

# Hiba Jammal

El Matbakh



“ I saw an opportunity to cater to the corporate crowd in Cairo by serving lunch to thousands of busy professionals. ”

<b>COUNTRY</b>	Egypt
<b>INDUSTRY</b>	Consumer
<b>EMPLOYEES</b>	90
<b>YEAR SELECTED</b>	2010
<b>PARTNER</b>	Tarek Khaddaj
<b>WEBSITE</b>	<a href="http://www.elmatbakh.com">www.elmatbakh.com</a>

## COMPANY SNAPSHOT

El Matbakh is amongst the first companies in Egypt to provide the food, equipment, and staff needed to run an on-site long-term lunch and catering service. “We chose not to maintain expensive retail outlets or restaurants,” say the founders. “Instead we focus exclusively on the corporate and institutions market, which allows us to develop a better understanding of our clients' needs.”

El Matbakh's nouveau cuisine is complemented with a daily change in the menu using the finest ingredients in season. To keep offerings fresh they develop an entirely new menu every three months.

Say the entrepreneurs: “We provide our clients with a turn-key hassle-free cafeteria that encompasses all the necessary facilities and amenities from napkins to display fridge. We tailor our operations to the demands and cafeteria space of our partner corporation, while relieving them of the burden of managing such a space. That includes investment, over-head costs, cleanliness and payment logistics.”