



Foodeena- By Lootah Group

LOOTAH FOODEENA

Organic & Natural Premium Products



To Become The Healthier Choice In Every Meal





Our Mission

- To inspire and empower individuals to make healthier choices by providing accessible, delicious, and nutritious options.
- We are committed to sourcing high-quality, organic ingredients and creating innovative, wholesome recipes that contribute to the overall well-being of our customers.
- Through education and a focus on sustainability, we strive to make a positive impact on people's lives and the health of the planet, fostering a culture of wellness in every meal."





Fooddeena:

“Nourishing Nature, Nourishing Us”

“الطبيعة المغذية تغذيانا”





- **Influencers Will Focus On Building Our Loyal Customers Base And Provide Easy Way To Create Brand Recognition.**
- **My Marketing Team Will Work On Developing Data Hub To Collect Customer Information And Improve Marketing Approach For Future Sales.**
- **If We Managed To Get 4000 Loyal Customer Who Will Pay From Us Every Month One Product From Our Product List Which Includes 12 Items.**
- **We Will Be Able To Generate 4000 Sold Items With Profit Margin 20 AED As Minimum We Will Be Able To Make 960,000.00 AED Annual Profit Only From The Online Sales.**

FAMILY

FUN



Targeting To

- Participating In Family's Events To Increase Healthy Organic Food Awareness
- And Improve Product Positioning.



AI marketing campaign on social media

- To Distribute Our Products Capabilities To Enhance The Quality Of Your Cooked Meal.
- And Provide Your Family With Healthy Lifestyle.

B to C Marketing Strategy

The Dedicated Channels

- Kiosks:

- ❖ Where Is The Ingredients We Use Are Our Foodeena Products

And In Specific :

- ❖ Honey
- ❖ Mayonnaise
- ❖ Chocolates And Pistachio Spreads



- Organic Hub Shops

- ❖ Grandiose, Other Organic Shops

- Dedicated Shelves In Specific High Trade Line Markets

- ❖ Carrefour
- ❖ Spenny's
- ❖ Union Co



B to C Marketing Strategy

- Creating New Sales Channels B to C for Foodeena Beverages

VENDING MACHINE





Financial Summary

FINANCIAL ANALYSIS REPORT - EDGE SPORTS



FIXED CAPITAL			
I)	2024	AED	646,666.67

WORKING CAPITAL (FIRST 3 MONTHS)			
		AED	1,349,186.01

TOTAL INVESTMENT (FIRST 3 MONTHS)			
		AED	1,995,852.67

EXPECTED SALES REVENUE			
I)	2024-25	AED	2,931,675.99

PROFIT			
I)	2024-25	-AED	525,068.04
2)	2025-26	AED	35,365.22
3)	2026-27	AED	1,104,030.14

PAYBACK PERIOD

2.5 YEARS



Further Details is in our Executive Summary

Ahmad Awad Consultancy

