

EDARAT_{iraq}

Hospitality group

THE COMPANY

Edarat Hospitality Group

Management Group established in Iraq since 2020, handling multiple countries like Jordan, Iraq, Oman with a group of international brands.

Gulan Street, Erbil

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ABOUT COMPANY

Established in 2020, in Iraq, Edarat Hospitality Group was created to manage owned brands in multiple countries like Iraq, Jordan, Sultanat of Oman, Thailand and any new Middle East country.

Brands like Habib Beirut, Azzurro, Olivo, Karam al Bahr, Cheesy Burger, Wok n Roll, Mankousheh w noss, Happy Cream, Shawarma Box, Chikki Chikk, Eight Cuts, Art of Catering.

Originally in UAE, the firm was created to handle all Middle East business, developing and expanding its brands became the main target, which led to more than 20 branches in the area.

Head Quarter based in Erbil, leading the whole firm into a multi location centralized management to maintain the standard and monitor the operational procedures while keeping profitability and success at the top level.





OUR SERVICE

**Edarat
Hospitality
Group**

Operations

The process starts from hiring, a major phase in the success story, as it is very important to select the right individuals based on personality, character and expertise which we will be working on developing.

Training follows as we need to keep standard operating procedures running since day one to present, training is divided into phases and levels.

Creating SOPs or using the agreed ones as per clients will be helpful to create a standard for every operation.

Implementing rules and regulations in the firm and monitor the commitment of every individual.

Monitoring the operation from recruitment, training, management, payroll, P&L, Cost controlling, Menu creation, and all operational aspects.



OUR SERVICE

**Edarat
Hospitality
Group**

Brand Awareness

Brand awareness and Marketing as important as the operation itself, since reaching the right audience and delivering the right message has been a challenge for many business owners.

Edarat will monitor the Marketing phase from Social Media Management, to marketing campaign, yearly calendar and sponsorship potentials.

Brand Development is also important and shall be focused on and delegated to a separate department to help improving and developing.



OUR SERVICE

**Edarat
Hospitality
Group**

Profitability

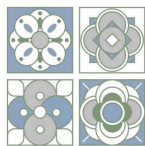
Business profitability is our priority, as it is the backbone of sustainability and continuity for any business.

In this line, we will be focusing on the Cost controlling process, considering the cost of good sold and it's conversion toward the item sales.

Handling the expenses audit will help reduce all expenses to its minimum, from Payroll, cleaning expenses, Electricity usage, compensations, Gaz usage, and all other expenses that may occur.

Releasing monthly income statements and balance sheets keeps the transparency among partners and business owners, while having an internal and external audit team which will provide semi annual and annual audit reports.

OUR BRANDS



Habib Beirut
lebanese cuisine



mikel

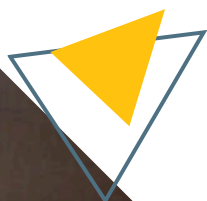
AZZURRO
Ristorante

ITALIAN JAPANESE FUSION

the art of
catering
MANAGED BY HABIB BEIRUT



منقوشة
ونص
Lebanese Bakery



suburbia
Shisha Lounge



olivo
THE ITALIAN FLAVOR



Edarat
Hospitality
Group

HOW IT WORKS



Full Management

Consist the following:

- Recruitment & Training
- Operations management
- P&L and Balance Sheet
- Financial Audit
- Marketing
- Purchasing process



Partial Management

Upon agreement, selected services to be made and modified offer to be signed.



MEET OUR TEAM



Elie Zgheib

Managing Director

With up to 20 years in this industry, nothing makes me feel better than developing the business and creating a healthy work environment to the whole team.



Yehya Iskandar

Operations Manager

With over 20 years of Managing operations in both Floor and Kitchen gave me a step ahead in being able to monitor the whole operation and made me prevent errors and deliver the best food and hospitality service to customers.



Rita Gerges

Human Resources
Consultant

An ambitious and passionate Human Resource Professional with over 10 years of professional work experience. My main expertise is recruitment and talent acquisition.



Ahmed Daoud

Logistics Consultant

Providing effective solutions in supply chain management and operational improvement. I am distinguished by a strategic vision that works to enhance efficiency and reduce costs.



MEET OUR TEAM



Charbel Abdo

Financial Advisor

As a member of the Lebanese Association of Certified Public Accountants, providing top-tier financial, accounting, and audit services have been always my ambition.



Jessy Abi Rached

Marketing Consultant

A seasoned marketing consultant with 15+ years of international experience in the hospitality industry, specializing in brand development, digital marketing, and customer engagement. Has worked with leading global brands to enhance market positioning, drive revenue, and create compelling guest experiences.



Zhiran Taha

Social Media Consultant

creative entrepreneur, specializing in video production, marketing, and business ventures. With a strong focus on storytelling and visual content, he continuously explores new opportunities in media and business development.



Mohamed Mahdi

Food Expert

With expertise in all cuisines, working with many celebrity chefs, led me to fulfilling a busy culinary portfolio and create the best recipes available.





Edarat Hospitality Group

Edarat Group is dedicated to manage all businesses with the same drive, Star Reputation, sustainability, successful outcome, minimum turnover, minimal cost and with the main goal "Sky is the limit"

Partnering with us will bring you peace of mind, business security and guarantee of sustainability and development.

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