

## WHY FALAFELOVA FALAFEL?

### **Making Falafel from Scratch:**

#### **Disadvantages:**

1. **Time-Consuming:** Soaking chickpeas overnight, preparing ingredients, mixing, and frying takes considerable time, increasing prep time for each shift.
2. **Labor-Intensive:** Requires a skilled cook to monitor the soaking, grinding, and seasoning process, which takes staff away from other tasks.
3. **Inconsistent Quality:** Variations in quality of ingredients, measurements, or preparation methods can lead to inconsistent taste or texture, affecting customer satisfaction.
4. **Higher Costs:** The costs include the additional time and labor required to process ingredients like chickpeas, herbs, and spices. Additionally, fluctuating ingredient prices, shipping costs, and sourcing variations further increase the cost of producing falafel from scratch compared to Falafelova mix.
5. **Spoilage and Waste:** Falafel ingredients have a limited shelf life. If not used promptly, they spoil, leading to waste, which increases food costs. Soaking ingredients for long hours can also lead to cross-contamination.
6. **More Space Required:** Storing raw ingredients (like chickpeas, herbs, etc.) requires more storage space, adding pressure on kitchen operations.
7. **Preparation Delays:** During peak hours, making falafel from scratch may slow down service due to the lengthy prep process. Soaking of ingredients up to 12 hours that expire in 24 hours if not frozen.
8. **Equipment Wear:** The continuous use of food processors and grinders for falafel prep can lead to quicker wear and tear on kitchen equipment, resulting in higher maintenance costs.

VS

### **FALAFELOVA Falafel MIX:**

#### **Advantages:**

1. **Time-Efficient:** Falafel mix drastically reduces prep time—just mix with water and fry. This allows for quick batch preparation, especially during busy service hours.
2. **Consistent Quality:** The ready falafel mix ensures each batch is made to exact standards, eliminating the risk of variation in taste or texture. This guarantees a uniform customer experience, it is also gluten free and vegan.
3. **Reduced Labor Costs:** Less labor is needed for preparation, allowing restaurants to run with smaller or less specialized kitchen staff. Unskilled workers can easily mix the mix and produce consistent results. Falafel with our mix requires total of 5 minutes to be ready.
4. **Long Shelf Life:** Our Falafel mix has a shelf life of 18 months vs regular falafel made from scratch which expires in 24 hours - reducing spoilage and minimizing waste, which directly cuts down on food costs. It should be refrigerated after mixed with water.
5. **Lower Ingredient Costs:** Purchasing bulk mix often costs less than all falafel ingredients, especially with reduced wastage due to spoilage. It also saves on storage, as the falafel mix takes up less space and less energy used on refrigerating and freezing, our falafel mix stays fresh in room temperature for 18 months.
6. **No Special Equipment:** No need for large processors or grinders to prepare ingredients, reducing wear and tear on expensive kitchen appliances. This helps cut down on energy, equipment maintenance, repair or replacement costs.
7. **Faster Service:** With Falafelova falafel mix the falafel can be prepared in 4 - 5 minutes, ensuring shorter wait times for customers, which improves overall service efficiency, especially during rush periods.
8. **Adaptability:** Falafel mix can easily be adjusted in portion size for small or large batches, making it easier to respond to fluctuating customer demand without sacrificing quality.
9. **Reduced Staff Training:** Staff do not need extensive training or experience to use falafel mix. This lowers the time and cost of training new employees, enabling quick onboarding.
10. **Scalability:** With Falafelova falafel mix, scaling operations becomes easier, especially when expanding into multiple branches or handling larger volumes of orders, without worrying about quality or prep time.
11. **Easier Inventory Management:** Managing stock of falafel mix is simpler, with fewer perishable ingredients to track and less frequent ordering cycles, improving efficiency in supply chain management.

## COST BREAKDOWN

### Falafel from Scratch:

- Ingredients:** Chickpeas, herbs, spices, garlic, onions, etc.
  - Cost per piece:** Approximately 0.4 SAR – 0.56 SAR, depending on ingredient quality and location.
- Labor:** Preparing falafel from scratch is labor-intensive and requires skilled staff.
  - Labor cost per piece:** Estimated at 0.19 SAR–0.38 SAR per piece due to the longer prep time.
- Total Cost per Piece:** 0.56 SAR–0.94. SAR (ingredients + labor).

VS

### Falafelova Falafel MIX:

- Ingredients:** Ready Falafel Mix (vegan and gluten free, just add water).
  - Cost per piece:** Typically around 0.19 sar–0.3 sar, as bulk purchasing reduces the price.
- Labor:** Minimal labor required (simple mixing and frying).
  - Labor cost per piece:** Estimated at 0.07 sar– 0.11 sar per piece due to quick prep time.
- Total Cost per Piece:** 0.26 sar – 0.41 sar (ingredients + labor).

#### Cost Savings:

- Per Piece:** Using falafel mix saves around 0.3 sar – 0.53 sar per falafel compared to making it from scratch.
- Larger Volumes:** For a batch of 1,000 falafel, the total savings using Falafelova mix would range from SAR300 to SAR525.
- VOLUME OF 4000kg=4t per month: 312000 falafel balls made from scratch = 293.000SAR VS 127.920SAR**

**TOTAL SAVINGS PER MONTH (4000kg) APPROXIMATE = 165.080SAR**

*This cost difference is due to savings in both ingredients and labor, as Falafelova mix simplifies preparation, reduces waste, and cuts labor costs significantly.*

**Here's a comparison chart showcasing the taste preference of**

**Falafelova Falafel vs. Traditional Falafel as per a survey of 200 people.**

All respondents stated that Falafelova falafel is better than traditional falafel:

Taste Aspects	Falafelova Falafel	Traditional Falafel
Crispiness	95%(Very Satisfied)	65%(Somewhat Satisfied)
Flavor Intensity	98%(Rich, Spicy)	70%(Moderate)
Freshness	96%(Very Fresh)	75%(Fresh)
Texture	94%(Soft Inside)	68%(Dry Inside)
Aroma	93%(Aromatic Spices)	60%(Mild Aroma)
Overall Satisfaction	98%(Preferred)	35%(Preferred)

*This chart reflects the results of the 200-person survey where **\*\*Falafelova falafel\*\*** was favored for its **\*\*crispy texture, rich flavor, and freshness\*\***, leading to an overall better perception.*