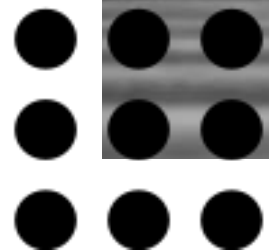
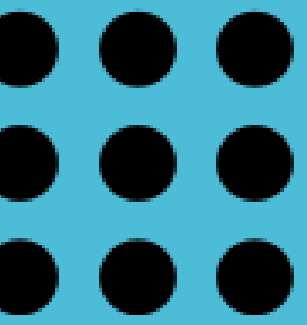




COMPANY PROFILE





FACING HUGE COMPETITION IS REALITY

STARTING WITH DESIGN IS VANITY

RESEARCH AND STRATEGY GIVES YOU SANITY





Figjam is an F&B business intelligence firm that helps operators, developers and lead consultants deliver better brands through the use of data and analytics.

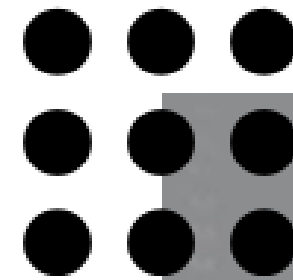
ABOUT US



Our Approach

We develop strategies that are based on research and data derived from consumer behaviour, a market's competitive landscape and economic factors.

We believe that design should be an output, not the creator of the strategy.



```
//fires the appear event when appropriate
var check = function() {
  //is the element hidden?
  if (!t.is(':visible')) {
    //it became hidden
    t.appeared = false;
    return;
  }

  //is the element inside the visible window?
  var a = w.scrollLeft();
  var b = w.scrollTop();
  var o = t.offset();
  var x = o.left;
  var y = o.top;

  var ax = settings.accX;
  var ay = settings.accY;
  var th = t.height();
  var wh = w.height();
  var tw = t.width();
  var ww = w.width();

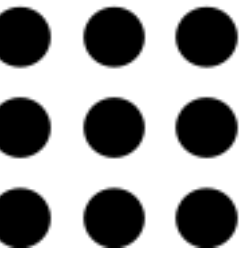
  if (y + th + ay >= b &&
      y <= b + wh + ay &&
      x + tw + ax >= a &&
      x <= a + ww + ax) {
    //trigger the custom event
    if (!t.appeared) t.trigger('appear', settings.data);
  } else {
    //it scrolled out of view
    t.appeared = false;
  }
};

//create a modified fn with some additional logic
var modifiedFn = function() {
  //mark the element as visible
  t.appeared = true;

  //is this supposed to happen only once?
  if (settings.one) {
    //remove the check
    w.unbind('scroll', check);
    var i = $.inArray(check, $.fn.appear.checks);
    if (i >= 0) $.fn.appear.checks.splice(i, 1);
  }

  //trigger the original fn
  fn.apply(this, arguments);
};
```

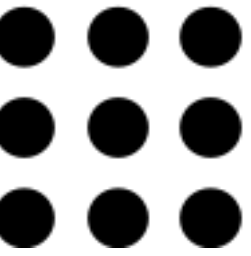
Our Clients



We are lucky enough to work with some great names in the industry.



Core Competencies



Research

We strongly believe that research is the most under utilised resource in the F&B industry which, even in this digital age, is driven by gut feel.

Information is available. If one can gauge stock market movements from social media interfaces, why can't one use data to create better business outcomes?

Strategy

We pride ourselves in delivering strategies that connect with the consumer, whether it is using data to help designers create better spaces or operators deliver more consumer-centric brands.



Solutions and Tools

We have developed a series of solutions and tools to give structure to the delivery of our core competencies.

Our solutions are bundles of tools designed to tackle known issues.

Our tools are specific methods of research and data analysis, focusing on a particular outcome. These can be used independently of the solutions.

Start

Supporting the establishment of a new concept or the strategy of a new development

Tools used:

- Consumer sentiment
- Consumer numerics
- Audience deep dive
- Gap analysis
- Competitive set
- Feasibility
- Space planning

Key questions we answer:

- Who would be the optimal audience?
- What factors would make it popular?
- What consumer demand remains unmet?
- Who are the competitors and where do they fall short?





Grow

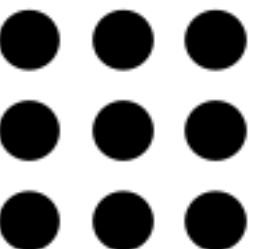
Growing an established business

Tools used:

- Consumer sentiment
- Audience deep dive
- Operational deep dive
- Market comparisons
- Gap analysis
- Space planning

Key questions we answer:

- What are the key commercial drivers of your brand?
- What audience mix can deliver the wanted growth?
- Is your operational set-up meeting your growth needs?



Renew

Enabling an under-performing brand to get back on track

Tools used

- Consumer sentiment
- Audience deep dive
- Consumer numerics
- Operational deep dive
- Competitive set

Key questions we answer are:

- What internal factors are making my business under-perform?
- What are consumers saying about my business?
- Why are my metrics not in line with budget?
- What is the perception of my brand?
- What are the commercial drivers of the brand?





Find

Get your own questions answered

Whilst the above are targeted towards clear outcomes, your needs may be specific and not covered.

We can create a bespoke solution for you.

Example questions we have answered in the past:

- What is the average price of a certain restaurant type within a region?
- What are the commercial drivers for an up and coming destination?
- What is the consumer sentiment of a specific culinary style in Dubai and how does it compare with the sentiment in London?

Tools

Consumer Sentiment

Large amounts of consumer sentiment data is gathered and assessed.

Consumer Numerics

Numerical data on market size, consumption patterns and demand.

Market Comparison

Comparing a location's USPs with similar existing locations to derive behavioural patterns.

Operations Assessment

Research into a business' performance and key influences.

Audience Comparison

A comparison of existing customers with non-customers who display similar behaviours, identifying patterns that attract or retain an audience.

Gap Analysis

Uncovers saturation through supply distribution and consumer sentiment.



Tools

Economic Data

Assessment of how economic and fiscal changes affect consumer behaviour and impact consumption.

Commercial Drivers

Assessment of what drives consumer behaviour in a particular area.

Establishment

Creation of conceptual and operating establishments in line with research.

Competitive Set

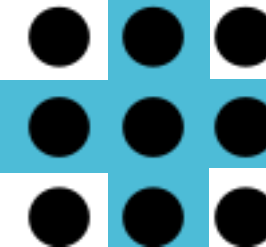
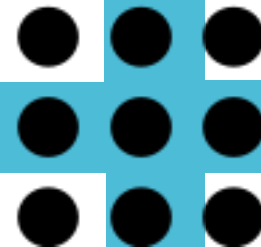
Matching key characteristics to competitors in the same market.

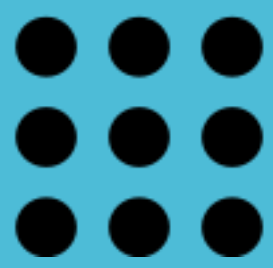
Feasibility

Assessment of the financial viability of a brand and its operational optimum.

Space Planning

Assessment of how best to use the available space to provide maximum returns.





Management Team



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Founder

Key skills Market Research
Consumer Strategy
Brand Strategy

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WITH US**

