

*mercato*

G O U R M E T

HYBER MARKET  
HERE WHERE YOU FIND IT ALL



Merccato

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*Mercato*

G O U R M E T

ميركاتو

G O U R M E T



A Unique Experience That Can Only Be Found At Mercato!  
**Mercato – Qatar**, Is Your Favorite New Destination When It Comes To Grocery Shopping, Organic Options, Unique Items, And Luxury Lifestyle. We Have A Distinguished And Skilled Culinary Team, Ensuring Impeccable Quality Standards In All Areas Of Execution, Guarantee A Fresh, Process That Casts The Concept Of Mass-produced Food To The Side.





**SERIOUSLY  
WHOLESOME**

A single serving is up to 1/2 cup of the product and 1/2 teaspoon of salt.  
No Lactose Intolerant? Get Some of the Lactose Intolerant's Advice

*Mercato*  
GOURMET



## **Mercato Gourmet – Al Hazem Mall**

### Management Case Study

Managing a Gourmet Market in Al Hazem Mall with the fanciness and clientele available has multiple types of Management styles. What best according to me is to combine them & obtain result that we wants? In my opinion the most important is Customer Service; it is back bone of sales & service industry.

Here are three most valuable systems that I like; I will focus on what we called lean management:



- 1- Customer Service Management can be best described as a method of collecting market and customer's information's by collecting data from Point of **Sales (POS)** later sort and analyzed it. So that businesses can improve their business to consumer (B2C) relationships by using data to provide such products as individual customers buying on their individual behavior
- 2- Inventory Management can be subdivided between two fields: production management and inventory management
- 3- Quality Management is a methodology that is designed to provide a framework that will allow all employees from all departments and all hierarchical levels to monitor quality operations and detect problems as early as possible



**The scope of work of Admix Business Development partnership with Village Group will be as follow:**

- 1 - Staffing plan & Recruitment all positions for Mercato
- 2 - Training employees
- 3 - Menu For The Gourmet in the market and the terrace venue
- 4 - Audit twice a month with daily follow up on work
- 5 - We will be the managing partners except for the goods purchase, you have a background in this section and purchases should be done thru Village Market.
- 6 - Daily reports to Village Group & Admix Business Development
- 7 - Re-Branding Mercato Concept
- 8 - Interior Decoration Guidelines
- 9 - Detailed store Layout changes
- 10 - Packaging Design
- 11 - Accounting System should be chosen by Village Group and approved by Admix
- 12 - Supplier sourcing in coordination with Village Team
- 13 - Quality Insurance
- 14 - Grand Opening preparations
- 15 - Audit visit every 15 days
- 16 - Standard Operating Procedures for Mercato upon opening
- 17 - Periodical update of the manuals and paper works
- 18 - Creating Italian Menu for the Mercato Terrace as follow:  
**Appetizers, Salad, Sandwiches, Pizza's & Pastas and finally Mouthwatering Italian desserts.**



## Mercato Gourmet “The Concept”

Mercato Concept will be divided to 4 seasons with 4 colors

- Green For Spring
- Blue For Summer
- Orange For Autumn
- & Red For Winter



# PILLOWS



# APRON





# BAGS





# COASTERS



# TAKEAWAY PACKAGE



# LET'S TRY OUR FRUIT



is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever

# SPACE BRANDING

**ALL THE HIGH AND LUXURY BRAND SELLS IN MERCATO, IT HELPS  
TO GIVE MANY CHOICES FOR CUSTOMERS, AND NOT WASTING TIME SHOPPING..  
THE PURPOSE IS TO PROVIDE THE CUSTOMER WITH HIGH QUALITY, EASE  
AND CONVENIENCE FOR SHOPPING.**





HERE WHERE  
YOU FIND IT ALL  
**MERCATO  
HYBER MARKET**

*Mercato*  
GOURMET



**LET'S TRY OUR  
BREAD**

is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s when an unknown printer took a galley of Garamond type and simply jumbled it together. There are many variations of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected words, deleted words, or missing words, or by the use of different fonts, styles, or colors.

*Mercato*  
GOURMET



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*Mercato*  
GOURMET







# THE OVEN

HERE WHERE  
YOU FIND IT ALL  
**MERCATO  
HYBER MARKET**



FRESHLY BAKED

FRESHLY BAKED

FRESHLY BAKED















100% HYDRATION HERE WE GO!  
Lorem Ipsum text of the printing and  
etting industry. Lorem Ipsum has been the  
industry's standard dummy text ever

*Mercato*  
HYPER MARKET



LET'S TRY OUR  
FRUIT  
*Mercato*





LET'S TRY OUR  
FRUIT  
*Mercede*

LET'S TRY OUR  
FRUIT  
*Mercede*

LET'S TRY OUR  
GROCERY



# FRESH SECTION

**FRUITS  
IS ON  
THE WAY**



*Mercato*

GOURMET

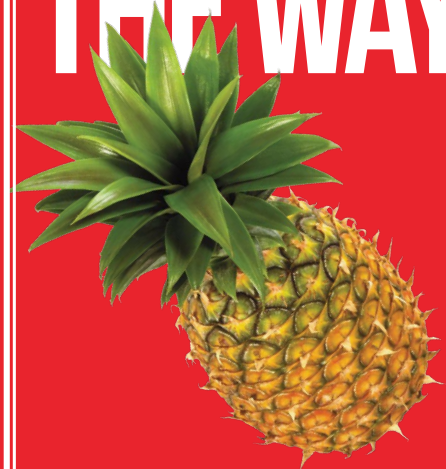
**FRUITS  
IS ON  
THE WAY**



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GOURMET

**FRUITS  
IS ON  
THE WAY**



*Mercato*

GOURMET







Mercato

Mercato

FRESH . DAILY . FROM THE FARM

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FRESH . DAILY . FROM THE FARM

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**TEA BAR**





# TASTE THE BEST CAKES AND SWEET TREATS

HAVING THE OPTION OF SETTING THERE, TASTE IT, BUY  
IT AND CHILL





# BAKERY

**FRESHLY BAKED OPTIONS FOR EVERY TASTE,  
FROM LEBANESE MANAKEESH AND SWEET TREATS TO MUFFINS AND CAKES.**

# PAPER BAG



It simply dummy text of the printing and typeset-  
ting industry. Lorem Ipsum has been the industry  
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ting industry. Lorem Ipsum has been the industry  
standard dummy text ever.



# BREAD PACK





**DELICIOUS  
AND FRESH**

*Mercato*  
GOURMET



# DISPLAY





# BREAD PACK







**masa**

PANADERÍA, CAFÉ & REPOSTERÍA

**SI HAY  
PAN  
ESTAMOS  
BIEN**



[WWW.SOMOSMASA.COM](http://WWW.SOMOSMASA.COM)

**GLL.70**  
CALLE 70 # 4-83  
1211.0899

**GLL.81**  
CALLE 81 # 9-12  
1486.1552

**ABIERTO TODOS LOS DÍAS**

Lunes: 11:30 - 9 pm  
Martes a viernes: 7 am - 9 pm  
Sábados: 8:30 am - 9 pm  
Domingos y festivos: 8:30 am - 4 pm



[WWW.SOMOSMASA.COM](http://WWW.SOMOSMASA.COM)

# PACKAGING OPTIONS



# **PACKAGING**

**OUR PRODUCT PACKAGING HELPS ATTRACT CONSUMERS AND PERSUADE  
THEM TO PICK UP A PRODUCT, USED TO DETERMINE IF THE PRODUCT WILL ADD VALUE TO THEIR LIVES**

**THE COLOURS AND DESIGN HELP THE CUSTOMER TO USE THEIR PACKAGING FOR MULTIPLE  
PURPOSES, EVEN FOR RECYCLE**

**THE LUXURY PRODUCT PUT IN A PERFECT PACKAGE THAT SHOWS THE MEANING FOR  
THE AMAZING STUFF WE SELL.**



# SWEETS PACK



# BAKERY MENU

## Mercato

**EXPRESS YOURSELF**  
BECAUSE YOUR TASTE IS AS UNIQUE AS YOU

### 1 PICK YOUR BASE

 <b>BREAD</b> PITA Daily baked white or whole wheat	 <b>BAKED</b> RICE white, medium grain with vegetables FREEKA bulgur, roasted green wheat	 <b>DONATS</b> ROMAINE crisp leaf of lettuce SPRING MIX blend of tender salads <small>order with your favorite dressing</small>
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### 2 PROTEIN CHOICE

<b>BEEF SHAWARMA</b> <small>meat strips of marinated prime beef</small>	\$9.95	\$10.95
<b>CHICKEN SHAWARMA</b> <small>meat strips of marinated chicken</small>	\$9.95	\$10.95
<b>KAFTE LAMB KEBAB</b> <small>grilled seasoned lamb &amp; beef meatballs</small>	\$9.95	\$10.95
<b>SPICY BEEF MEATBALLS</b> <small>seasoned ground beef sauce</small>	\$9.95	\$10.95
<b>CHICKEN SAUCE TACOS</b> <small>three grilled marinated chicken breast</small>	\$7.95	\$9.95
<b>CHICKEN QUESADILLA</b> <small>chicken, cheese, tomatoes, onion</small>	\$7.95	\$9.95
<b>FALAFEL</b> <small>hand-rolled chickpeas, herbs, spices</small>	\$7.95	\$9.95

EXTRA PORTION add \$2.00 | **HALF / 1/2 PORTION** add \$4.00

### 3 ADD TOPPING

**GET THEM HOT**  
ROMAINE LETTUCE

**GIFT BOX**





# PACKAGING OPTIONS



# CRACKERS



# CRACKERS





# BREAD PACKAGING





# PACKAGING OPTIONS



# GIFT BAG





# CHEESE & DAIRIES



# FRESH EGGS DAILY



*Mercato*  
GOURMET



# CHEESE & DAIRIES

CHEESE  
ALL THE  
TIME

Mercato

KEEP REFRIGERATED  
SUITABLE FOR VEGETARIANS  
100g

Mercato  
HYBER MARKET

# PACKAGING





# UNIFORMS

