

DEGO

BUSINESS COACHING TEAM

BY
MOJTABA MORADI

TABLE OF CONTENTS

01	Introduction فهرست	20	Training the staff تربیت و آموزش کارکنان
05	Brain stormin and implementing innovative techniques	21	Content creation تولید محتوا
06	Brand strategy تدوین راهبرد برند	22	Website وبسایت
10	Brand book هویت دیداری	22	Business Process Model & Notation (BPMN)
12	Final implementation and design of an organization راه اندازی و طراحی نهایی مجموعه	23	Advertising and marketing تبلیغات و بازاریابی



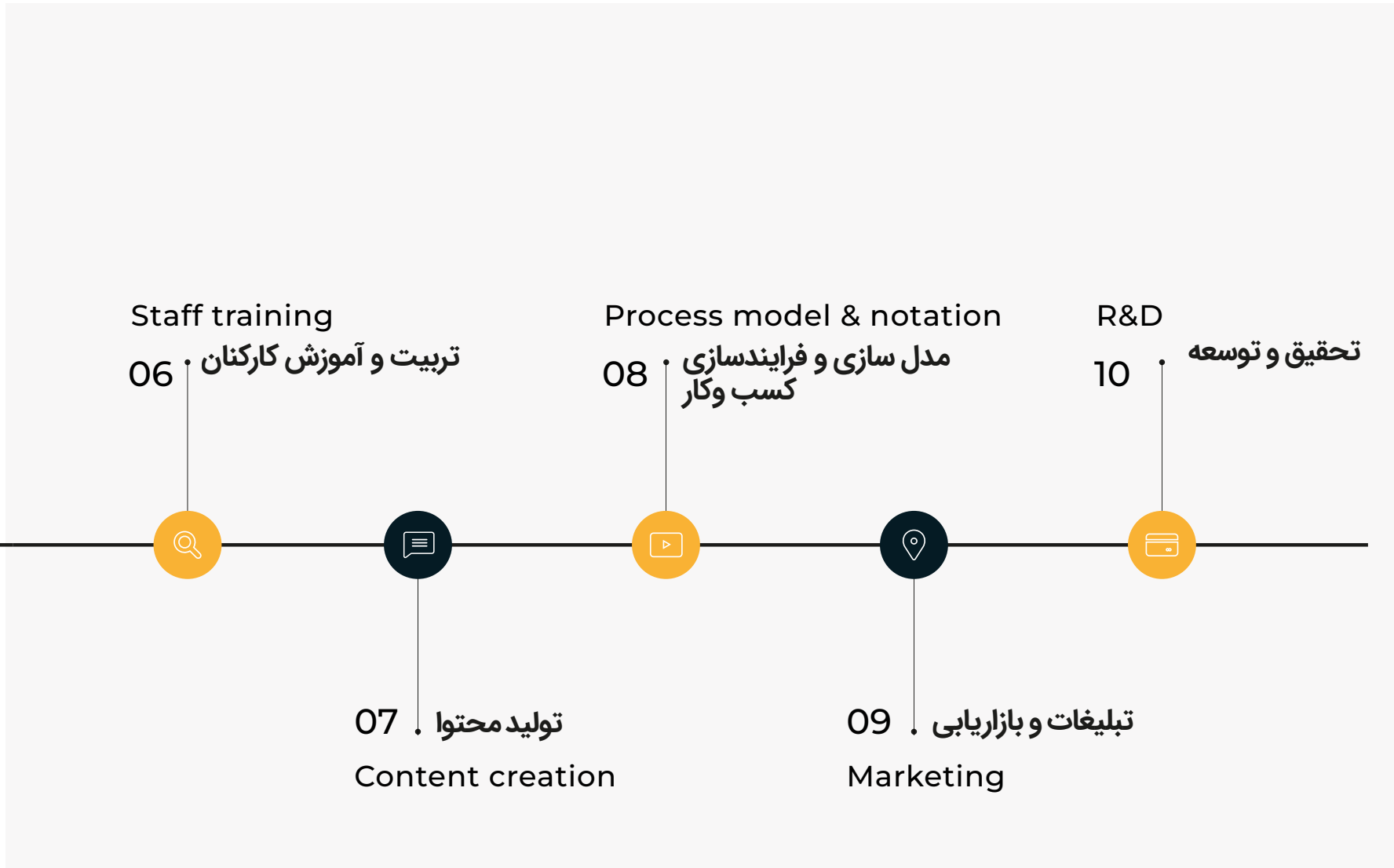
INTRODUCTION

I, Mojtaba Moradi, hold an MBA degree from Delhi University in India and a DBA doctorate degree from Tehran University. As a specialized founder of several national and international projects in Oman, Dubai, Turkey, and Iran, I have gained extensive experience in the business world. Additionally, as the owner and manager of several food chains, I possess the knowledge and skills necessary to help you create and grow your business with academic literacy while also utilizing market experience. In the event of a crisis within your organization, I can provide guidance on how to navigate and overcome it.

من، مجتبی مرادی؛
 دارای مدرک MBA از دانشگاه دهلی کشور هندوستان و مدرک دکترای
 DBA از دانشگاه تهران،
 راه انداز تخصصی چندین پروژه ملی و بین المللی در کشورهای عمان،
 دبی، ترکیه و ایران و همچنین مالک و مدیر چند مجموعه غذایی، به
 شما یاد میدهم چطور با سواد آکادمیک در کنار تجربه‌ی برگرفته از بازار،
 کسب و کار خود را خلق و بزرگ کنید و در صورت وجود بحران در
 مجموعه خود، آن را نجات دهید.

DEGO STANDS BY YOUR SIDE IN ALL BUSINESS STEPS





تحقیق و توسعه

Research & development

R&D, knowledge, and resources are employed to create innovation, brainstorm ideas, and gain superiority in the competitive atmosphere of businesses. In addition, further emphasis is placed on marketing, brand strategy, content creation, and planning in order to enhance the business quality at the beginning of a setup process and lay the foundations of a business brand that can stand for years to come.

از تحقیق و توسعه، دانش و منابع برای خلق نوآوری، ایده پردازی و برتری یافتن در فضای رقابتی کسب و کارها استفاده میشود و نیز با تمرکز بیشتر بر تبلیغات، راهبرد برند، تولید محتوا و برنامه ریزی تلاش می شود تا کیفیت کسب و کار در آغاز راه اندازی ارتقا یابد و موجبات استحکام برند تجاری و حفظ آن برای سالیان متمادی میسر شود.



تحليل موقعیت جغرافیایی

GEOGRAPHICAL LOCATION ANALYSIS

The designated area is analyzed by a group of architectures to set goals for all intended aspects in proportion to the preferences of users, the area, and both domestic and foreign clients.

معماری

ARCHITECTURE

The first step in a consistent plan is to analyze the existing factors to keep doing impeccable work for the construction of an organization. Based on the geographical location and the preference analysis, initial models and concepts of architecture are developed by the business coaching team of Deگو in this section. In R&D, the initial framework and foundation of a project are designed in addition to finalizing the primary estimates to continue the work.

بررسی منابع مالی

ANALYSIS OF FINANCIAL RESOURCES

Deگو benefits from the necessary specialty, experience, and academic science to estimate expenditures and inquire about the available financial resources to start up a project, design its different sections, and equip an organization in a bid to gain positive returns.



BRAINSTORMING AND IMPLEMENTING INNOVATIVE TECHNIQUES TO REACH PERFECT SOLUTIONS

Relying on foundationless recommendations and opinions would now mean the loss of time and capital in an organization that seeks great goals and wishes to compete reputable businesses!

In fact, there are certain skills and techniques that can be employed to minimize the risks of errors and failure in a business before it is even initiated.

Deگو adopts the following techniques to minimize the risks of errors and failure of an organization at the beginning of a project:

SCAMPER

This technique includes substitution, combination, adaptation, modification, change of use, elimination, and inversion that will forms a brand and makes it purposeful in a similar way to mathematics and puzzles.

Deگو reaches a general outlook for improvement and proper brainstorming by raising various questions and changing attitudes toward the aspects of implementation and exploitation in proportion the R&D findings.

امروزه برای دستیابی به اهداف بزرگ و رقابت با کسب و کارهای مطرح، اتکا به توصیه ها و نظرهای بدون پایه و اساس به معنای هدر رفت وقت و سرمایه در مجموعه است!

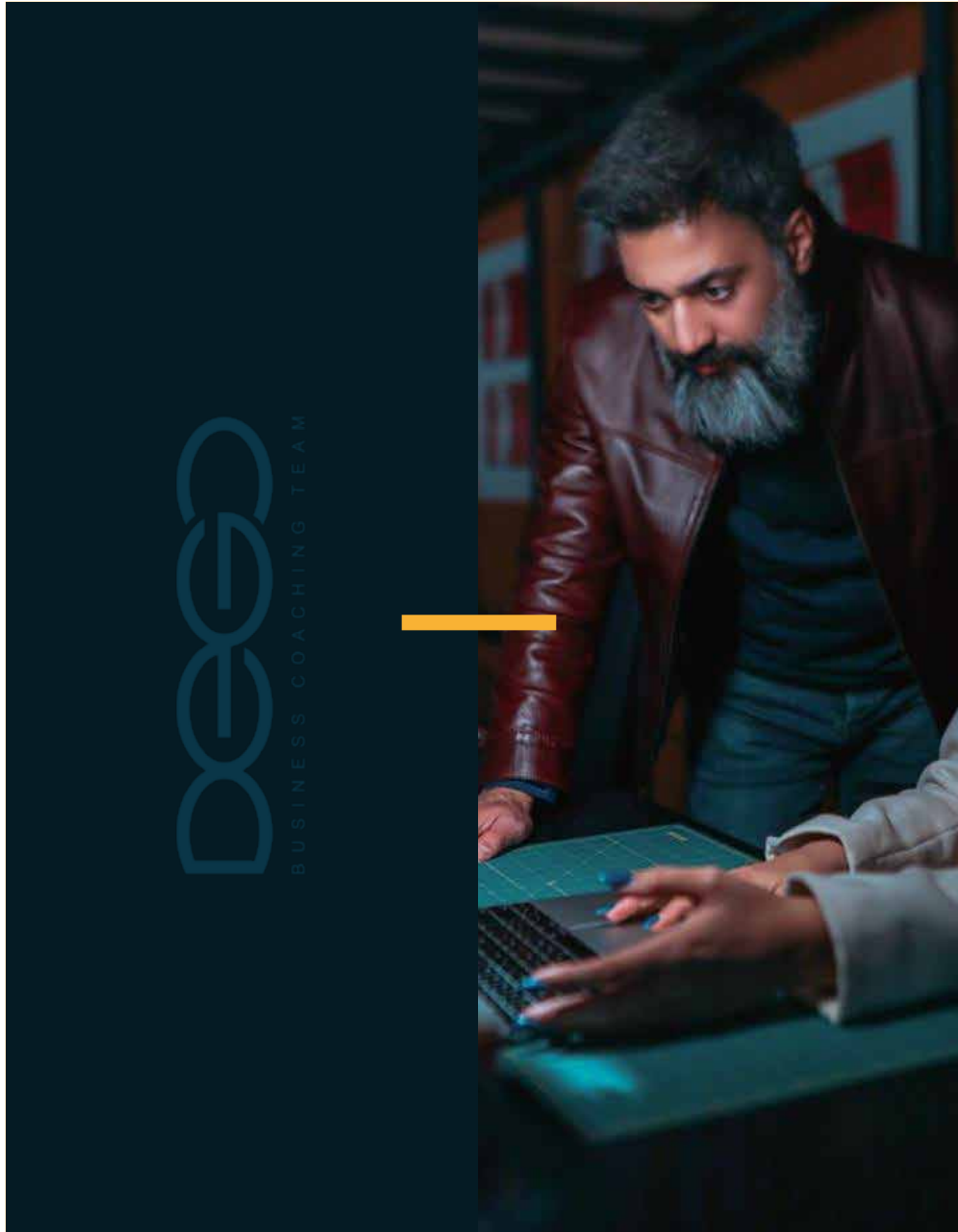
واقعیت این است که مهارت و تکنیک هایی وجود دارد که با به کارگیری آنها میتوان، درصد خطا و شکست کسب وکار را، پیش از شروع آن، به صفر نزدیک کرد.

FOCUSED-GROUP DISCUSSION (FGD)

In this technique, Deگو reaches a general estimate of knowledge. It also analyzes and discusses the knowledge about the competitive atmosphere with regard to setup, exploitation, and challenges in addition to the opinions of a contractor and those of an executive team.

The FGD is a professional technique for defining an ideal path and preventing deviation.

In fact, these two techniques are used more often for branding, brainstorming, and implementing an organization.



تدوین راهبرد برند

BRAND STRATEGY

Based on the information collected through R&D and brainstorming, a concept is designed in this section to create, implement, and manage a brand. For this purpose, a diagram is developed with respect to the goals and nature of an organization to direct designers and guide users.

در این بخش، باتوجه به اطلاعات گردآوری شده در بخش تحقیق و توسعه و اتاق فکر، طراحی کانسپت با هدف خلق پیاده سازی و مدیریت برند صورت می پذیرد. این مهم، با ایجاد یک دیاگرام، متناسب با اهداف و ماهیت مجموعه که هدایتگر طراح و راهنمای کاربر است، انجام میشود.

BRAND PURPOSE

A brand is created mainly to achieve extensive advances and convey an appropriate feeling to the audience about the idea of project implementation.

BRAND TONE

The brand tone determines how express the predefined content of a brand. Dego injects the brand tone into the spirit of an organization through a concept.

BRAND ROBUSTNESS

Dego conducts research and makes systematic plans to stabilize an organization along consecutive years and gain a long-term outlook in an effort to achieve the expected returns.

BRAND SLOGAN

It is important to consider the prospect of a designated trademark, something which is definitely analyzed by Deگو in the early steps.

BRAND TRADEMARK

Deگو implements the steps to selecting an appropriate trademark to make the brand popular by brainstorming and considering both conceptual and executive concepts.

BRAND MISSION

The brand mission is defined with respect to the brand purpose and the brand planning method to provide users with services. It is updated with changes in conditions and work progress.

BRAND STORY

The raison d'être of a brand should be clear to everyone, something which is directed properly by Deگو.

BRAND LOYALTY

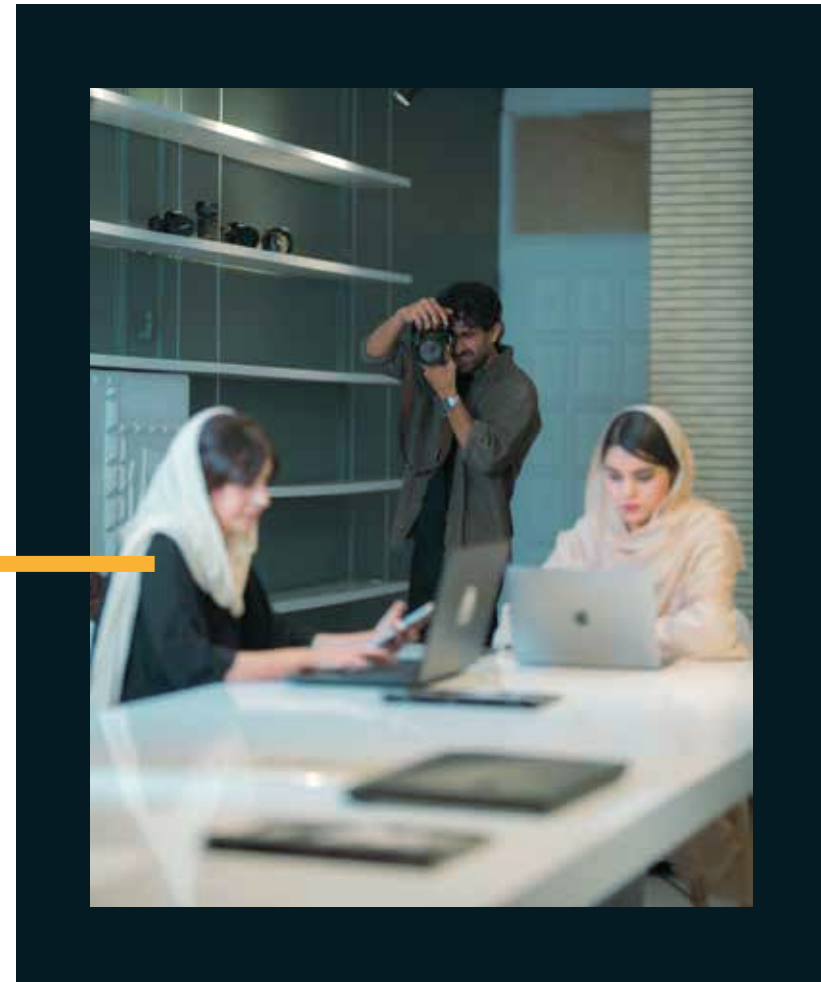
Being the first choice among rivals would be a great chance and could lead to a positive image and a promising relationship with the audience.

BRAND FEELING

For an organization, it is essential to establish an emotional relationship with the audience because it can result in profitability. Deگو implements this kind of relationship properly.

BRAND OUTLOOK

The long-term goals are so important that can retain the audience of a brand. Deگو defines and implements this outlook properly.





Dego designs and presents the roadmap and strategy of an organization as the “brand book”.

هویت دیداری BRAND BOOK

In every living creature, soul and body are two inseparable elements. Every brand is assumed to be a living creature that needs both a soul and a body. The soul of a brand is the primary concept and its style whereas the body of a brand is the identity by which the brand is known. Therefore, the brand book is formed to create an appropriate brand image that is distinguished from those of the rival brands.

در هر موجود زنده، روح و کالبد دو اصل جداناپذیرند. بر این باوریم که هر برند، موجودی زنده است و به روح و کالبد نیاز دارد. روح هر برند، کانسپت اولیه و سبک آن برند است و کالبد هر برند، هویتی است که به واسطه‌ی آن شناخته میشود پس هدف از شکلگیری هویت دیداری یک برند، ایجاد تصویری مناسب و متمایز از برند دیگر رقبا است.

پالت رنگ

COLOR PALETTE

Dego uses a color palette to design the brand book based on the R&D results, the type of the formulated strategy, and the audience view.

تیم دگو، باتوجه به تحقیقات انجام شده در مرحله تحقیق و توسعه، نوع راهبرد برنامه‌ریزی شده و نیز دید مخاطب، پالت رنگ را در طراحی هویت دیداری برند به کار میگیرد.

طرح

DESIGN

All elements and components are designed professionally by the team of architectures in the Focus Group.

طراحی با حضور تیم معماری کاملاً حرفه ای و برای تمام عناصر و مؤلفه های مجموعه انجام میپذیرد.

طراحی لوگو

LOGO DESIGN

The logo of a brand represents the notion and goal of an organization; therefore, the symbol of an organization cannot be ignored easily.

طراحی لباس

CUSTOM DESIGN

The decoration and discipline of staff in an organization indicate its efficient management and plays a key role in attracting customers.

Using the specialized R&D information, Dego designs a logo suiting the brand character.

طراحی انواع المان های دیداری

VISUAL ELEMENTS DESIGN

Dego formulates and designs the elements that suit the concept and identity of an organization in both cyberspace and reality. These elements are as follows: icons, hearts, shelf stickers, entrance door stickers, different types of packaging for each product based on the knowledge about and effectiveness in customer attraction, menus meeting the preferences of customers in the organization, website elements, elements of the official Instagram account, documents and office sets such as contract packages, seals, headers, envelopes, business cards, and texture cards of staff.

FINAL IMPLEMENTATION AND DESIGN OF AN ORGANIZATION

In fact, this business coaching team starts up a food court by recognizing customer preferences, designing a proper concept, formulating a specialized menu, providing professional training, using quality control, and adopting strategies for accounting and keeping inventory in order to make the food court profitable.

تیم دگو به کمک علم، تخصص، آگاهی و تجربه هایی که در راه اندازی مجموعه های غذایی دارد، مجموعه ی غذایی را با ذائقه شناسی، طراحی کانسپتی مناسب، ارائه ی منوی تخصصی، آموزش حرفه ای، کنترل کیفی و استقرار راهبرد حسابداری و انبارداری راه اندازی و به سوددهی نزدیک می کند.

ارزیابی منطقه

REGIONAL ASSESSMENT

Regarding the type of a restaurant and food diversity, Dego analyzes and identifies the exact preferences of people in a region through accurate planning.

ذائقه شناسی

PREFERENCE ANALYSIS

People's food preferences are very effective in identifying their personality types.

Every region or city has specific food preferences, the identification of which is an art that determines customer enthusiasm, customer satisfaction, and customer retention in a food court.

Dego analyzes the food preferences of people in a region based on the data collected from food joints, food courts, and various food brands. This business coaching team then creates a new brand with specific food diversity to present a novel but different flavor that can satisfy every region and its customers in addition to retaining the customers.



Dego employs its science, expertise, knowledge, and experience to set up food courts.



ارائه ی نقشه تأسیسات الکتریکی و مکانیکی

FORMULATING THE LAYOUT OF ELECTRICAL AND MECHANICAL FACILITIES

Given the R&D findings and the importance of facility layout, this section is designed professionally by the assistance and consultation of the architecture team. Moreover, electrical and mechanical facilities are analyzed accurately. Electrical and mechanical facilities are monitored to ensure that they are arranged impeccably and to provide consultation for the architecture team. In the final steps, the layouts of facilities and equipment are presented to reach an impeccable implementation, enhance efficiency, and obtain the maximum ergonomics in the organization.

ارگونومی در محل

ON-SITE ERGONOMICS

You may have heard the word “ergonomics” many times, especially in the work environment. Ergonomics is publicly interpreted as something that improves the working conditions!

However, from a specialized scientific standpoint, an ergonomic system denotes the integration of work and working conditions with human features and needs. The presumed layout should be integrated into the executive layout to reach acceptable ergonomic conditions and goals.

An organization is analyzed in terms of environmental ergonomics to improve comfort and enhance productivity in the following areas:

بررسی مجموعه از لحاظ ارگونومی محیطی، باهدف افزایش راحتی و بهبود بهره‌وری در کار، موارد زیر شامل می‌گردد:

دسترسی به تجهیزات کاربردی	Access to useful equipment
چینش مناسب تجهیزات	Proper arrangement of equipment
به کارگیری کارکنان در جایگاه درست	Employment of staff in the right positions
چیدمان کاربردی	Applied arrangement

طراحی کانسپت

CONCEPT DESIGN

In an organization, the concept design is considered a very important principle of idea creation and management. In fact, the concept design is implemented and performed accurately with respect to the preferences of people in a region and those of the special audiences and tourists from other cities and countries visiting that region.

مشاوره ی خرید

PURCHASE CONSULTATION

Raw materials and proper equipment for the project startup should be selected carefully based on the knowledge about the audience. The assistance given by Dego in this regard will be very effective in the outlook of an organization.



نقشه ی آشپزخانه

KITCHEN LAYOUT

The industrial kitchen design plan for a professional organization is considered an engineering expert-made scheme in which all requirements should be met. The right selection of kitchen layouts would be an important element and the key factor in the success of any newly-established organizations.

The time taken to serve an order, which can result in a sweet or bitter experience, depends greatly on the appropriate design of the kitchen. In fact, the kitchen layout and arrangement design have substantial effects on the fast-paced but impeccable performance of an organization. If strategic principles are complied with in the kitchen layout, the quality of food will maximize; therefore, customer satisfaction will increase steadily. As a result, more and more customers will be attracted.

انتخاب تجهیزات

EQUIPMENT SELECTION

At first, it is important to use cost-effective equipment that meets the needs of the designed sections. This is analyzed in R&D.

There are different types of equipment in a food court, the most important of which are as follows:

تجهيزات سالن

HALL EQUIPMENT

The list of necessary equipment for a hall should be provided very professionally based on the concept. While waiting for the food to be served, customers spend the longest time in a restaurant; hence, their comfort and well-being are of great importance.

تجهيزات آماده سازی

PREPARATION EQUIPMENT

It is essential to select standard preparation equipment to provide and serve quality food. Moreover, preparation equipment can greatly help the type and quality of work done by the staff.



تجهيزات پخت

COOKING EQUIPMENT

The cooking equipment includes a variety of items. In a restaurant, the cooking equipment (e.g., devices and their features) is procured and used with respect to the menu or the concept on agenda. Furthermore, the sales of each meal and the capacity of the restaurant are among the effective factors which Dego takes into account with its specialty and unerring accuracy to procure the necessary equipment.

تجهيزات نگهداری

STORAGE EQUIPMENT

The storage equipment is employed to keep raw materials fresh, healthy, and in order as well as serving the cooked food perfectly and deliciously. In fact, this equipment is selected professionally with respect to the designed concept and layouts.

تجهيزات شست و شو

WASHING EQUIPMENT

In the kitchen, there should be a space for washing preparation devices, raw materials, and serving dishes in a way that the best efficiency can be achieved in terms of time and speed. This section is implemented through the ergonomics of accurate drawings prepared in the work progress.

تجهيزات الکتریکی

ELECTRICAL EQUIPMENT

Ergonomics and its design layouts play key roles in improving the quality of food. Employing a team of experienced engineers and designers, Dego procures the necessary electrical equipment.

Dego prepares a standard menu to achieve these goals.

ارائه ی منوی غذایی

FOOD MENU PRESENTATION

From the first day when the idea of food court is formed to the last day of implementation, all efforts climax by presenting a favorable menu that suits the preferences of customers.

تمام تلاش از روز شکل گیری ایده ی مجموعه غذایی تا پایان کار، با ارائه ی یک غذای مطلوب و متناسب با حس و ذائقه مخاطب به نقطه اوج خود می رسد. تیم دگو با ارائه ی یک منوی استاندارد با مجموعه این اتفاق را رقم میزند.



ارائه ی منوی نوشیدنی

DRINK MENU PRESENTATION

Deگو is a team of skilled, knowledgeable, and professional event bartenders with years of experience providing expert bar service with alcoholic and non-alcoholic drinks.

A bartender is just a pharmacist with a limited inventory.

کنترل هزینه

COST CONTROL

Every food complex requires a cost control section to manage the costs of foods.

The cost control process brings long-term benefits, whereas ignoring this process can be really devastating. In fact, the cost control management requires a high level of experience.

Dego is really experienced in this process and can facilitate the cost control management.

کنترل کیفی

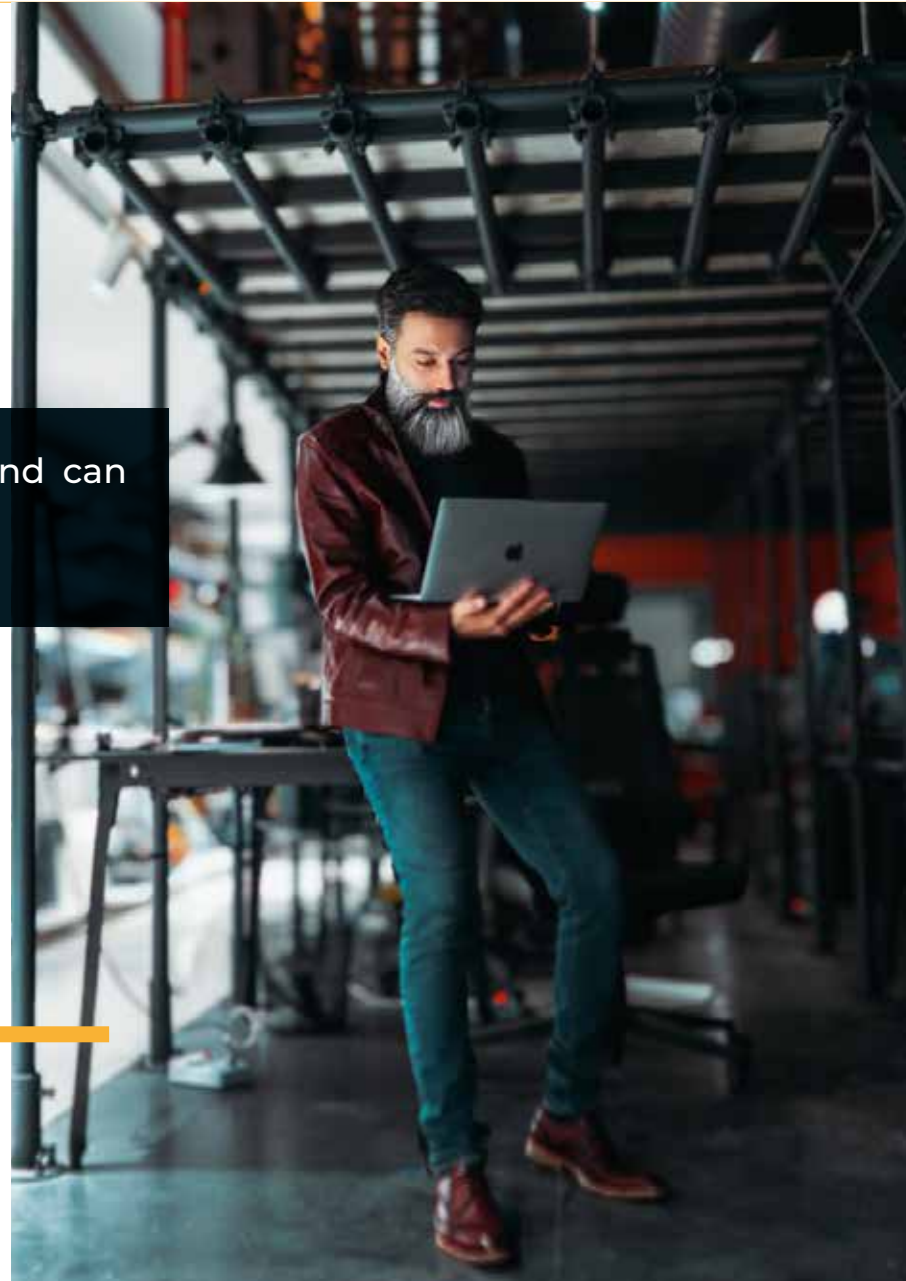
QUALITY CONTROL

In all sections of an organization, management and control are necessary elements in achieving an ideal goal. It is essential to monitor the environmental hygiene, staff, foodstuffs, and all components of the organization. For this purpose, professional training should be provided to improve the general quality.

تحلیل قیمتی منو

PRICE ANALYSIS OF THE MENU

Pricing is among the most important factors in a business. In the food industry, this factor indicates the cost of a product accurately. Therefore, the analysis of price can greatly help attract customers if it is conducted by an experienced knowledgeable team.



انبارداری

INVENTORY

Training professional inventory plays a central role in improving the quality and cost-effectiveness of an organization. Dego facilitates the principles of designing a warehouse, arrainging the items, and exploiting inventories.

سفارش گذاری از منابع

ORDERING RESOURCES

Dego designs and formulates an appropriate model for saving time and reduce the number of employees to place orders for resources. In fact, ordering can bring irreversible losses if it is not accompanied by training. For instance, excessive orders can make raw materials rot and consequently lead to the low quality of foods.



تربیت و آموزش کارکنان

TRAINING THE STAFF

Many newly-established organizations may have brilliant business strategies but might be ignorant of human resources. They might forget that the success of a business depends on a key factor that is the employment of the staff trained with the view and efficiency in line with organizational goals!

Considering the general business concept, the business coaching team of Dego facilitates the process of recruiting and training employees through science, expertise, and competence.

The employees are expected to successfully pass Dego's training cycle from the moment of their interviews to the point of employment in order to attain and maintain a high level of efficiency.

Psychiatric test	Task description	Prevention of human resources inconsistency
Skill set test	Task formulation	Separation of training
Division of tasks	Two-step screening	Organizational scale
Employee training	Workforce announcement	Recruitment interview
Employment	Personality analysis	Interview framework
Analysis of expectations	Form design	Perception of organizational values

تولید محتوا

CONTENT CREATION

In the brainstorming process, Deگو starts the pre-production of contents through innovative ideas and then continues the content creation process by employing creative techniques and adopting marketing policies.

This business coaching team analyzes the effective factors and formulates strategic plans to start and continue the process of making a brand robust through the sales strategy.

Deگو also tries to strengthen and stabilize an organic SEO system by producing purposive content.

طراحی گرافیکی

Graphical design

طراحی لی اوت

Layout design

موشن گرافیک

Motion graphics

طراحی قالب

Graphical design

استاپ موشن

Stop motion

تولید محتوای شنیداری

Audio content creation

تولید محتوای متنی

Textual content creation

تولید محتوای ویدئویی

Visual content creation

تهیه تیزر

Teaser trailer production

عکاسی و فیلمبرداری

Photography and cinematography

گزارش های ماهیانه از روند کار

Monthly work progress reports



وبسایت

WEBSITE

Website design is not a complicated process. Based on the type of services, every organization needs an efficient website, which is designed through creative content and organic SEO development.

طراحی وبگاه دیگر کار پیچیده‌ای نیست. هر مجموعه بسته به نوع خدماتی که ارائه می‌دهد، به یک وبگاه قوی و منظم نیازمند است که این وبگاه با تولید محتوای خلاقانه و سئوسازی ارگانیک شکل می‌گیرد.



BUSINESS PROCESS MODEL & NOTATION (BPMN)

(Indicators, signs, and standard methods for modeling business processes in an organization)

In plain language, the processes and relationships of components in a business should first be analyzed before the business is set up.

The software applications of a business should then be employed for business management.

Dego uses academic science, expertise, and experience to analyze and implement the business process.

Ongoing performance

Developing a software system to set up the business

Dynamism

Establishing logical relationships between activities and accelerating the work progress

Efficiency enhancement

Modeling capability; managing mistakes, duplications, and returns of tasks

Constant optimization

Supporting all managerial and operational aspects and support processes

Report and workflow

تبلیغات و بازاریابی

ADVERTISING AND MARKETING

Professional advertising and marketing denote the climax of a successful business.

هدف گذاری

Setting goals

توزیع

Distribution

تحلیل

Analysis

رسانه های اجتماعی

Social media

دیجیتال مارکتینگ

Digital marketing

موشن گرافیک

Motion graphics

ایده پردازی

Brainstorming

تدوین ایونت

Event compilation

اصلاح و به روزرسانی راهبرد تبلیغات

Marketing strategy modification and update

Dego analyzes the other businesses and rivals to take an efficient step through creative brainstorming.





DEGO

BUSINESS COACHING TEAM

BY
MOJTABA MORADI



 [dego.business](https://www.instagram.com/dego.business)

 info@dego.business

 www.dego.business