

Como apresentar uma ideia de negócio



Pedro Gray
Professor de Empreendedorismo

Clique neste link para visualizar o vídeo

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

The screenshot shows a YouTube video player interface. At the top, the browser address bar displays the URL: `youtube.com/watch?v=DxhwhBZDz9A&t=4s`. Below the address bar is the YouTube logo with 'PT' next to it, and a search bar containing the text 'pedro gray'. The video player itself shows a presentation slide with the following content:

- TURISMO DE PORTUGAL logo
- Apresentações em Público
- Pedro Gray
- Formador de Empreendedorismo
- Escola de Hotelaria do Estoril
- Masterclass - 12 de Março, 2021

The video player includes a video thumbnail of Pedro Gray speaking at a podium, a small inset video of him in a blue jacket, and a control bar at the bottom with play/pause, volume, and progress indicators (0:00 / 17:09).

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

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RED LOBSTER®

FRESH FISH • LIVE LOBSTER



Angelina Saragiotto
Gonçalo Almeida
Rodrigo Respeita

PROBLEMA

- Achas o preço do marisco exagerado para aquilo que consumes?
- 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.

- | | | |
|--|---|---|
| Parrot Isle Jumbo Coconut Shrimp
780 Cal | Walt's Favorite Shrimp
380 Cal | Wood-Grilled Shrimp
Served with rice.
270 Cal |
| Wood-Grilled Tilapia
220 Cal | Garlic Shrimp Scampi
240 Cal | Wild-Caught Flounder
Golden-Fried : Oven-Broiled
710 Cal : 210 Cal |
| Wood-Grilled Sea Scallops
+2.49 additional
80 Cal | Shrimp Linguini Alfredo
580 Cal | 7 oz. Wood-Grilled Sirloin*
+3.49 additional
310 Cal |
| | Soy-Ginger Salmon
+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
1120 Cal

SEAFOOD STANDARDS

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
600 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

Garden Salad
Diced cucumbers, onion rings, tomatoes and croutons on a bed of crisp salad mix served with your choice of dressing. AED 19



Classic Caesar Salad with Chicken

DRESSINGS & CONDIMENTS

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

- | | | |
|----------------------|-----------------|---------------|
| Blue Cheese Dressing | Ranch | Caesar |
| Balsamic Vinaigrette | Thousand Island | Italian |
| Honey Mustard | French | Oil & Vinegar |



Lobster Lover's Dream

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

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

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

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

6 PIECES
PERFECT FOR SHARE

Snow Crab Legs
0.5kg. Steamed and served with melted butter. AED 69

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)
Fresh, live Maine lobster served with creamy Parmesan cheese sauce. AED 179

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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

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

Sweet Chili Shrimp

Consuming raw or uncooked meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness.

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 35

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

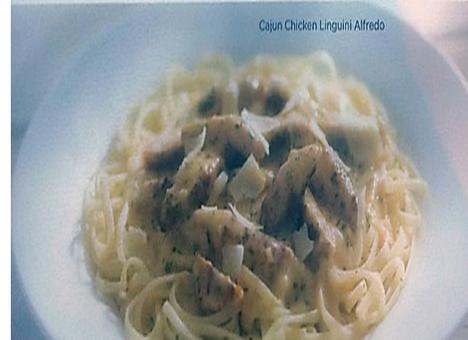
Shrimp Linguini Alfredo
Tender shrimp tossed in garlic Parmesan cream sauce on bed of linguini. AED 65

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

Boston Iced Tea



Raspberry Iced Tea



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 blend 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

BEVERAGES

Sodas
Pepsi®, 7UP®, Mirinda®, Diet Pepsi® & Diet 7UP®

AED 18

Fresh Juice AED 26

Flavored Lemonades AED 24

Strawberry, Peach, Raspberry, Mint or Classic

Water (Small) AED 10

Premium Water (Small) AED 12

Premium Water (Large) AED 21

Sparkling Water AED 18

Raspberry Lemonade AED 24

Iced Tea AED 22

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
- Selecionámos então aqueles que são os estabelecimentos mais próximos de maior renome



Ramiro



Cervejaria Trindade

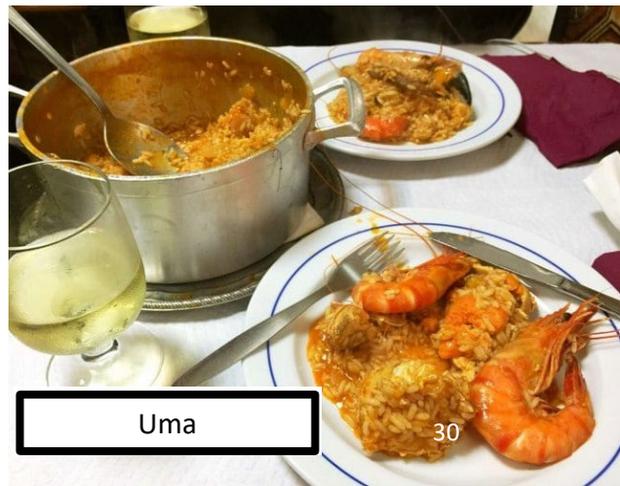


Pinóquio

2/8/2024



Gambrinus



Uma

30





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

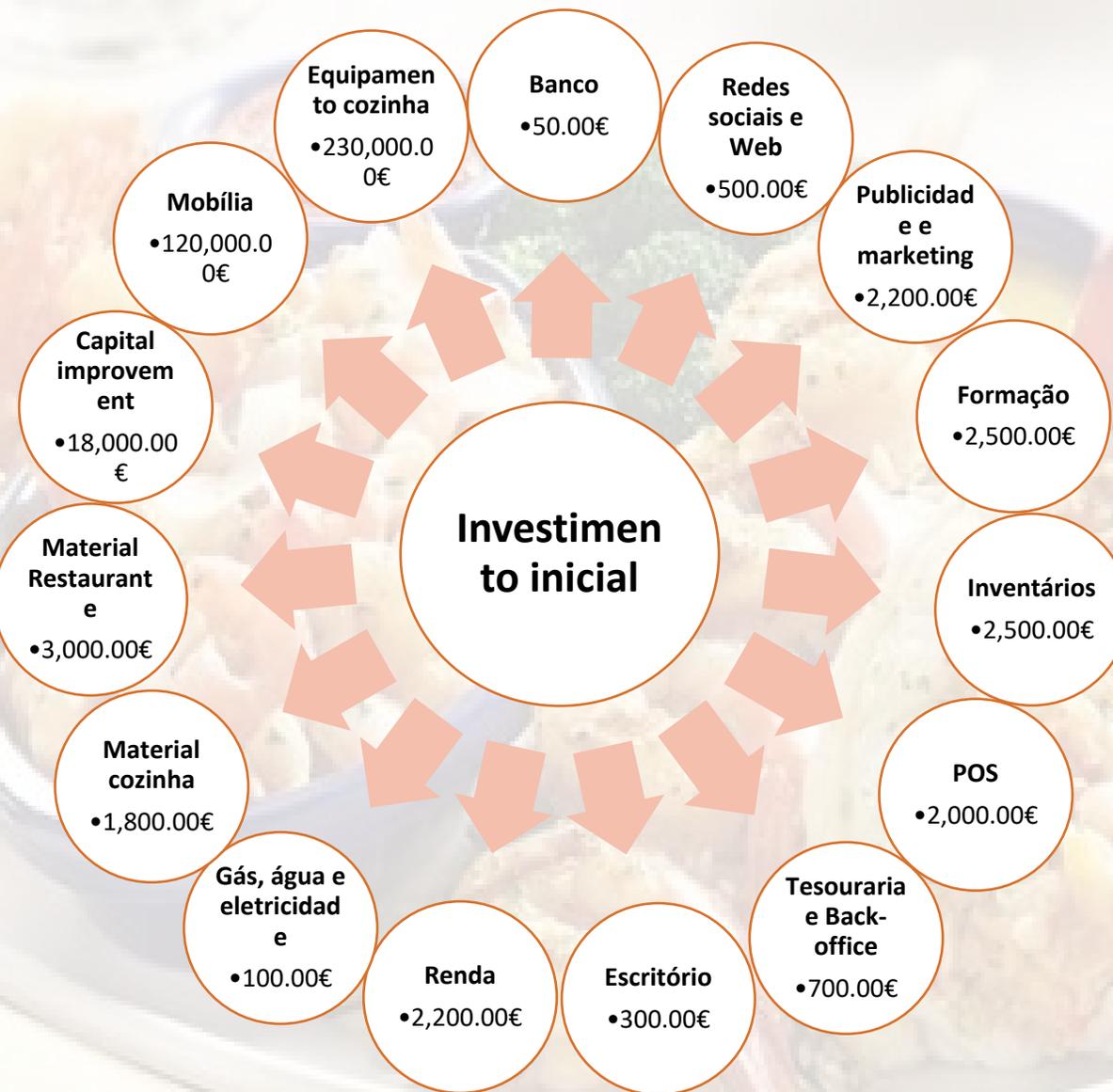
Publicidade	24,000.00€
Material de cozinha	48,000.00€
Material restaurante	48,000.00€
Banco	600.00€
Despesas de multibanco	36,000.00€
Seguro	3,600.00€
Tesouraria e Back-office	6,000.00€
Manutenção	9,600.00€
Escritório	480.00€
Renda	26,400.00€
Telecomunicação	2,400.00€
Gás, água e eletricidade	14,400.00€
Royalties	38 396,58€

Total Despesas €

- 257 876,58€

Lucro Líquido (retirando já os impostos):

- 544 079,43€



PAYBACK



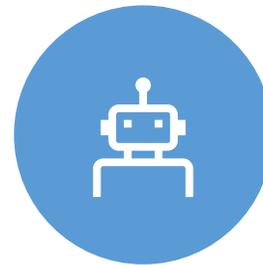
Total = 385,850.00€



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

