

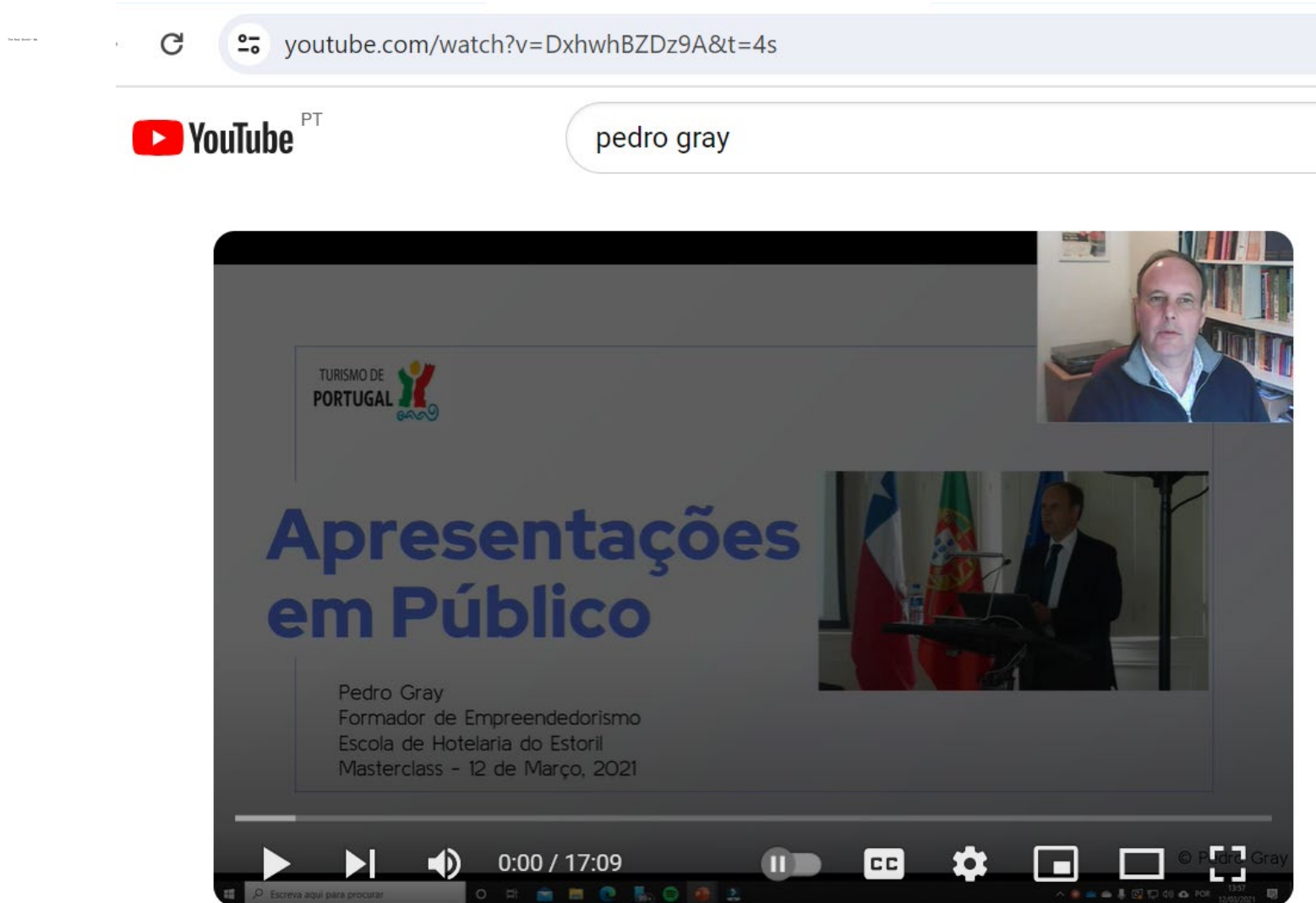
# Como apresentar uma ideia de negócio



**Pedro Gray**  
**Professor de Empreendedorismo**

Clique neste link para visualizar o vídeo

<https://youtu.be/DxhwhBZDz9A?si=z8FAusteDuX90iS4>



**Como realizar apresentações em público**



P...  
79...

Analytics

Edit video

6



Share



APRESENTAÇÃO

Fale devagar...

# 9 a 12 Slides

1. Capa
2. Problema
3. Solução
4. Produto ou serviço
5. Tamanho do mercado
6. Previsão de vendas
7. Obstáculos
8. Concorrência
9. Equipa
10. Plano financeiro
11. Investimento inicial
12. Conclusão
13. Anexos

# 1. Capa

## 2. Problema

### 3. Solução



## 4. Produto ou Serviço

## 5. Tamanho do mercado

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## 12. Conclusão

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# RED LOBSTER®

FRESH FISH • LIVE LOBSTER


TURISMO DE  
PORTUGAL   
escolas

Angelina Saragiotto  
Gonçalo Almeida  
Rodrigo Respeita

# PROBLEMA

- Achas o preço do marisco exagerado para aquilo que consomes?
- Queres experimentar diferentes e variadas formas de saciar o teu gosto por marisco?





# SOLUÇÃO

# RED LOBSTER !!

- Uma explosão gastronómica do melhor que o mar tem para oferecer de formas ilimitadas!
- Preços para todos os gostos com menus imensamente apelativos!





# O NOSSO PROJECTO

- Pretendemos abrir um Red Lobster na zona de grande Lisboa num país com grande consumo de marisco
- Decidimos associar o maior franchise de comida marítima com um dos maiores mercados gastronómicos portugueses
- Possibilitar menus e preços que agradem um pouco todos os que nos procuram
- Combinar o “clássico” com o “atual”

# O NOSSO PROJECTO

- Possibilitar ao cliente construir o seu menu personalizado
- Oferecer para além de marisco e peixe, ótimas entradas com o conceito de tapas e também variedade de carnes
- Uma carta de bar inovadora e repleta



Objetivo máximo de agradar qualquer cliente, incluindo os mais indecisos



# MENUS

## SEAFOOD FEASTS & COMBINATIONS

Wood-Grilled Lobster, Shrimp and Salmon



Admiral's Feast



**Wood-Grilled Lobster, Shrimp and Salmon.**  
Maine lobster tail, jumbo shrimp skewer and fresh Atlantic salmon finished with a brown butter sauce. Served with rice and choice of side. 27.49 870 Cal

**Admiral's Feast**  
Walt's Favorite Shrimp, bay scallops, clam strips and wild-caught flounder, all fried to a golden brown. Served with choice of side. 19.79 1650 Cal

## CREATE YOUR OWN COMBINATION

Choose Any Two 18.49 • Choose Any Three 22.99  
Served with choice of side.

<b>Parrot Isle Jumbo Coconut Shrimp</b> 780 Cal	<b>Walt's Favorite Shrimp</b> 390 Cal	<b>Wood-Grilled Shrimp</b> Served with rice. 270 Cal
<b>Wood-Grilled Tilapia</b> 220 Cal	<b>Garlic Shrimp Scampi</b> 240 Cal	<b>Wild-Caught Flounder</b> Golden-Fried : Oven-Broiled 710 Cal : 210 Cal
<b>Wood-Grilled Sea Scallops</b> +2.49 additional 80 Cal	<b>Shrimp Linguini Alfredo</b> 590 Cal	<b>7 oz. Wood-Grilled Sirloin*</b> +3.49 additional 310 Cal
	<b>Soy-Ginger Salmon</b> +3.49 additional 360 Cal	

**Ultimate Feast\***  
Tender Maine lobster tail, steamed wild-caught North American snow crab legs, our signature hand-crafted garlic shrimp scampi and Walt's Favorite Shrimp. Served with rice and choice of side. 29.49 1020 Cal



## CRACK INTO CRABFEST

FEATURING WILD-CAUGHT CRAB FROM COAST TO COAST

**NEW! Crabfest\* Combo\*\***  
More than a pound of jumbo snow crab legs paired with a Pacific Northwest favorite, wild-caught Dungeness crab. Served with choice of side. (Pictured) 31.99 620 Cal  
-OR-  
Jumbo snow paired with king crab legs. Served with choice of side. 36.99 540 Cal  
\*\* Available while supplies last. No substitutions.



## MORE OF THE CRAB YOU CRAVE

**NEW! Crab-Topped Tilapia**  
Crab-topped, seafood-stuffed tilapia, roasted and finished with a citrus-and-herb beurre blanc. Served with choice of two sides. 18.99 620 Cal

**Crab Linguini Alfredo**  
Sweet crabmeat in a garlic-Parmesan cream sauce on a bed of linguini. Half 15.99 • Full 20.99 620 Cal 1180 Cal

**Wild-Caught Snow Crab Dinner**  
Premium wild-caught snow crab legs served with choice of two sides. 21.99 440 Cal



**Crabfest\* Ultimate Surf & Turf\***  
Crab-topped, seafood-stuffed shrimp finished with a citrus-and-herb beurre blanc, paired with a wood-grilled sirloin steak. Served with mashed potatoes and choice of side. 27.99 1110 Cal  
Substitute in place of a sirloin:  
12 oz. NY Strip\* for +6.99 additional (1460 Cal)  
6 oz. Filet Mignon\* for +6.99 additional (1070 Cal)

## SOUPS & SALADS

**Wild Mushroom Soup**  
AED 24

**New England Clam Chowder Soup**  
AED 26

**Lobster Bisque Soup**  
AED 34

**Coastal Clam Chowder Soup**



**Coastal Clam Chowder Soup**  
Unique clam chowder soup now comes in a warm sourdough bread bowl. AED 44

**Coastal Wild Mushroom Soup**  
Our famous wild mushroom soup in our delicious sourdough bread bowl. AED 42

**Coastal Lobster Bisque Soup**  
Red Lobster signature lobster bisque soup served in our sourdough bread bowl. AED 49

**Classic Caesar Salad**  
Crisp romaine, croutons and shaved Parmesan cheese. AED 29

**Add a topping:**  
Shrimp  
\*AED 22 additional

**Chicken**  
\*AED 18 additional

**Calamari**  
\*AED 19 additional

**Atlantic Salmon**  
\*AED 29 additional



Classic Caesar Salad with Chicken

## DRESSINGS & CONDIMENTS

Selections may vary. Ask your server about today's availability.

Blue Cheese Dressing  
Balsamic Vinaigrette  
Honey Mustard

Ranch  
Thousand Island  
French

Caesar  
Italian  
Oil & Vinegar

## LOBSTER & CRAB

**Lobster Lover's Dream**  
A tender split Maine lobster tail, rock lobster tail and our signature lobster and shrimp pasta. AED 175

**Red Lobster Roll**  
Chilled sweet Maine lobster meat tossed in Meyer lemon aioli on a toasted roll—split on the top, never on the side, like they do in New England. Served with fries. AED 79

**Snow Crab Legs**  
0.5kg. Steamed and served with melted butter. AED 89

**Live Maine Lobster 1.25 lb. (\$566g)**  
Our fresh, live Maine lobster is served steamed, roasted or grilled. AED 169

**Live Maine Lobster 1.25 lb. (\$566g) Thermidor**  
Fresh, live Maine lobster served with creamy Parmesan cheese sauce. AED 179

**Live Maine Lobster 1.25 lb. (\$566g) Mediterranean**  
Wood-grilled Maine lobster marinated in our light creamy garlic & lemon Mediterranean sauce. AED 179



Live Lobster 1.25 lb. (\$566 g) steamed

**Bar Harbor Lobster Bake**  
A roasted split Maine lobster tail, tender shrimp, sea scallops, mussels, and linguini in a garlic and seafood broth. AED 144

**Roasted Maine Lobster Bake**  
Petite Maine lobster tails, split and roasted with sweet corn on the cob and baby gold potatoes in a garlic-butter sauce. Served with side of wild rice pilaf. AED 254



Roasted Maine Lobster Bake

08/02/2024

25



# MENUS

## SEASIDE STARTERS

**Seaside Sampler**  
Lobster-crab-and-seafood-stuffed mushrooms, Parrot Isle coconut shrimp and sweet chili shrimp. AED 69

**Mozzarella Cheesesticks**  
Served with tangy marinara. AED 29

**Crispy Calamari and Vegetables**  
A generous portion of hand-breaded golden-fried calamari, broccoli and red bell peppers. Served with tangy marinara and creamy ranch. AED 39

**Lobster Pizza**  
A crisp thin-crust pizza topped with lobster meat, melted Mozzarella cheese, fresh tomatoes and sweet basil. AED 59

**Spicy Buffalo Chicken Bites**  
Tender strips of chicken breast, hand-battered and tossed in a spicy Buffalo Sauce. Topped with Blue cheese crumbles. AED 42

**Lobster Nachos**  
Crispy tortilla chips topped with lobster, creamy Cheddar and Monterey Jack cheese, fresh pico de gallo, jalapeño peppers and sour cream. AED 59

**Roasted Garlic Mussels**  
With red pepper, yellow pepper, red onion and fresh garlic. AED 69

**Lobster, Artichoke and Seafood Dip**  
A creamy three-cheese blend with artichokes, spinach, Maine lobster, and seafood. Served with tortilla chips and pico de gallo. AED 49

Lobster, Artichoke and Seafood Dip

**Lobster-Crab-And-Seafood-Stuffed Mushroom**  
Fresh mushrooms stuffed with seafood, smothered in Monterey Jack cheese and baked golden brown. AED 59

**Sweet Chili Shrimp**  
A dozen hand-battered shrimp tossed in a spicy chili sauce. AED 54

## Appetizers



Seaside Sampler

**Seaside Sampler**  
Lobster-crab-and-seafood-stuffed mushrooms, parrot isle coconut shrimp and sweet chili shrimp. QR 44

**Lobster Pizza**  
A crisp thin-crust pizza topped with lobster meat, melted mozzarella cheese, fresh tomatoes and sweet basil. QR 55

**Create Your Own Appetizer Combination**  
Choose three from: crispy calamari and vegetables, clam strips, chicken breast strips, mozzarella cheesesticks or stuffed mushrooms. QR 50



**Crispy Calamari and Vegetables**  
A generous portion of hand-breaded golden-fried calamari, broccoli and red bell peppers. Served with tangy marinara and creamy ranch. QR 35



**Mozzarella Cheesesticks**  
Served with tangy marinara. QR 25



**Spicy Buffalo Chicken Bites**  
Tender strips of chicken breast, hand-battered and tossed in a spicy Buffalo Sauce. Topped with Blue Cheese crumbles. QR 37

## PASTA

**Parmesan-Crusted Chicken Alfredo**  
Served over corkscrew pasta and fresh broccoli. AED 59

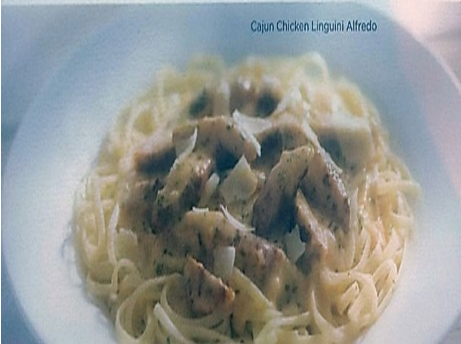
**Shrimp Linguini Alfredo**  
Tender shrimp tossed in garlic Parmesan cream sauce on bed of linguini. AED 65

**Cajun Linguini Shrimp Bake**  
Shrimp, beef sausage, peppers, cherry tomatoes and onions all seasoned with Cajun spices and tossed in spicy Buerre Blanc sauce. Served over linguini marinara. AED 75

**Cajun Chicken Linguini Alfredo**  
Spicy, tender chicken breast tossed in a garlic Parmesan cream sauce on a bed of linguini. AED 59



Cajun Linguini Shrimp Bake



Cajun Chicken Linguini Alfredo

## Cheers! SPECIALTIES

**Mud Slide**  
Get swept into a chocolate laced avalanche of coffee flavor syrup and ice cream. AED 26

**Boston Iced Tea**  
Iced tea with a twist, blended with cranberry juice. AED 22

**Berry Mango Daiquiri**  
A frozen combination of Caribbean flavor syrup and tropical mangoes swirled and topped with sweet, blended strawberries. AED 26

**Mango Mai Tai**  
A refreshing blend of Caribbean flavor syrup with mango puree and triple sec syrup. AED 26

**Malibu Hurricane**  
Caribbean flavor and tropical fruit juice, topped with splash peach syrup. AED 26

**Blue Hawaiian**  
This refreshing sweet and sour delight includes a jolt of blue Curacao with a splash of lime. It's our coolest cocktail. AED 26

**Raspberry Iced Tea**  
Iced tea blended with raspberry juice. AED 22



Raspberry Iced Tea

Boston Iced Tea

## BEVERAGES

<b>Sodas</b> Pepsi®, 7UP®, Mirinda®, Diet Pepsi® & Diet 7UP®	AED 18	<b>Fresh Juice</b>	AED 26
<b>Water (Small)</b>	AED 10	<b>Flavored Lemonades</b> Strawberry, Peach, Raspberry, Mint or Classic	AED 24
<b>Premium Water (Small)</b>	AED 12	<b>Raspberry Lemonade</b>	AED 24
<b>Premium Water (Large)</b>	AED 21	<b>Iced Tea</b>	AED 22
<b>Sparkling Water</b>	AED 18		

# PÚBLICO ALVO

- Todas as classes sociais são o nosso alvo.
- Oferecemos menus e preços á carta que agradam um pouco a todos.
- Todos os arredores da baixa lisboeta e especialmente estrangeiros que procuram um conceito conhecido, mas inexistente em Portugal.







# Obstáculos

- Familiarizar a população quanto a um conceito de marisco diferente do comum
- Manter um controlo elevado com objetivo de não haver desperdício pois o marisco pode ser dispendioso



# Concorrência

- Não temos oposição direta pois o nosso conceito é completamente inovador, mas vamos assumir as marisqueiras como a nossa maior concorrência
- Seleccionámos então aqueles que são os estabelecimentos mais próximos de maior renome





Ramiro



Cervejaria Trindade

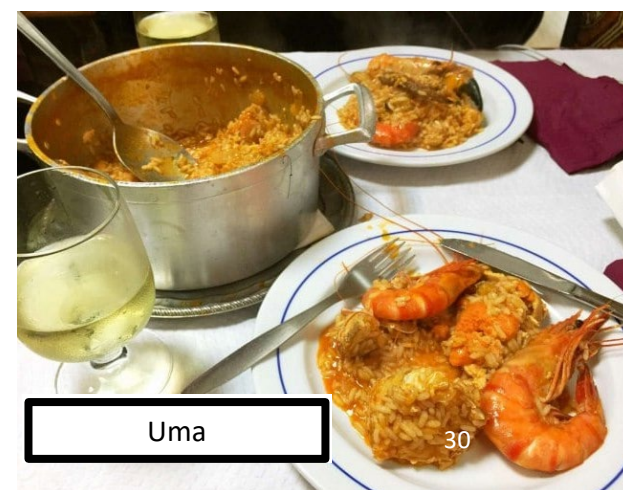


Pinóquio

2/8/2024



Gambrinus



Uma





A stylized illustration of a business meeting. Three people are seated around a round table, and one person is standing in the background. The scene includes a laptop, papers, and coffee cups. A red box with the word 'Sócios' is centered in the upper part of the image.

# Sócios

Elvira bastos  
**Diretora Marketing**

Duarte Pinto  
**Diretor F&B**

José Arruda  
**Diretor Financeiro**



# Vendas



Abrimos 7 dias por semanas, fechando no natal



Média : 26€ por pessoa



Dia semana : 4,940.00€ para 190 refeições /  
Ano : 1,220,180.00€



Dia fim-de-semana : 6,760.00€ para 260  
refeições / Ano : 790,920.00€



Média diária: 5,525.00€



Revenue total: 2,011,100.00€ (73% comida ;  
27% bebida)

# Lucros €

## Lucro Bruto

- Revenue total
- Despesa da matéria-prima (35%comida;20%bebida)

1.388.664,55€

## Staff

- Front Office – 10 funcionários, 900€ cada
- Cozinha – 8 funcionários, 1,000€ cada
- Administração – 3 funcionários, 2,500€

**Lucro Operacional**  
959,914.55€

## Despesas

Publicidade

24,000.00€

Material de cozinha

48,000.00€

Material restaurante

48,000.00€

Banco

600.00€

Despesas de multibanco

36,000.00€

Seguro

3,600.00€

Tesouraria e Back-office

6,000.00€

Manutenção

9,600.00€

Escritório

480.00€

Renda

26,400.00€

Telecomunicação

2,400.00€

Gás, água e eletricidade

14,400.00€

Royalties

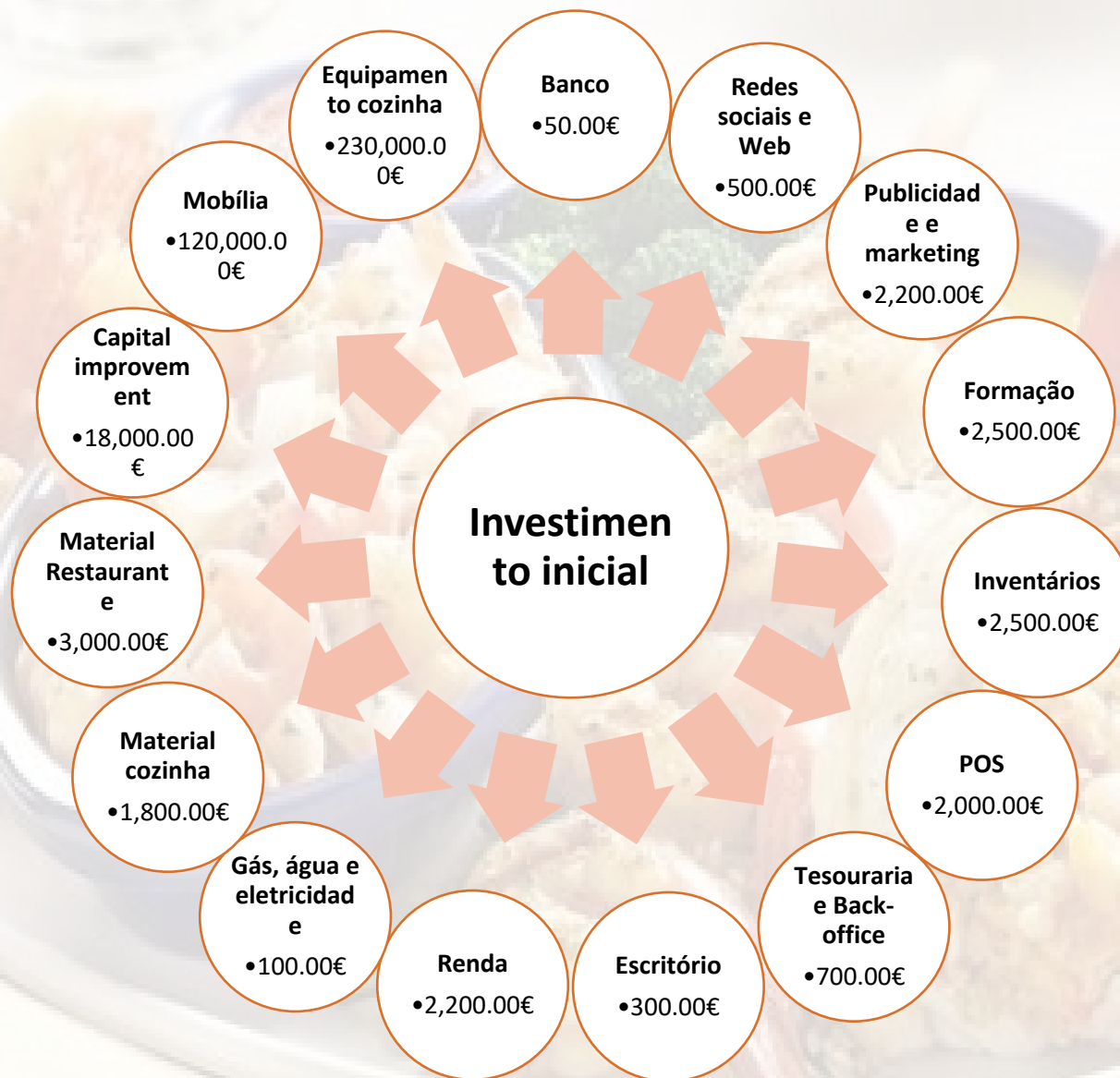
38 396,58€

# Total Despesas €

- 257 876,58€

Lucro Líquido (retirando já os impostos):

- 544 079,43€



# PAYBACK



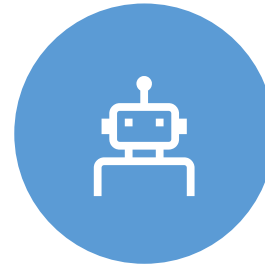
Total = 385,850.00€



Reserva segurança =  
8,000.00€



Total investimento  
inicial = 393,850.00€



Payback : 9 meses

# CONCLUSÃO

- Confiantes no nosso projeto
- Consideramos este negócio inovador
- Boas perspetivas de futuro

