

***Kazakh Ablai Khan University Of International
Relations and World Languages***

Project a cafe «WELCOME»

welcome



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Introduction

The main idea is the idea of a cafe WELCOME apple town.

Cafe has to rest and at the same time creates the conditions so that customers feel Himself in the Garden, can escape from the bustling everyday life and the bustling city.


This establishment combines comfort, luxury holidays and cheap prices.

It can become a favorite place for both residents of the city and tourists ..

WELCOME - this is the beauty, warmth and most tasty dishes



WELCOME



WELCOME The main feature is an unconventional kind of service.

Breakfast buffet with lots of goodies to replace the huge queues and slow cashiers.

Logo



Business card

WELCOME



Welcome

Адрес: г. Алматы.

Толе-би-

Байтурсынова

Тел: 355-55-56

www.welcomeAlmaty.kz



Tagline
WELCOME

« **Taste all over!** »

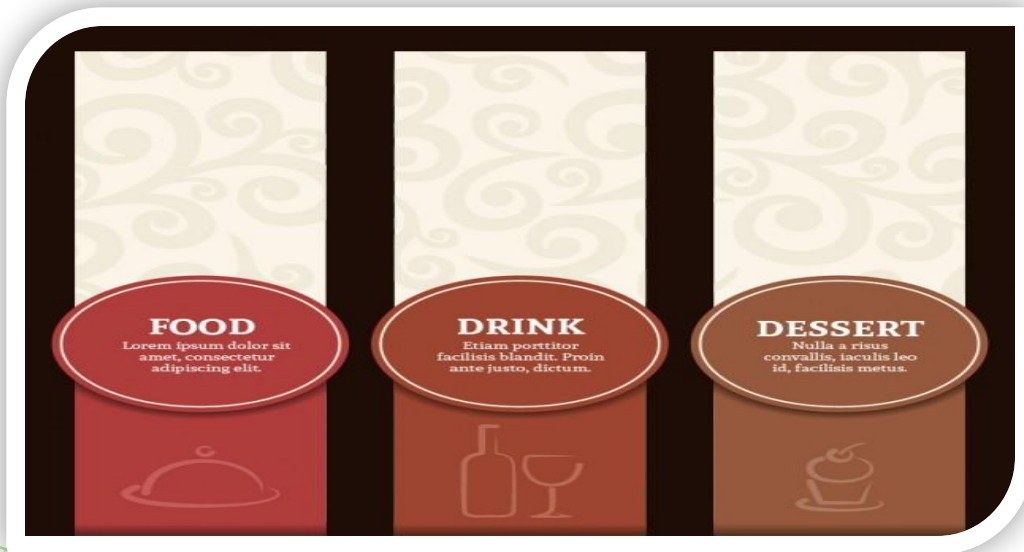
**THE SIGN FOR THE
OFFICE**



WELCOME

Menu in a cafe «WELCOME»

- 1) Breakfast
- 2) Dinner
- 3) Dinner
- 4) Salads
- 5) Desserts
- 6) Tea, drinks, coffee



Price policy

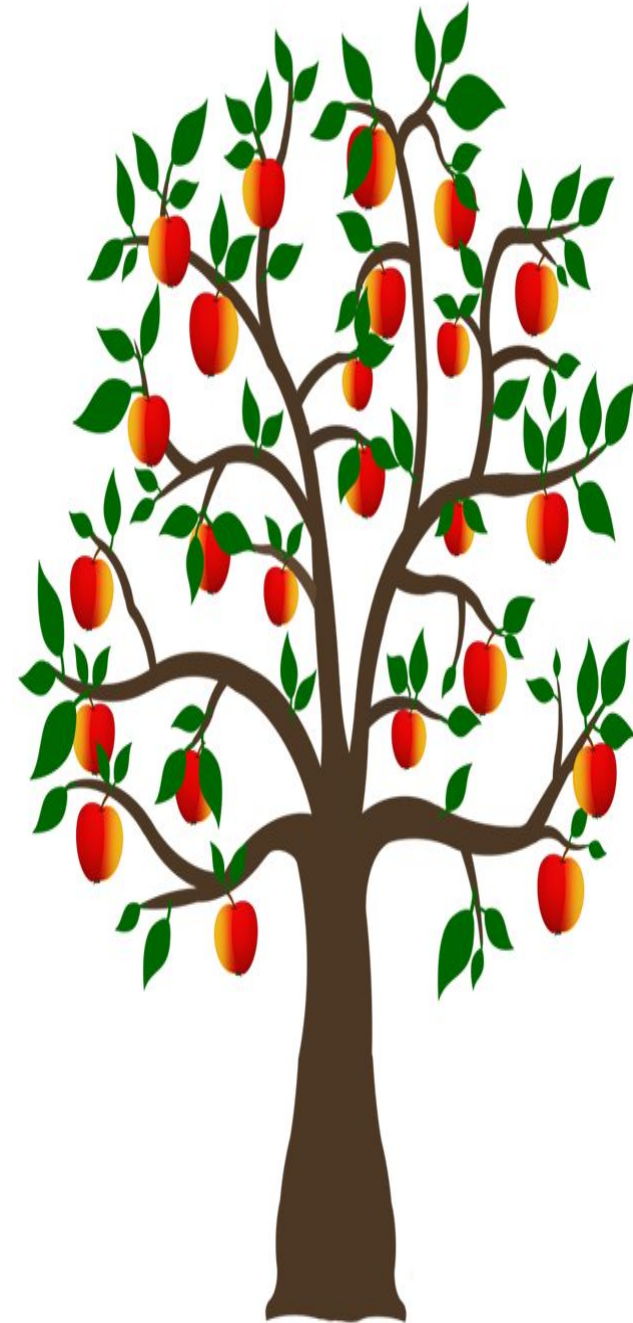
- ☐ *Breakfast-300-600tg. Lunch-600-900tg.*
- ☐ *Dinner-700-1200tg.*
- ☐ *Salads-400-550tg.*
- ☐ *Tea, drinks, coffee-90-260tg.*
- ☐ *Deserts-150-400tg.*





Buffet :

- ❖ *Fast*
- ❖ *Conveniently*
- ❖ *Varied menu*



Why this palette?

Green

It represents peace and stillness. As it has always incorporated life opportunities, it contains potential energy, green reflects the internal state of stress. Green expresses how a person relates to himself - hides its secrets. It means new beginnings and prosperity, inspiring stability.

Orange

Responsible for meeting all kinds of abilities, always keeps in good shape. Its effect is warm, joyful and exciting. The color is associated with the desire to achieve self-affirmation. It is a symbol of bliss and heating, along with the softness of sunset shine, it is pleasing to the eye and promotes good mood.



Particular attention will be paid to:

- *Staff's appearance*
- *The clothes will be dominated by bright colors.*
- *First of all, the form must be neat. (Girls need to tie hair and wear a headband).*
- *Boys and girls should wear gloves.*
- *The most essential are*
- *Friendliness*
- *Communication skills, politeness*
- *Required knowledge of English (basic)*





Tole bi Street, Almaty



***✓ One of the most
busiest street of
Almaty city***

WHY IS THIS ADDRESS?



Travel agency

✓ **Large flotation**



Altyn Bank

welcome



AT II



Boutique



Sulpak



$1 \text{ sq} / \text{m} = 7000 \text{ n}$
 $\text{Building} = 300 \text{ sq} / \text{m}$

$\text{Total} = 210\,000$

Convenient parking



4

OUR SERVICES

WiF

I



ADDITIONAL SERVICES

Corporate meals



We conclude agreements with your company on corporate power delivery in the agreed conditions.

Payment is possible in cash paid to the courier upon delivery and cashless payment on the account.

- Minimum number of meals - 10 dinners. The cost of lunch from 600 tg*
- Ordering is done in 2 days, no later than 14.00 hours.*
- You assign your employees convenient delivery time and choose their own lunch.*
- Free delivery.*
- Every day. new food.*

Our partners

✓ **DER Company Ltd**

✓ **« GREEN EXPRESS » company**

✓ **KAZKOM, BTA.**



**Green Express- company,
based on quality products.
It supplies vegetables and
fruits. Convenient schedule.
Cheap prices.**



DER Company Ltd. was founded in 1992, head office is located in Almaty. The company's activities focus on the import of high-quality food products to the market of the Republic of Kazakhstan from Italy. Since 1995 is the exclusive distributor of Pastificio ATTILIO MASTROMAURO - PASTA GRANORO s.r.l. on the territory of the Republic of Kazakhstan. During this time, the brand Pasta GRANORO repeatedly been recognized as the best Italian pasta on the market of



BTA over 646 thousand private and 77.9 thousand corporate clients..;

19 branches and 174 offices in Kazakhstan;

International representative offices in Russia, the UK and China;

BTA bank network extends to Russia, Ukraine, Belarus.



Kazkommertsbank (KKB) - is one of the largest banks in Kazakhstan and Central Asia. The bank's assets at 31 December 2013 amounted to 2,586 bln.

KKB has subsidiaries active in the areas of pension fund management, asset management, insurance and brokerage services. KKB also has foreign subsidiaries in the Russian Federation and Tajikistan



Advertising and information policy

Business card



Cafe «Welcome»
Address: Almaty.
Tole bi Baitursynov
Tel: 355-55-56
www.welcomeAlmaty.kz



Booklet



WELCOME
"Вкус во всем"

PRINTEDITOR.RU
онлайн редактор макетов

г. Алматы
Толе би Байтурсынова
298-23-56
www.welcome.kz

Алматы – живописный город, расположенный у подножья Илийского Алатау. Он обладает богатой историей и связан с легендой о старце яблок.

Посетив «WELCOME» вы сумеете окунуться в мир гармонии и спокойствия, мир полной радости и счастья. «WELCOME» - это дверь между прошлым и будущим. Кафе «WELCOME» - это сочетание изысканности и простоты: шведский стол с изобилием вкусных блюд по недорогим ценам порадуют вас

Thank you for attention

