



COMPANY PROFILE

Speciality Coffee & Bakery

MADINATY • OPEN AIR MALL

GOOD COFFEE. GREAT MOMENTS.

A modern kiosk café concept designed around speciality coffee, fresh bakery and an inviting outdoor social experience.

01 — Executive Summary

Vigo Coffee & Bakery is a contemporary speciality coffee and bakery concept planned as a compact kiosk with a dedicated outdoor seating area at Madinaty Open Air Mall. The concept combines carefully prepared coffee, approachable bakery favourites and a warm, visually distinctive environment designed for quick visits, casual meetings and relaxed outdoor moments.

The business is positioned between everyday coffee convenience and a more premium speciality-café experience: high product quality, simple menu navigation, strong visual identity and efficient kiosk operations.

CONCEPT	Speciality coffee + bakery
FORMAT	Kiosk with outdoor seating
LOCATION	Madinaty Open Air Mall
POSITIONING	Premium, approachable, modern
CORE PROMISE	Quality products + warm experience
BRAND IDEA	Good Coffee. Great Moments.

Strategic objective

Build Vigo as a recognisable destination for quality coffee and bakery in an outdoor retail environment, with a model that is operationally efficient and scalable to additional locations.

02 — Brand Positioning & Identity

Brand essence

Vigo is designed to feel warm, crafted and contemporary rather than overly formal. The identity uses a deep coffee-brown base, caramel accents and warm cream surfaces to communicate natural ingredients, comfort and premium quality.

Brand personality

WARM	Welcoming and comfortable
CRAFTED	Carefully prepared products
MODERN	Clean, contemporary presentation
NATURAL	Earthy tones and ingredient-led cues
SOCIAL	Made for outdoor moments and connection

Visual system

Primary colours: Deep Coffee Brown • Caramel • Warm Tan • Cream. The logo combines a refined wordmark with a coffee-bean-inspired “o”, supported by clean uppercase typography and restrained decorative lines.

Brand voice

Simple, confident, welcoming and product-focused. Communication should avoid excessive technical language while still signalling speciality quality.

03 — Location & Market Opportunity

Madinaty Open Air Mall is presented by Talaat Moustafa Group as one of the largest malls in Egypt and the MENA region, built on more than 404,000 sqm, with eight buildings surrounded by landscaping, fountains and lakes, plus a tram network. TMG positions Madinaty's commercial destinations around dining, shopping and entertainment, making the environment a natural fit for an experience-led café concept.

The Open Air Mall environment is particularly compatible with Vigo's kiosk format because the concept is designed around visibility, convenience and outdoor dwell time. The café can serve both planned visits and impulse purchases while the seating area extends the customer experience beyond the transaction.

Why Vigo fits the location

Outdoor setting

Vigo's seating concept complements an open-air retail environment.

High visibility

A compact kiosk can create a strong visual presence with a clear menu and signature logo.

Day-to-evening use

Coffee, refreshers and bakery allow multiple dayparts rather than a single occasion.

Social occasions

Outdoor seating supports meetings, family visits, casual catch-ups and solo coffee moments.

Accessible premium

Speciality positioning can be communicated without making the experience intimidating.

Location facts source: Talaat Moustafa Group official Open Air Mall materials. Exact unit, frontage, permitted seating area, rent, service charges and operating restrictions should be confirmed during commercial negotiations.

04 — Product Concept

The menu is intentionally broad enough to create repeat visits while remaining suitable for a kiosk operation. The product architecture combines speciality coffee with familiar bakery and dessert items, plus refreshing cold beverages.

COFFEE	Espresso classics, V60, iced V60, affogato, con panna, bonbon and signature lattes.
COLD & REFRESHERS	Iced Vietnamese coffee, mojitos/refreshers and fruit-forward cold drinks.
MATCHA	Classic and flavoured matcha options including Spanish, mango, strawberry and passion fruit.
BAKERY	Cookies, croissants and crookies with premium fillings and combinations.
DESSERTS	New York cheesecake and flavoured cheesecake variations.

Menu philosophy

Create a clear good-better-best structure, use a small number of hero products to drive recognition, and design bundles that naturally pair coffee with bakery. Seasonal specials can create urgency without expanding the permanent menu excessively.

Hero-product opportunity

Potential signature items include the Vigo signature latte range, V60, crookies, cheesecake slices and visually distinctive cold drinks. Final hero-product selection should be validated against food cost, preparation time and customer demand.

05 — Customer Experience & Operating Concept

Customer journey

1. DISCOVER

Strong kiosk façade, logo visibility and clear hero-product photography.

2. CHOOSE

Simple menu hierarchy with coffee, cold drinks and bakery clearly separated.

3. ORDER

Fast counter service with efficient production flow.

4. ENJOY

Outdoor seating designed for comfort, shade and social interaction.

5. RETURN

Consistent quality, loyalty offers and seasonal products encourage repeat visits.

Kiosk operating principles

The kiosk should prioritise a compact back-of-house workflow, visible product preparation where appropriate, organised pickup, limited menu complexity and fast service during peak periods. Storage, refrigeration, water supply, drainage, electrical load, extraction/ventilation and waste handling must be designed around the final mall technical requirements.

Outdoor seating concept

The seating area should visually extend the Vigo brand: warm cream and brown surfaces, caramel details, comfortable compact tables, subtle greenery and practical shade. The objective is a premium but relaxed atmosphere rather than a heavy restaurant fit-out.

06 — Competitive Differentiation & Marketing

Vigo's differentiation

SPECIALITY + APPROACHABLE	Quality-led coffee presented in a simple, friendly format.
COFFEE + BAKERY	A balanced offer that supports breakfast, afternoon treats and evening visits.
KIOSK + OUTDOOR	Lower-footprint format with a strong connection to the mall environment.
VISUAL BRAND	Distinctive logo, warm palette and consistent packaging create recognition.
SCALABLE MODEL	The concept can be standardised for future kiosks or compact stores.

Launch marketing framework

Pre-launch: teaser visuals, kiosk construction progress, menu reveals and founder and brand story. Launch: opening-week offers, sampling, creator/UGC content and strong outdoor signage. Always-on: hero-product reels, coffee education, bakery drops, customer content, seasonal menus and loyalty communication.

Digital content pillars

01 Product & craft • 02 Behind the scenes • 03 Customer moments • 04 Location & outdoor lifestyle • 05 Offers & launches • 06 Community/UGC.

07 — Growth & Business Framework

Growth direction

The first location should be treated as the flagship operating model. Once product mix, service times, food cost, staffing model and customer retention are proven, Vigo can consider additional kiosks or compact cafés in high-footfall lifestyle destinations.

Key performance indicators

Sales	Daily sales • Average ticket • Transactions per day
Product	Coffee sales mix • Bakery sales mix • Hero-product contribution
Operations	Service time • Waste • Stock variance
Customer	Repeat rate • Loyalty usage • Reviews/UGC
Marketing	Reach • Engagement • Store visits from campaigns

Financial model — to be completed

The current profile intentionally does not invent investment or operating figures. The final business plan should add: fit-out cost, kiosk fabrication, coffee equipment, bakery equipment, furniture, POS, signage, deposits, rent/service charges, payroll, utilities, consumables, packaging, marketing budget, food cost, average ticket, daily transactions, monthly sales and break-even point.

08 — Vision

To build Vigo into a recognisable modern coffee and bakery brand where quality products, thoughtful design and outdoor moments come together.

Mission

Serve consistently excellent coffee and fresh bakery in a welcoming environment, with an operating model built for efficiency, customer loyalty and long-term growth.

GOOD COFFEE. GREAT MOMENTS.

Prepared as a concept/company profile for Vigo Coffee & Bakery — Madinaty Open Air Mall.

Note: This document combines the Vigo brand concept provided for the project with location context from official TMG materials. Commercial, technical, financial and licensing details remain subject to confirmation.