

*"Smart strategy beats expensive marketing.
Build your edge with better planning."*



Strategy Toolbox

**Tools to plan, promote & grow your
restaurant business**

by Mathieu Gsell
thegrabmethod.com



Part of The Grab Method™ Tools for Restaurant Growth

About the Author

Mathieu Gsell – Entrepreneur & Digital Growth Strategist

 thegrabmethod.com

 hello@thegrabmethod.com

Mathieu Gsell helps independent restaurants transform delivery apps into reliable revenue channels.

With hands-on experience across Southeast Asia, he created **The Grab Method™** — a practical framework that empowers restaurateurs to grow online visibility, fix underperforming menus, and boost Grab performance without relying on costly agencies or gimmicks.

From food stalls to delivery-only brands, Mathieu focuses on simple, actionable strategies that make a measurable difference. When he's not refining menus, he develops no-nonsense growth tools that blend local insight with smart digital tactics.

Work With Me

Need help applying The Grab Method™ to your business?

Done-for-You Services

- **Grab account setup & optimization**
Categories, keywords, photos, SEO descriptions, smart menus
- **Complete Grab audit & strategy report**
Identify visibility leaks, pricing errors, and menu traps
- **Menu design & visual revamp**
Professional layout, translation, and conversion-focused photos
- **Promo campaign strategy**
Launch high-converting campaigns without burning your margins
- **Restaurant website creation**
Clean, mobile-friendly landing page to boost your online presence
- **Multiplatform strategy (Lineman, ShopeeFood,...)**
Stay ahead of competition across all delivery channels
- **English/local translation services**
Make your listing accessible to both locals and tourists
- **Ongoing growth consulting** *(optional)*
Monthly support to keep improving based on real data

Contact

To discuss your project or request a quote:

 **Email:** hello@thegrabmethod.com

Let's turn your delivery app into your most reliable revenue channel.

Strategy Toolbox

Plan smarter. Grow faster.

Built for independent restaurant owners on Grab who want to grow without relying only on big discounts or flash sales, this toolbox is your step-by-step companion. It will help you:

- ✓ **Build a real business plan**
- 🎯 **Focus on your top priorities**
- 🧠 **Outthink competitors with smart, local strategies**

What's Inside?

 **Planning templates** for visibility, promos, and operations

 **Worksheets** to define your ideal customer and top products

✓ **Checklists** to turn insights into action

1. Build a Real Business Plan

A solid plan keeps you focused and stops you from depending solely on app promos. Your business plan doesn't need to be a 50-page document – just a clear strategy covering **who your customers are**, **what you sell best**, and **how you'll stand out** on Grab. Here's how to get started:

- **Cover the 3 Key Areas:** Make a simple plan for **Visibility**, **Promotions**, and **Operations**. For **visibility**, outline how customers will discover you (e.g. catchy menu names, great food photos, high ratings). For **promotions**, decide when to run deals (and how to do it profitably, not constantly). For **operations**, plan how you'll handle orders efficiently and maintain quality. These three areas work together in a real business plan – you attract customers, entice them with offers, and deliver great service.
- **Know Your Numbers:** List your daily average orders, average order value, food cost percentages, and other key numbers. Set realistic targets (for example, "Increase average order value by 10% in 3 months" or "Get 50 new customers next month"). A business plan is also a **numbers plan** – knowing your costs and margins helps you price correctly and profitably. *(We'll dig into pricing*

strategy later.)

Define Your Ideal Customer

Who is your **best customer**? Think about who orders from you the most. Are they office workers ordering lunch? Families ordering dinner? Students looking for late-night snacks? Write down a simple profile of your ideal customer: age range, budget, food preferences, and why they order from you. This **Ideal Customer Profile** worksheet guides your decisions – from menu design to marketing. For example, if your ideal customers are young professionals who love convenience, focus on dishes that are quick, modern, and travel well. If they're families, perhaps offer family-sized sets or kid-friendly meals. Tailor your promotions and menu to what **your customers** value. Knowing your customer helps you spend time and money on what *they* actually want, not what you *guess* they want.

Identify Your Top Products

Not all menu items are equal. Use a simple worksheet to list your **"Top Products"** – the dishes that are most popular or most profitable (hopefully both!). These are your "stars." Focusing on your star products can increase customer satisfaction and profits. Make sure these items are always available, well-prepared, and prominently featured in your menu. If a dish is popular *and* profitable, consider highlighting it with a ★ emoji or a "Chef's Recommendation" tag in the app to draw eyes.

Also, consider which items **travel best for delivery** – dishes that stay tasty even after 30 minutes in a box (no one likes soggy fries or cold noodles). If some menu items don't deliver well, you might replace them with ones that do. Optimize your menu around what you do best – it simplifies operations and boosts your reputation for those go-to items.

Get Your Pricing Right

Pricing is a critical part of your business plan. A smart pricing strategy means you cover costs, earn profit, and still attract customers. Start by calculating the food cost for each top product (ingredients, packaging, Grab's commission, etc.). Aim for a healthy profit margin – for many restaurants a food cost of around 30% of the price is a common target, but find what works for you.

This is just the beginning — the full Strategy Toolbox gives you the exact templates and action steps that successful restaurants across Southeast Asia use to plan smarter, grow faster, and stay profitable on Grab.

Want the Full Toolbox?

You've just seen a preview of the **Strategy Toolbox**, designed to help independent restaurants grow smarter on Grab.

 [Download the Full Toolbox for just \\$29](#) and get instant access to everything you need to grow your restaurant without expensive consultants or trial-and-error marketing.

Need hands-on help?

We also offer **1-on-1 services** to apply the strategy directly to your Grab listing:

 hello@thegrabmethod.com

 thegrabmethod.com

Let's turn your Grab listing into your most **profitable sales channel**.



Strategy Toolbox

Plan smarter. Grow faster.

Built for independent restaurant owners who want to grow without relying only on promotions.

- ✓ Develop a real business plan.
- 🎯 Focus on your top priorities.
- 🧠 Outthink competitors with smart, local strategies.

Written by:

Mathieu Gsell – Entrepreneur & Digital Growth Strategist

 thegrabmethod.com

 hello@thegrabmethod.com