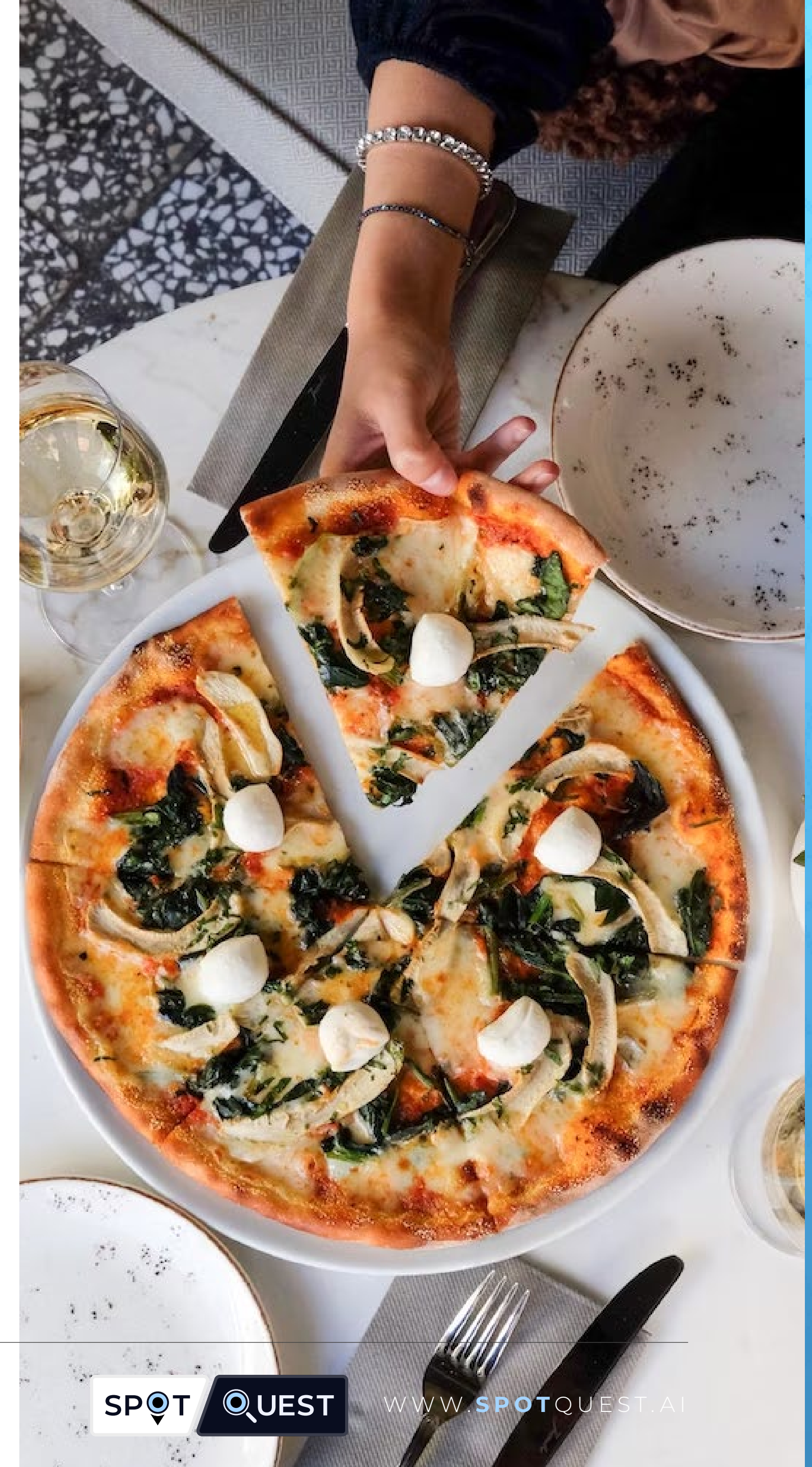
Dubai is a melting pot of cultures, and this diversity is reflected in its food scene. From traditional Arabic dishes to international cuisine, Dubai offers a wide range of dining options to satisfy every palate.

One of the unique features of Dubai's food scene is its emphasis on luxurious dining experiences. Many of the city's restaurants are housed in lavish hotels and offer stunning views of the city skyline or the ocean. There are also many celebrity chefs who have opened restaurants in Dubai, adding to the city's reputation as a culinary destination.

For traditional Arabic cuisine, visitors can try dishes like shawarma, hummus, falafel, and tabbouleh, which are widely available throughout the city. Seafood is also a popular choice, with fresh catches brought in daily from the Arabian Gulf.

In addition to Arabic and international cuisine, Dubai is also home to a number of street food markets and food trucks, which offer a more casual dining experience. Visitors can sample a variety of dishes from around the world, including Indian, Pakistani, and Filipino cuisine.

Overall, Dubai's food scene offers something for every taste and budget, and is a must-visit destination for foodies.







# LOCATION INTELLIGENCE

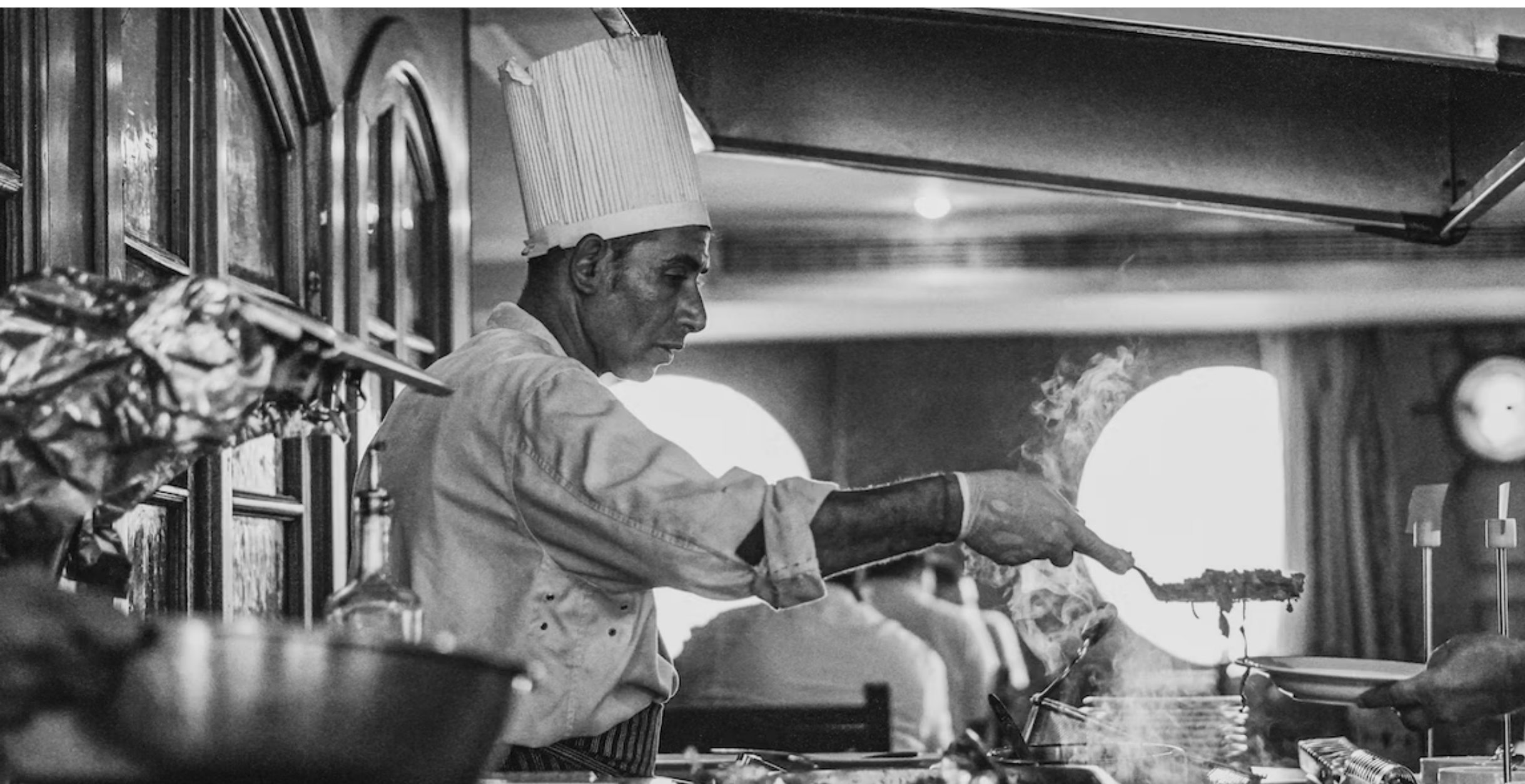
SPOT

QUEST



# Dubai Restaurant Market

Market Size – Italian Restaurants



**1,000** Italian Restaurants  
**Dubai**

**40** Italian Restaurants  
**Selected Location**

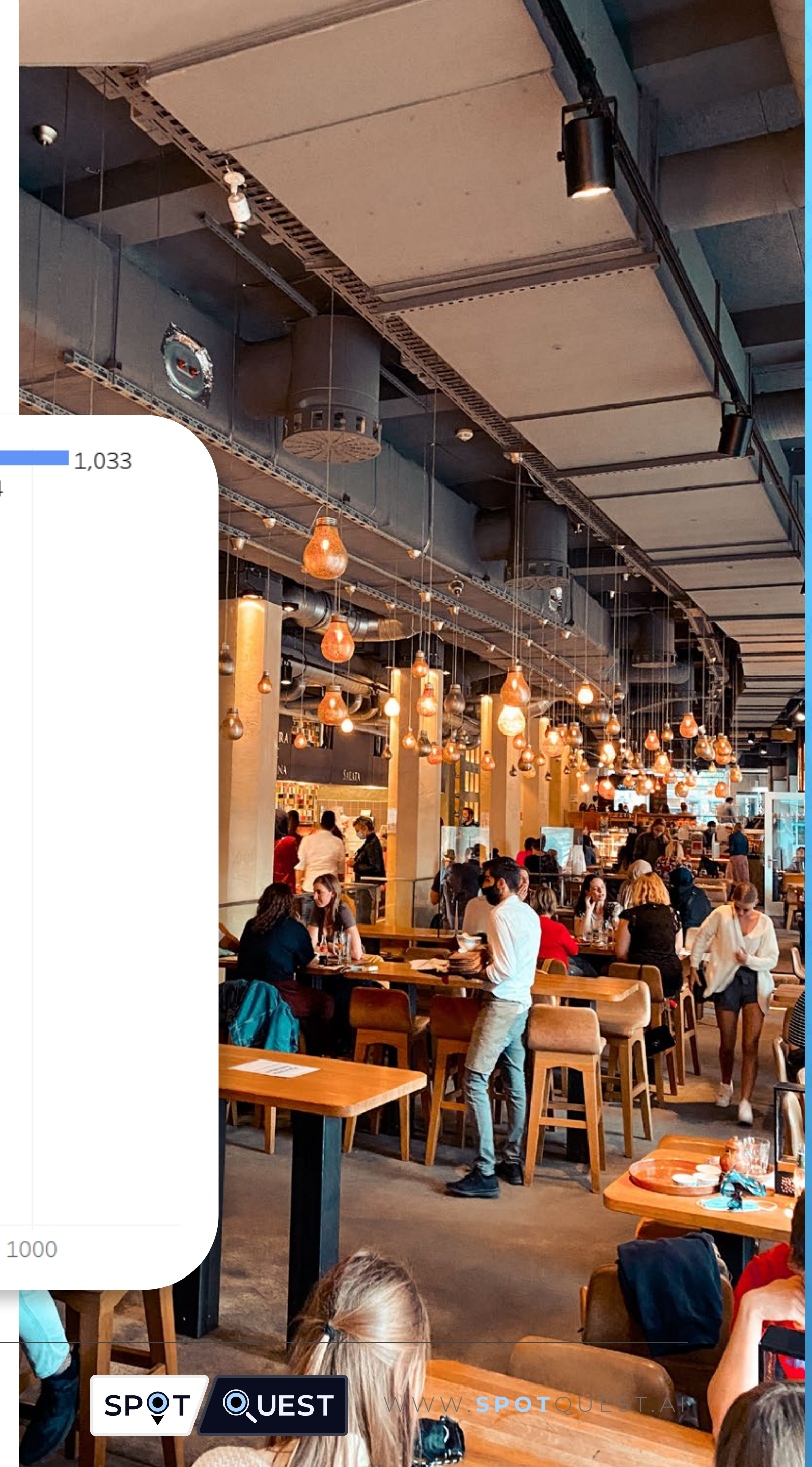
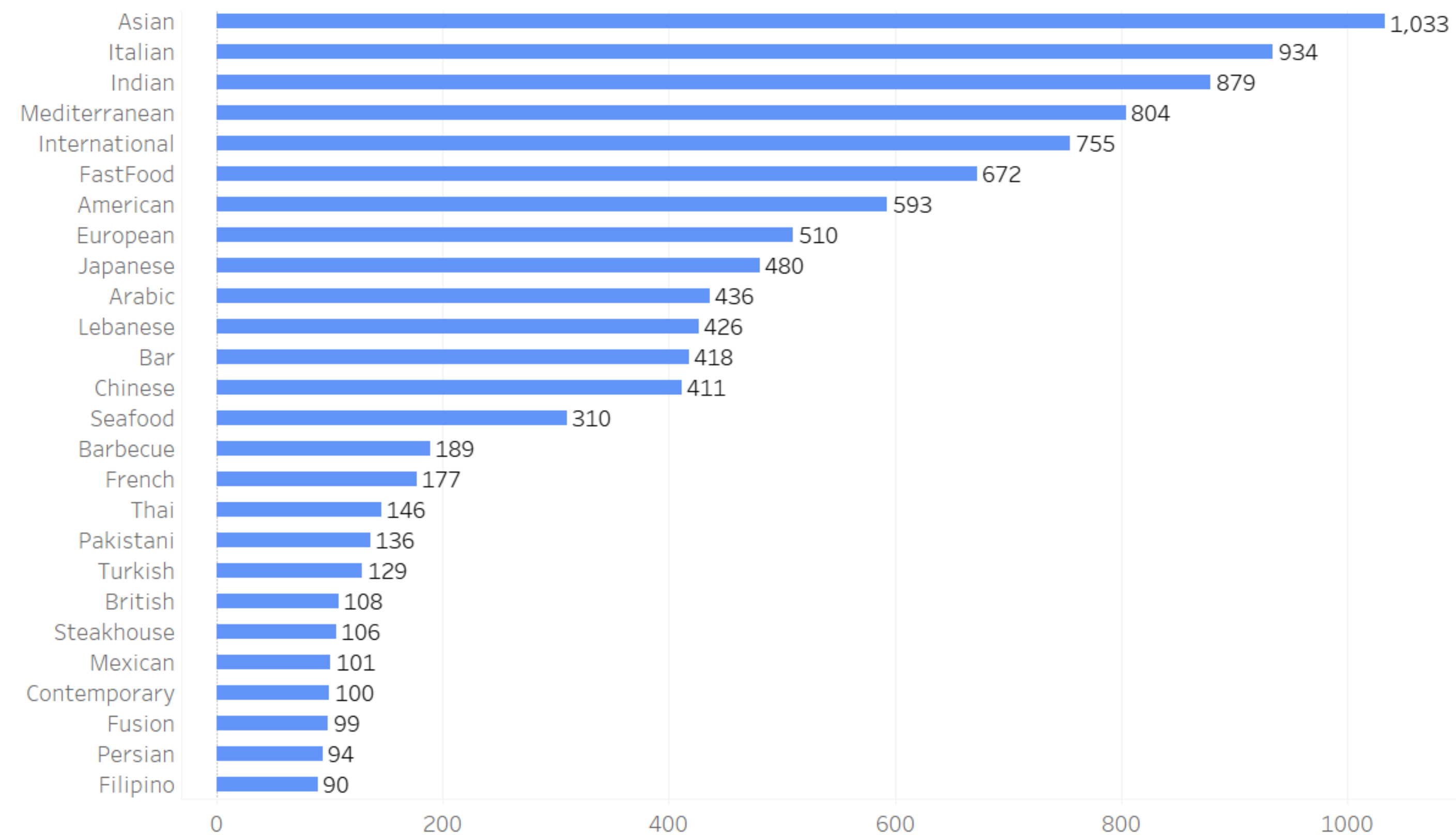
**4** Selected  
Competitors

**1** Dubai Marina Mall  
**Carluccio's**



# Dubai Restaurants

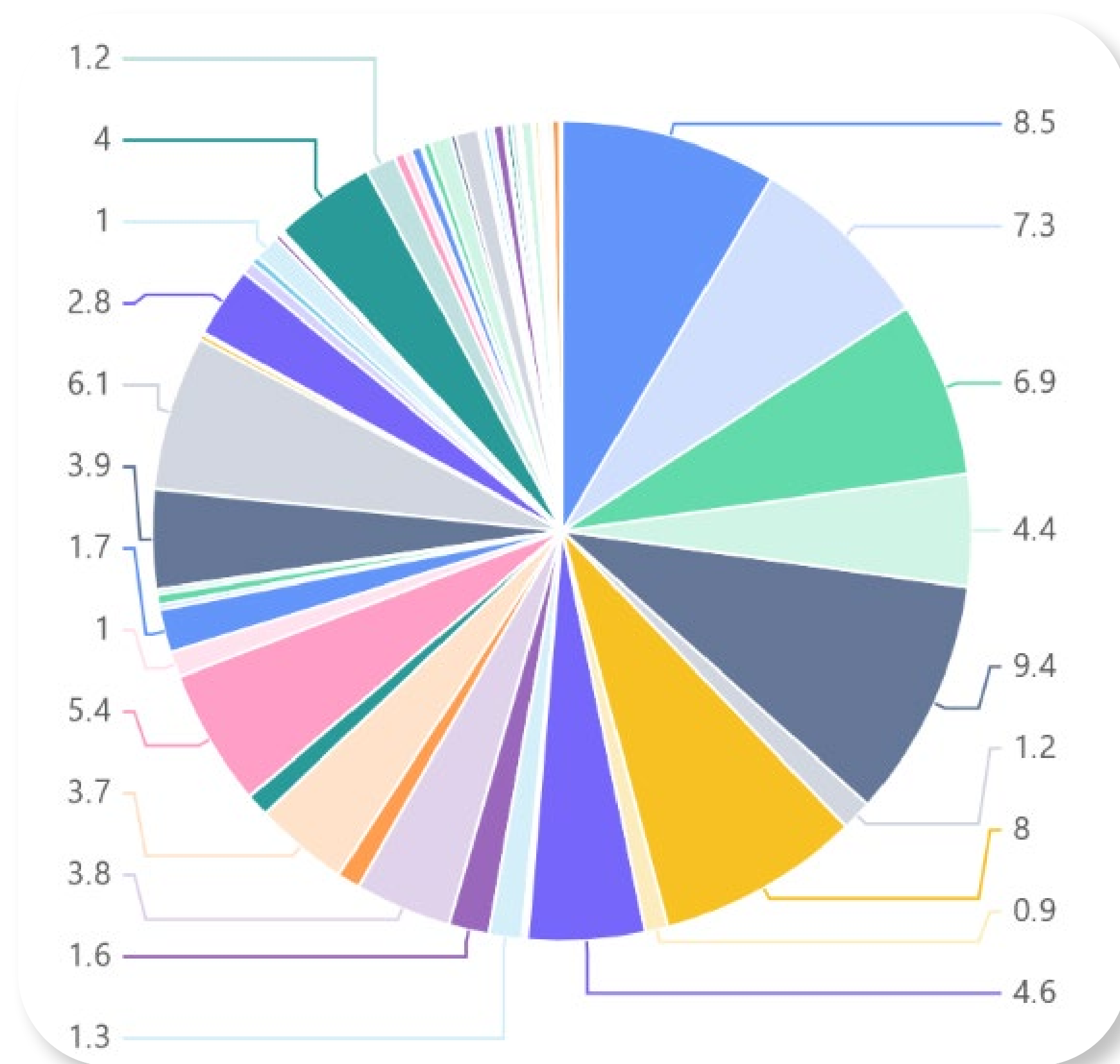
## by Cuisine





# Dubai Restaurants

by Cuisine % Mix



- Asian
- Italian
- Indian
- Mediterranean
- International
- FastFood
- American
- European
- Japanese
- Arabic
- Lebanese
- Bar
- Chinese
- Seafood
- Barbecue
- French
- Thai
- Pakistani
- Turkish
- British
- Steakhouse
- Mexican
- Contemporary
- Fusion
- Persian
- Filipino
- Greek
- Spanish
- Latin
- Egyptian
- Korean
- Deli
- Russian
- African
- Australian
- Indonesian
- Brazilian
- Malaysian
- Moroccan
- Peruvian

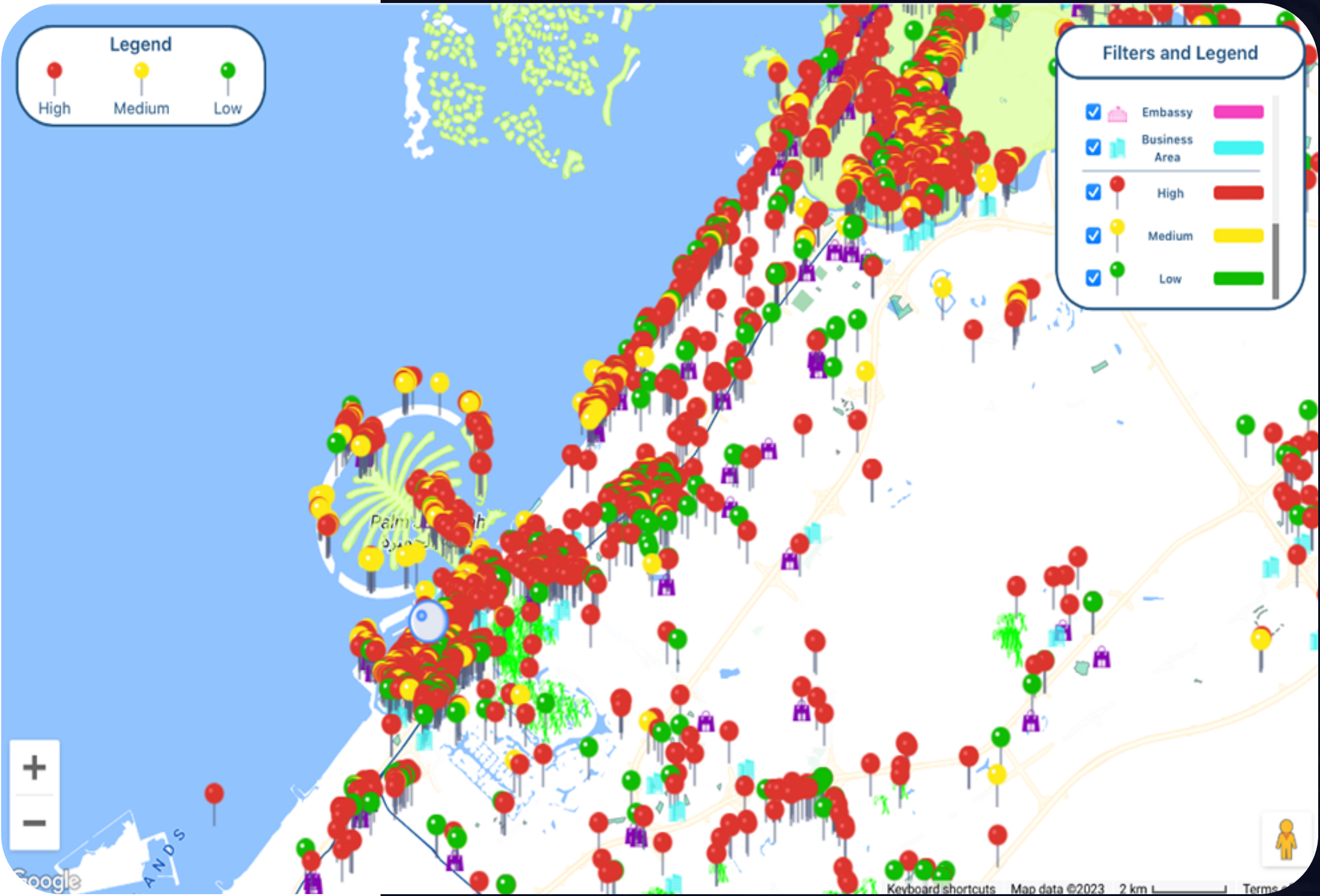


# Dubai Market

Total F&B Venues

## LEGEND

Pricing	Avg Cost	Total Restaurants	Color
\$\$\$\$	High	542	Red
\$\$\$	Medium	3426	Yellow
\$\$	Low	796	Green



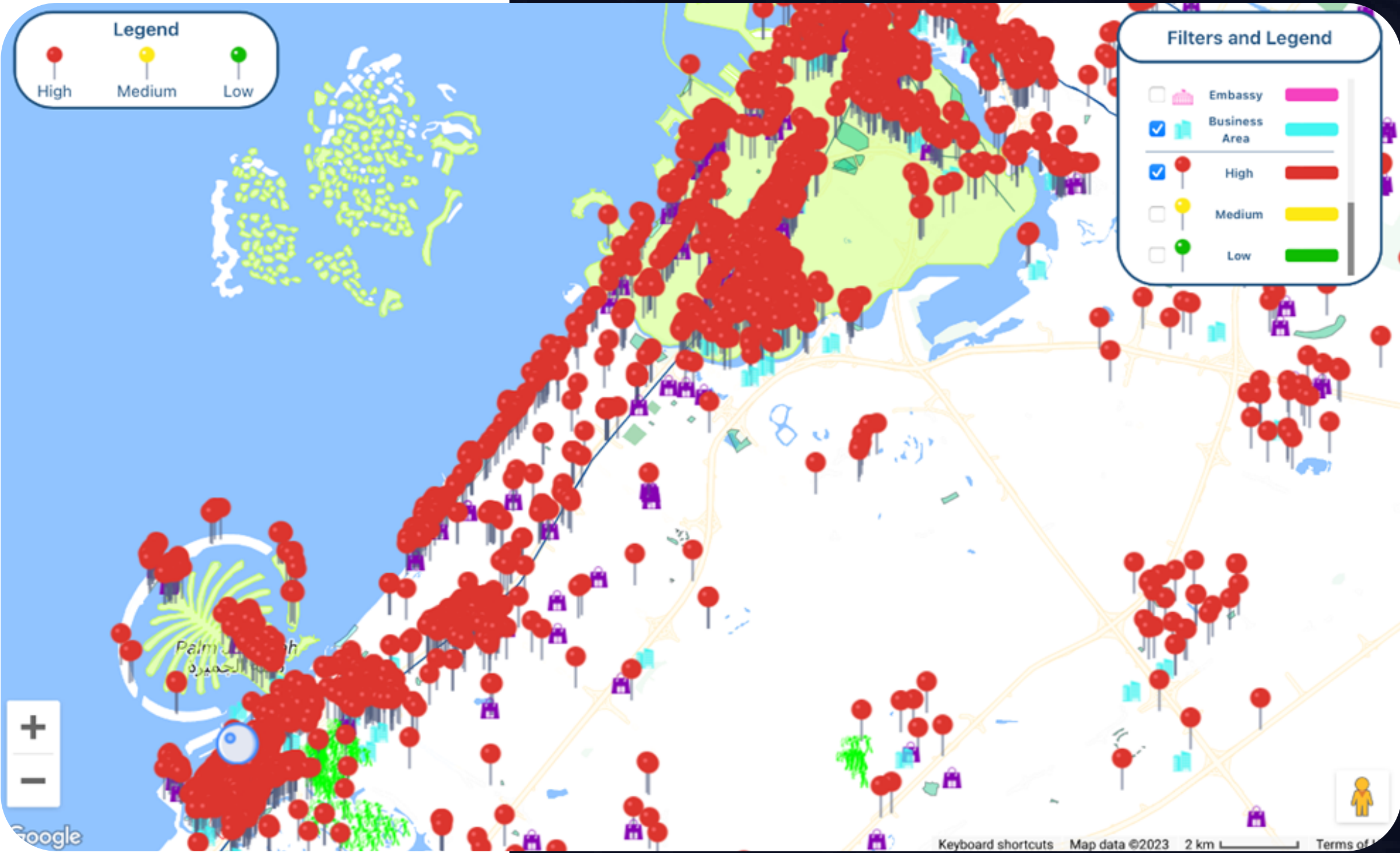


# Dubai F&B Venues

High Menu prices

## LEGEND

Pricing	Avg Cost	Total Restaurants	Color
\$\$\$\$	High	542	Red



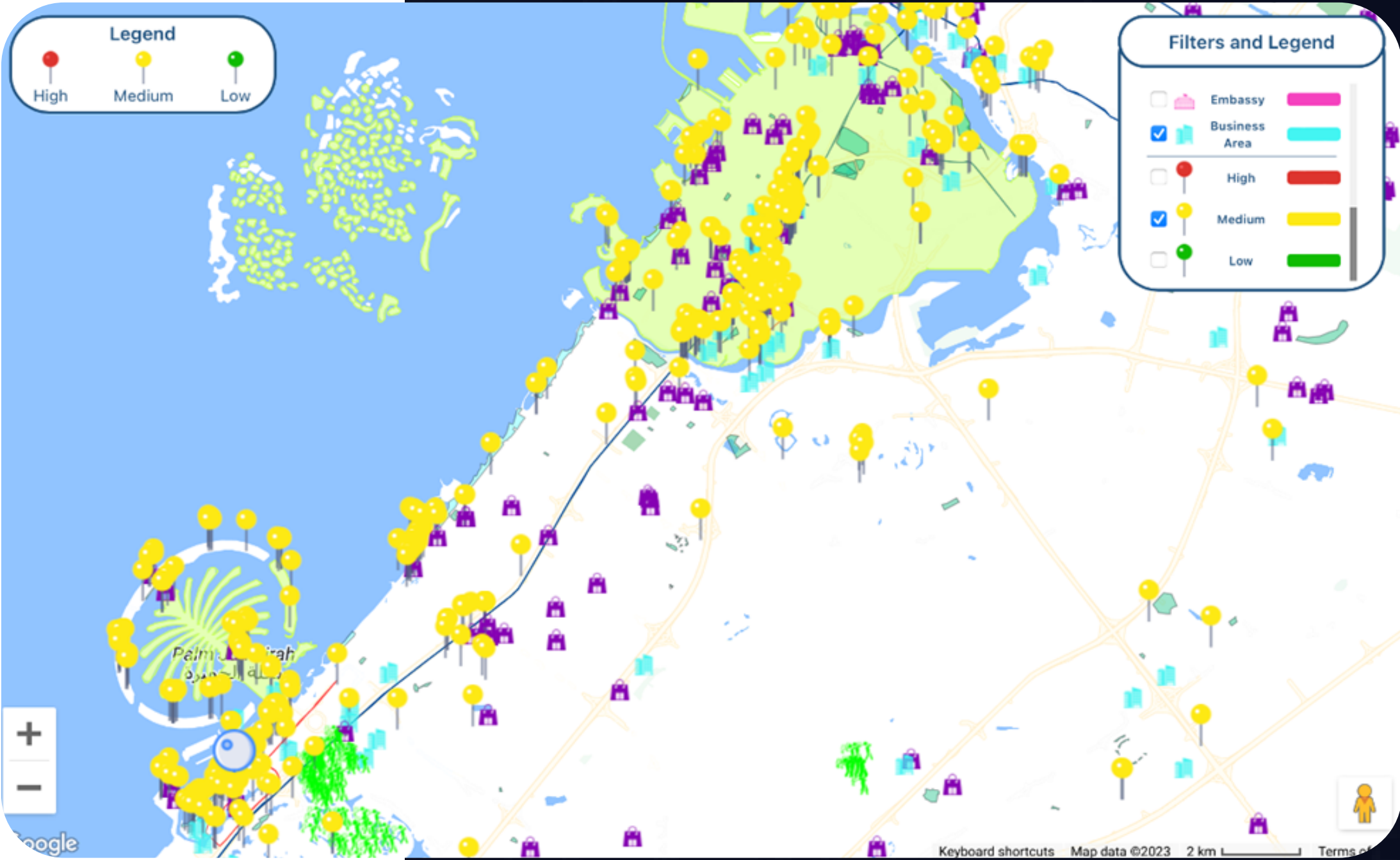


# Dubai F&B Venues

Medium Menu prices

## LEGEND

Pricing	Avg Cost	Total Restaurants	Color
\$\$\$	Medium	3426	Yellow



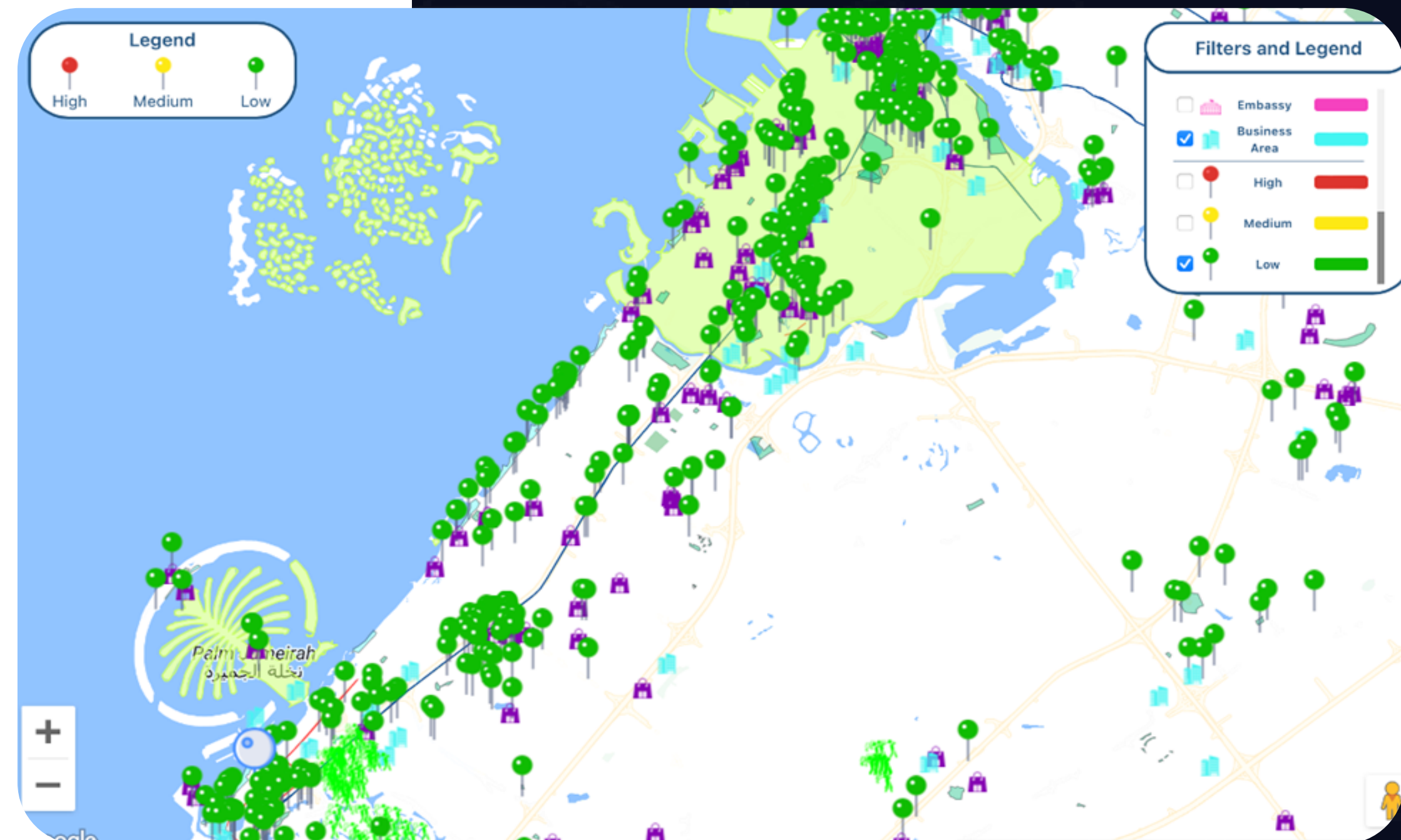


# Dubai F&B Venues

Low Menu prices

## LEGEND

Pricing	Avg Cost	Total Restaurants	Color
\$\$	Low	796	Green



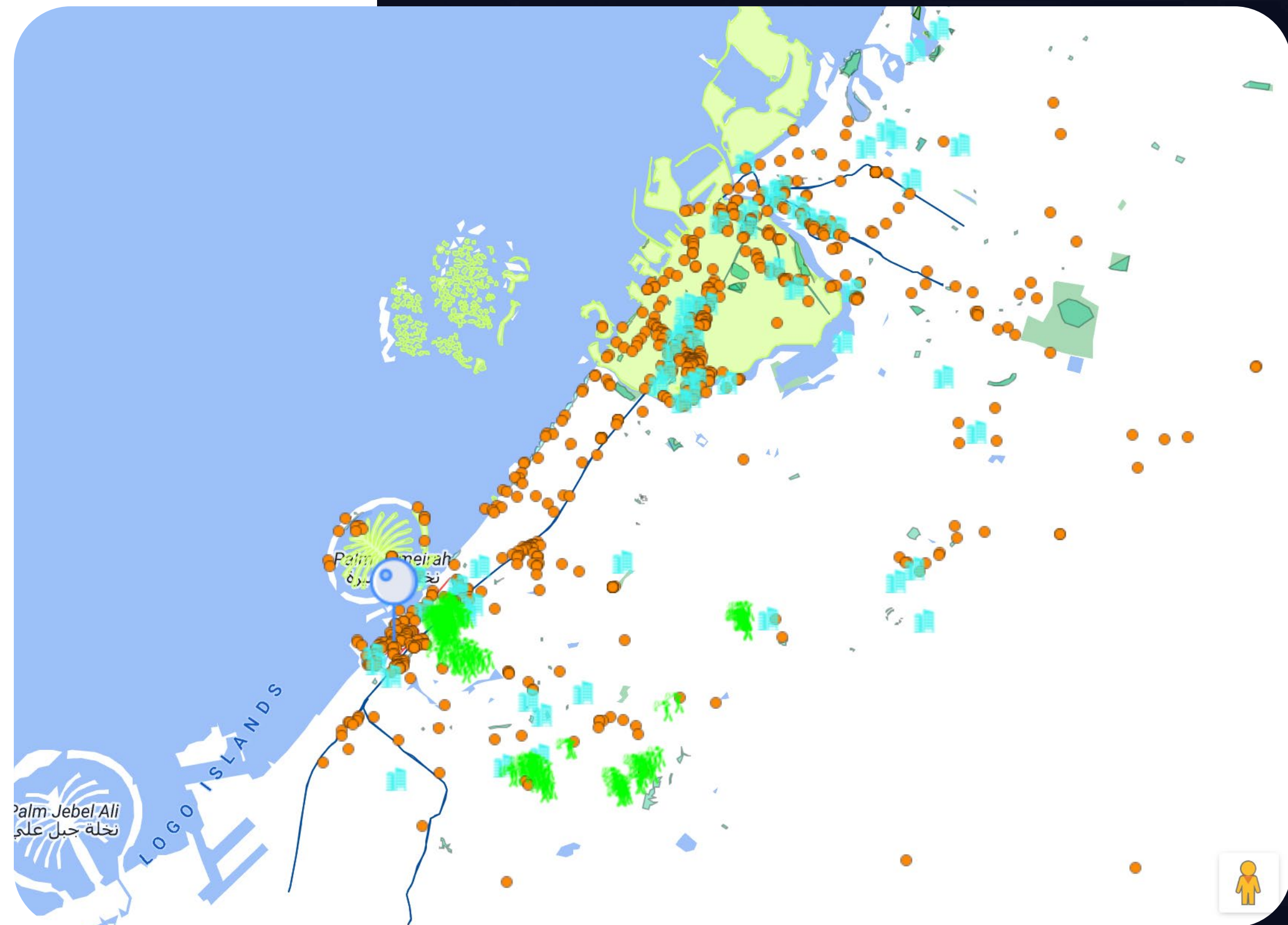


# Dubai F&B Venues

Italian Cuisine

## LEGEND

Cuisine	Total Restaurants
Italian	934







# NEIGHBOURHOOD ANALYSIS

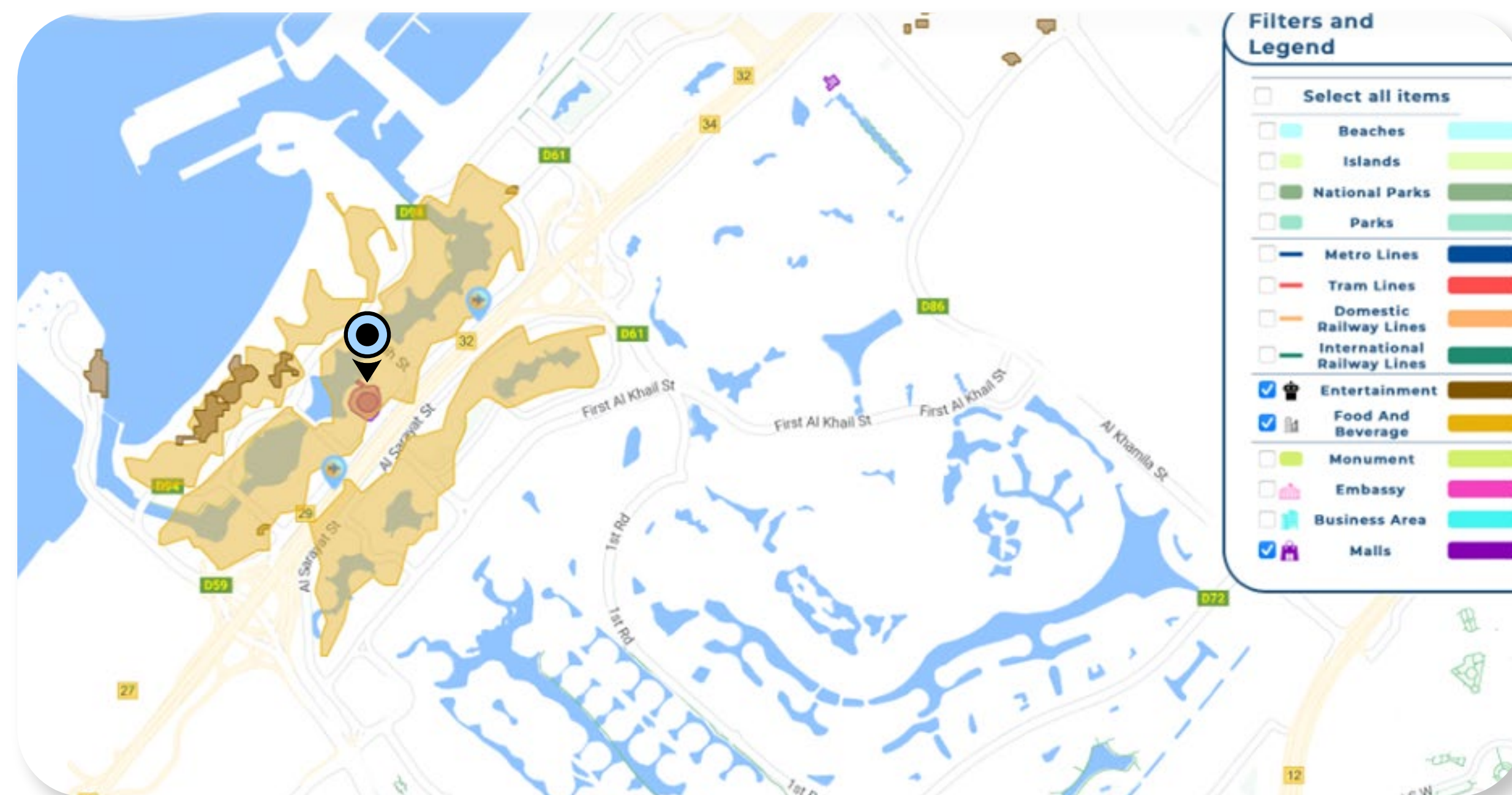
SPOT

QUEST



# Carluccio's Location

Surrounded by very high density F&B venues



 **Carluccio's**  
Italian Restaurant

Jumeirah Beach Residence (JBR)

**255 F&B Outlets**

Dubai Marina

**285 F&B Outlets**

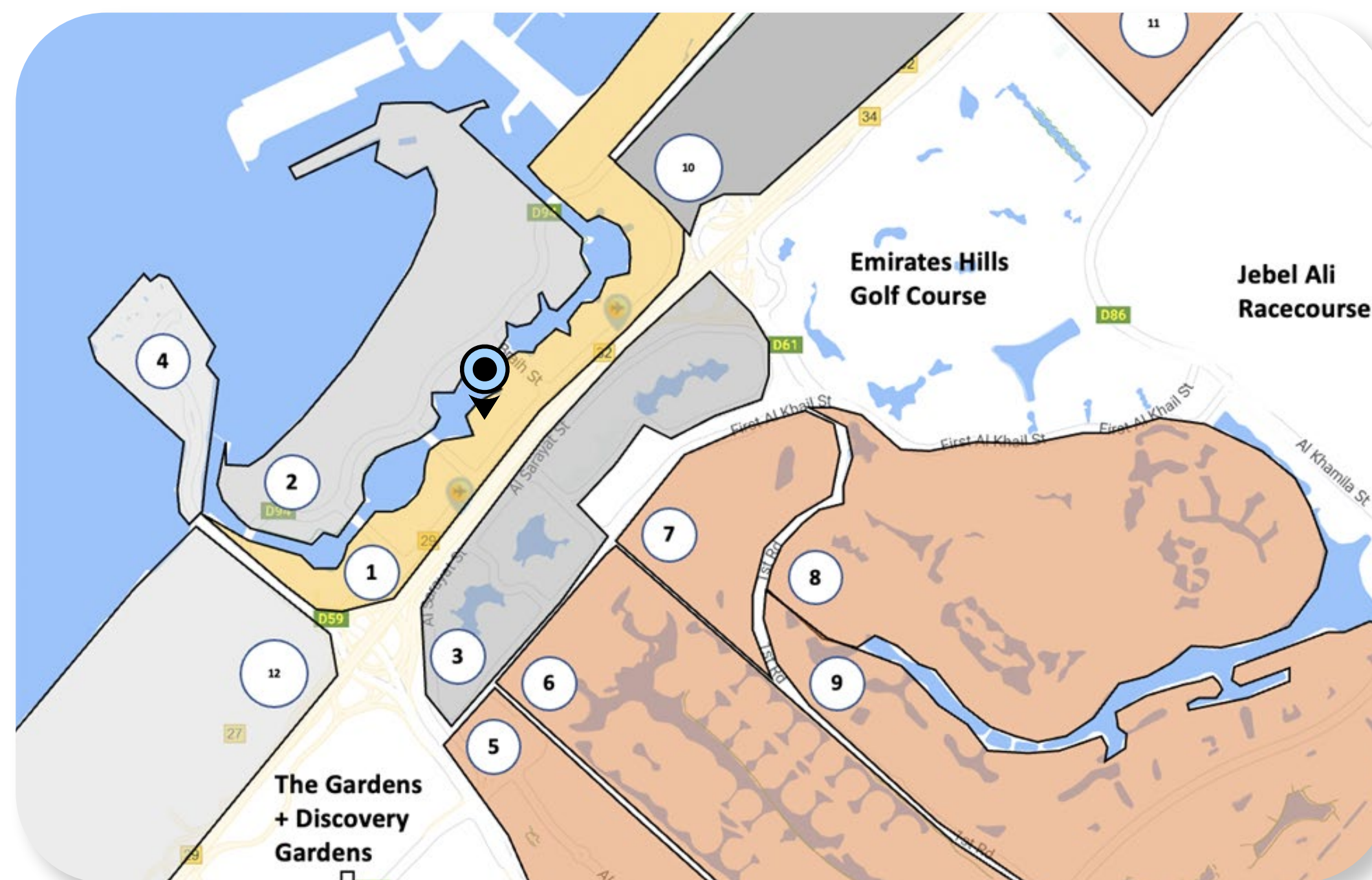
Jumeirah Lake Towers

**265 F&B Outlets**



# Carluccio's Location

Key Surrounding Neighbourhoods



 **Carluccio's**  
Italian Restaurant

## Districts and sub Districts

1. Dubai Marina
2. Jumeirah Beach Residence
3. Jumeirah Lake Towers
4. Bluewaters Island
5. Jumeirah Parks
6. Jumeirah Islands
7. Meadows
8. Emirates Hills
9. Meadows / Springs 1-15
10. Dubai Media City
11. Barsha Heights



# Carluccio's Location Dubai Marina

Based in top 10 F&B entertainment  
neighbourhoods in Dubai

District or neighborhoods		Description	Population estimates (Sept '21)	Residential	Commercial	Tourist	Nightlife	Entertainment	Family friendly
Dubai Marina	Dubai Marina	- home to a range of shopping and dining options, including the Dubai Marina Mall - easy access to public transportation - home to a range of entertainment options - Dubai Marina Yacht Club, range of water sports and activities, range of nightclubs and music venues	40,000	✓	✓	✓	✓	✓	✓

The key districts surrounding Dubai Marina districts are diverse, and offer the best Dubai has to offer for tourists and residents



# Dubai Marina

Key Districts near Carluccio's

District or neighborhoods		Description	Population estimates (Sept '21)	Residential	Commercial	Tourist	Nightlife	Entertainment	Family friendly
Dubai Marina	Jumeirah Beach Residence (JBR)	<ul style="list-style-type: none"> <li>- popular beachfront district</li> <li>- Family-friendly environment - range of amenities and activities for children and families, including playgrounds, water parks, and kid-friendly restaurants</li> <li>- vibrant nightlife, with a range of bars, clubs, and music venues</li> <li>- Jumeirah Beach - range of water-based activities</li> </ul>	25,000	✓		✓	✓	✓	✓
Dubai Marina	Jumeirah Lake Towers (JLT)	<ul style="list-style-type: none"> <li>- Beautiful lakes - JLT is built around four man-made lakes</li> <li>- vibrant and cosmopolitan community</li> <li>- home to a range of commercial and retail spaces</li> </ul>	60,000	✓	✓				✓
Dubai Media City		<ul style="list-style-type: none"> <li>- free zone and business district</li> <li>- Media and communication industry focus</li> <li>- state-of-the-art infrastructure - advanced telecommunications services, and a range of technological amenities</li> <li>- range of lifestyle amenities, including restaurants, cafes, and fitness centers</li> <li>- melting pot of different cultures and nationalities</li> </ul>	20,000		✓				
Bluewaters Island		<ul style="list-style-type: none"> <li>- man-made island and district located off the coast of Dubai</li> <li>- home to several iconic attractions - i.e. Ain Dubai, which is the world's largest Ferris wheel</li> <li>- range of entertainment and leisure options, including restaurants, cafes, retail shops, and cinemas</li> <li>- waterfront destination, offering stunning views of the Arabian Gulf</li> <li>- Pedestrian-friendly environment</li> </ul>	Unknown	✓		✓		✓	✓



# Dubai Marina

## Key Districts near Carluccio's

District or neighborhoods		Description	Population estimates (Sept '21)	Residential	Commercial	Tourist	Nightlife	Entertainment	Family friendly
Al Barsha	Barsha Heights (formerly known as "Tecom")	<ul style="list-style-type: none"> <li>- vibrant residential and commercial district</li> <li>- home to a range of commercial and retail spaces</li> <li>- Parks and green spaces - features a number of parks and green spaces</li> <li>- Nightlife - vibrant nightlife</li> </ul>	22,000	✓	✓	✓	✓	✓	
Al Barsha	Al Barsha 1	<ul style="list-style-type: none"> <li>- residential and commercial district - apartments, villas, and townhouses</li> <li>- home to a range of shopping and dining options (Mall of the Emirates)</li> <li>- home to a number of well-regarded schools</li> </ul>	21,000	✓	✓			✓	
Al Barsha	Al Barsha 2	<ul style="list-style-type: none"> <li>- residential and commercial district - apartments, villas, and townhouses</li> <li>- close proximity to Mall of the Emirates</li> <li>- home to a number of well-regarded schools</li> <li>- close proximity to several business hubs</li> <li>- Population - popular by working professionals</li> </ul>	17,000	✓	✓				
Al Barsha	Al Barsha 3	<ul style="list-style-type: none"> <li>- residential district - apartments, villas, and townhouses</li> <li>- close proximity to Mall of the Emirates &amp; City Centre Al Barsha</li> <li>- home to a number of well-regarded schools</li> <li>- close proximity to several business hubs</li> <li>- Population - popular by working professionals</li> </ul>	16,000	✓					
Dubai Knowledge Village		<ul style="list-style-type: none"> <li>- education and training hub - home to a number of universities, training centers, and educational institutions</li> <li>- close proximity to several business hubs</li> <li>- range of lifestyle amenities, including restaurants, cafes, and fitness centers</li> </ul>	Unknown		✓				
Dubai Internet City		<ul style="list-style-type: none"> <li>- free zone and business district</li> <li>- Technology industry focus - hub for technology companies, including software developers, IT service providers, and e-commerce companies</li> <li>- innovation ecosystem - range of events, programs, and initiatives designed to support startups and entrepreneurs</li> <li>- state-of-the-art infrastructure - advanced telecommunications services, and a range of technological amenities</li> <li>- range of lifestyle amenities, including restaurants, cafes, and fitness centers</li> </ul>	Unknown		✓				
Discovery Gardens		<ul style="list-style-type: none"> <li>- known for offering affordable living options</li> <li>- features landscaped gardens and green spaces</li> <li>- range of housing options, from studio apartments to large family homes</li> </ul>	60-70K	✓					
Jumeirah Heights		<ul style="list-style-type: none"> <li>- waterfront district, offering residents stunning views of the Dubai skyline and the Arabian Gulf</li> <li>- high-end residential district, with a range of luxury apartments and villas</li> <li>- range of community amenities</li> </ul>	246,900	✓					



# Hotels/Accommodation Located nearby Carluccio's

30+ branded 4 and 5 star hotels located within 30 minutes walking proximity to Carluccio's restaurant



Star Rating	Avg Price	Total Hotels
4	80	182
5	189	145
3	69	104





# MENU PRICE BENCHMARKING

SPOT

QUEST



# Italian Restaurants

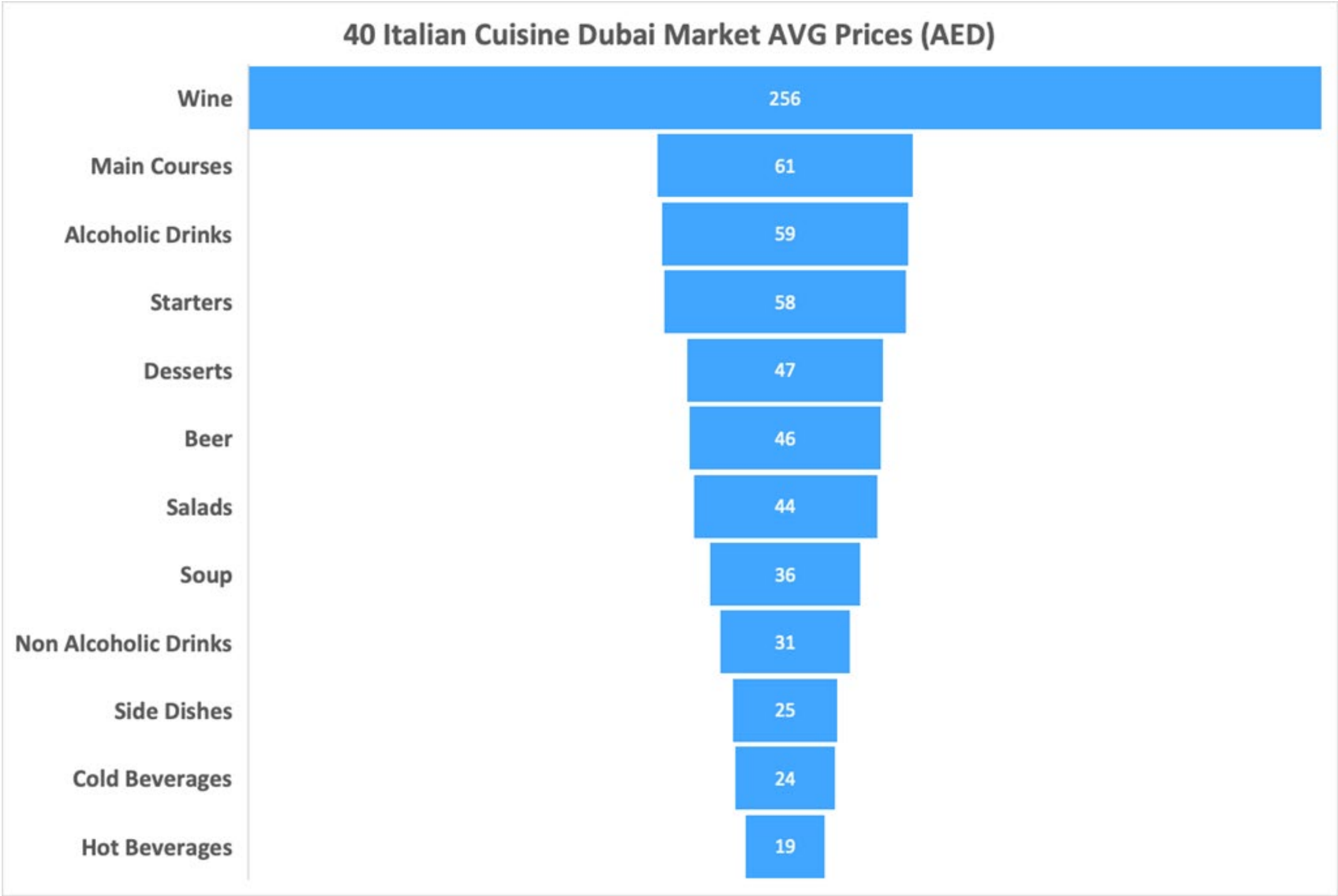
## Competitor profile

Restaurant	Cuisine	Type	Price Segment	Ratings	Reviews
Carluccio's Dubai Marina mall	Italian	Client	\$\$ - \$\$\$	4	280
Positano Restaurant	Italian	Competition	\$\$ - \$\$\$	4.5	801
Mare by Bussola	Italian	Competition	\$\$ - \$\$\$\$	5	46
Leonardo Restaurant	Italian	Competition	\$\$\$\$	5	431
Naughty Pizza Dubai	Italian	Competition	\$	N/a	N/a



# Italian Restaurant market

## Average prices



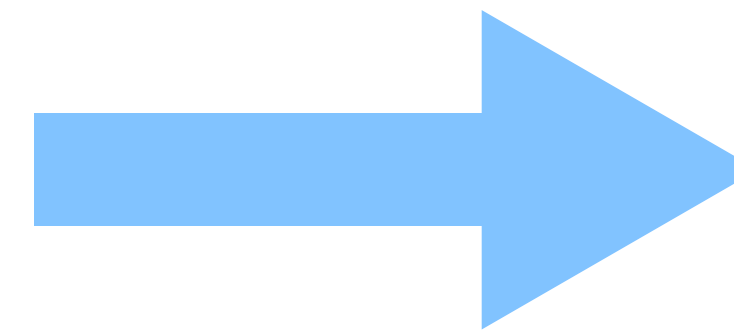


# Italian Restaurants

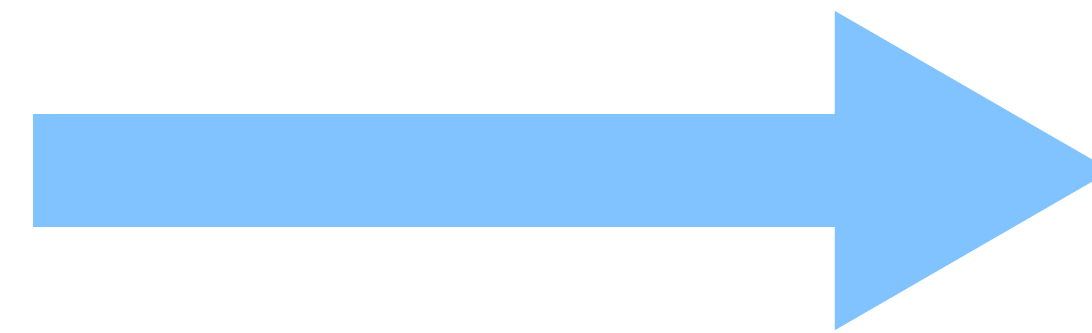
Average main course prices by %



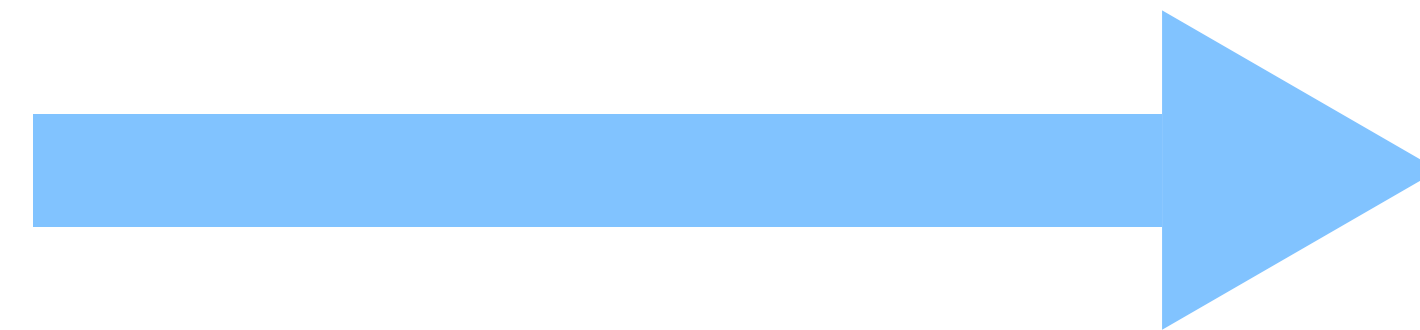
**6%**  
100 - 150 AED



**22%**  
50 - 100 AED



**72%**  
Below 50 AED





# Menu Pricing Comparison

## STARTERS



39

Average Starters (AED)  
**Client**

69

Average Starters (AED)  
**Competition**

58

Average Starters (AED)  
**Market** (40# Italian restaurants)



# Menu Pricing Comparison

## MAIN COURSE



64

Average Main course (AED)  
Client

97

Average Main course (AED)  
Competition

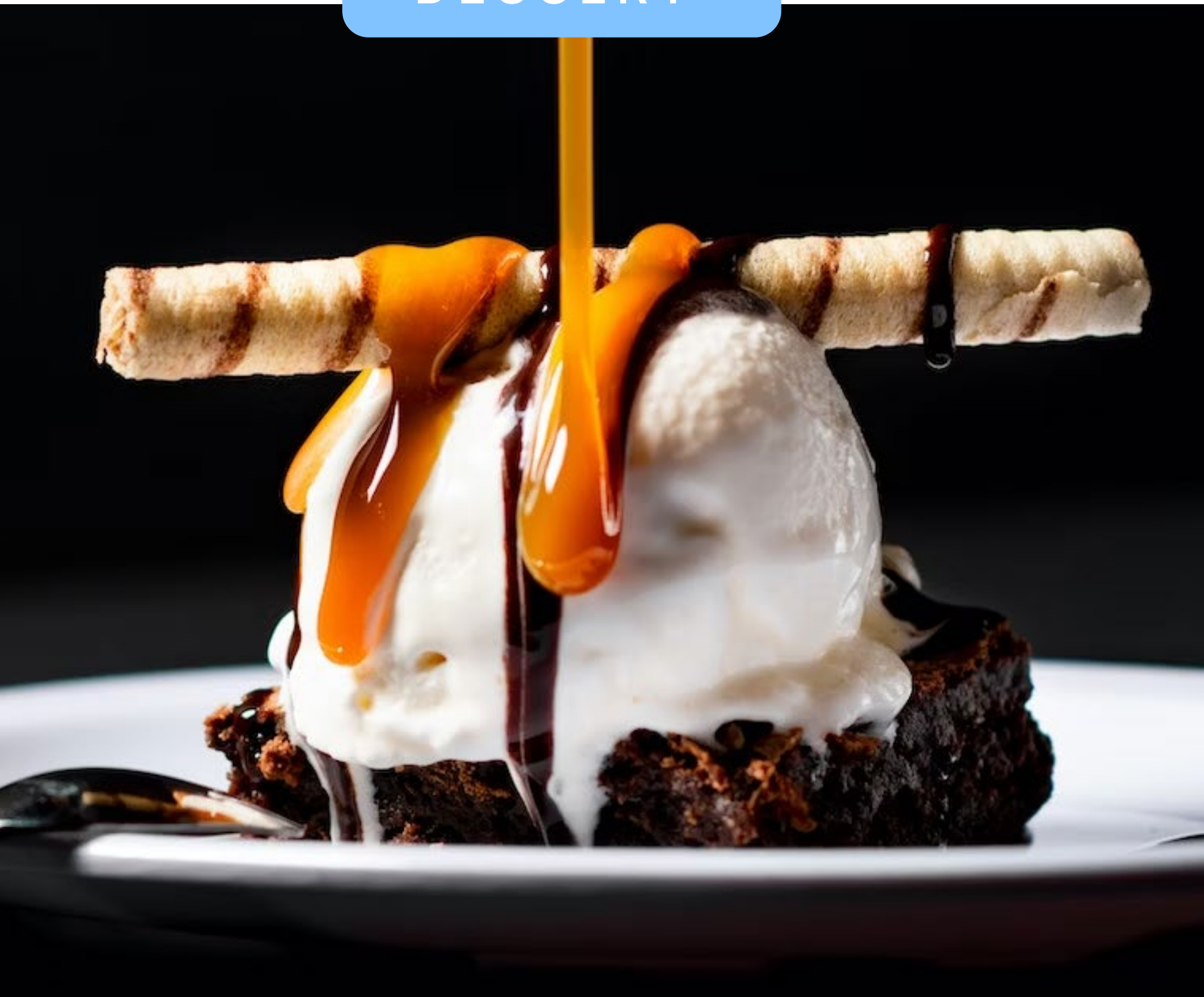
61

Average Main course (AED)  
Market (40# Italian restaurants)



# Menu Pricing Comparison

## DESSERT



34

Average Dessert (AED)  
**Client**

39

Average Dessert (AED)  
**Competition**

47

Average Dessert (AED)  
**Market** (40# Italian restaurants)



# Menu Pricing Comparison

BEVERAGE | WINE



n/a

Average Wine Bottle (AED)  
Client

212

Average Wine Bottle (AED)  
Competition








256

Average Wine Bottle (AED)  
Market (40# Italian restaurants)



# Menu Price Benchmark

Carluccio's vs Competition

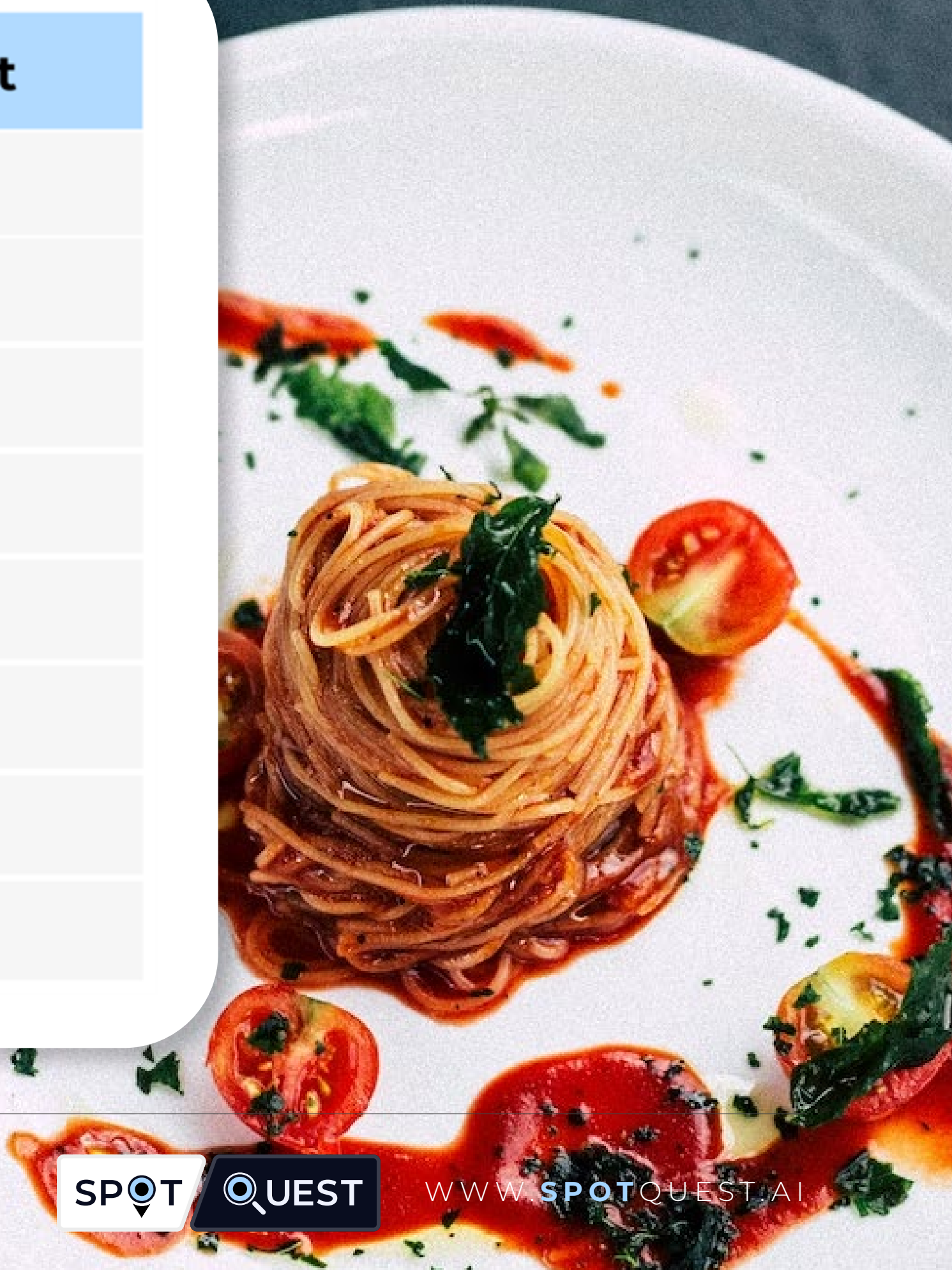
F&B Category	Client	Market	%Var	Competition	%Var
 Soups	39	36	8.3	70	-44.3
 Sides	23	25	-8	25	-8
 Salads	57	44	29.5	50	14
 Desserts	34	47	-27.7	39	-12.8
 Starters	39	58	-32.8	69	-43.5
 Main Courses	64	61	4.9	97	-34
 Hot Beverage	22	19	15.8	24	-8.3
 Cold Beverage	28	24	16.7	27	3.7



# Menu By Number of Items

Carluccio's vs Competition

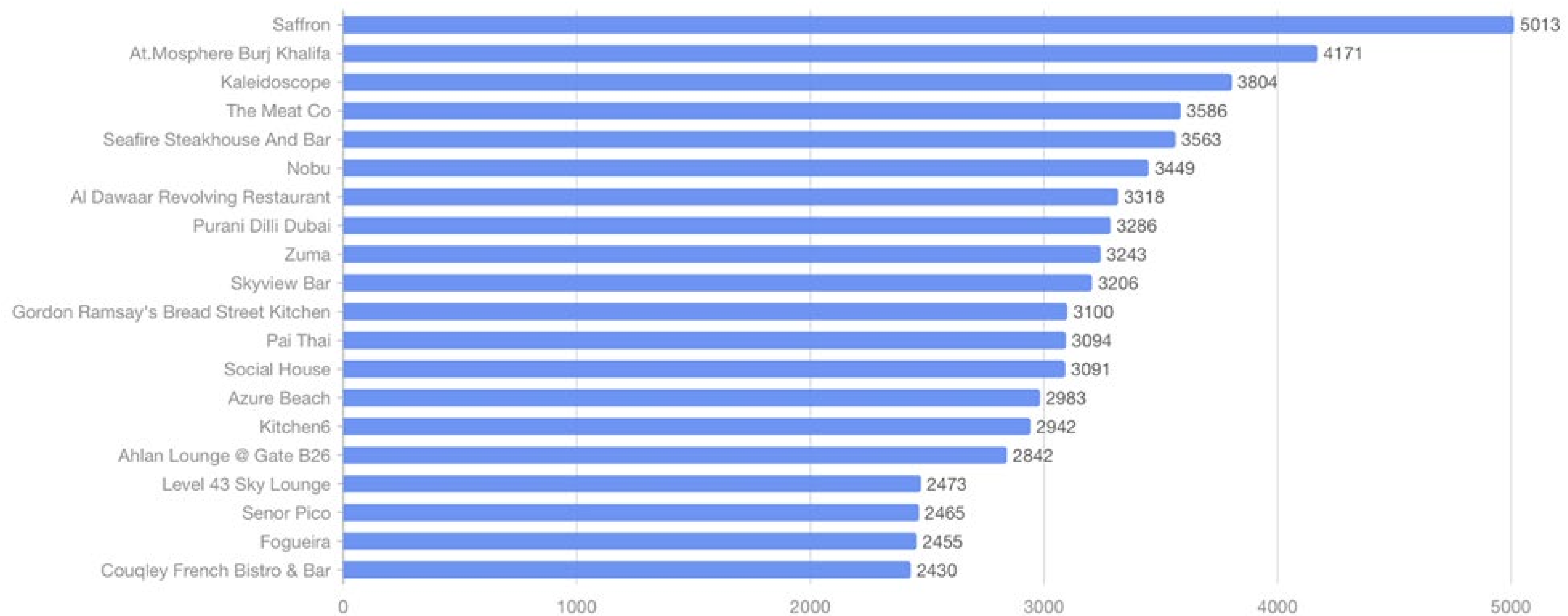
F&B Category	Client	Competition	Market
Starters	10	5	5
Soup	4	2	4
Side Dishes	5	1	7
Salads	4	4	5
Main Courses	43	44	51
Desserts	8	10	11
Hot Beverages	13	9	15
Cold Beverages	20	9	15





# Dubai - Most Popular Restaurants

based on # reviews Tripadvisor





# SPOT QUEST

RESTAURANTS

## CONTACT DETAILS

E: [info@thecuttingedgeagency.com](mailto:info@thecuttingedgeagency.com)

M: +971 52 344 3573

**CUTTING  
EDGE** HOSPITALITY  
AGENCY

[WWW.SPOTQUEST.AI](http://WWW.SPOTQUEST.AI)