



F2 CONSULT

Smart Strategies, No Missed Orders.

Hospitality consulting firm helping Food & Beverage businesses build, scale, and optimize.

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F2 CONSULT - ABOUT US

F2 Consult was founded by Hai Oliveira, a hospitality professional with expertise in culinary arts, restaurant operations, and branding. With a degree in Culinary Arts & Management from the Institute of Culinary Education (ICE) and a Digital Marketing certification from Columbia University, Hai has worked in Michelin-starred restaurants and fast-growing hospitality brands. Before transitioning to hospitality, she spent 10 years in the fashion industry, sharpening skills in branding, storytelling, and business strategy, all of which now fuel F2's approach to building standout food and beverage concepts.

At F2, we partner with industry leading professionals, from top-tier branding experts to Michelin-starred chefs and operational specialists, to help businesses develop strong identities, refine operations, and scale with confidence. Whether it's launching a new concept, optimizing workflow, or expanding a brand's reach, F2 delivers smart, no-nonsense strategies that drive real results.

WHAT SETS US APART?



BRANDING WITH A SHARP EYE

With a decade in fashion and branding, we bring a unique creative edge to hospitality.

From visual identity to storytelling, we make sure your brand stands out.



INDUSTRY-BACKED EXPERTISE

We partner with Michelin-starred chefs, top-tier branding experts, and operational specialists to build businesses that are profitable and built to last.



DATA-DRIVEN MARKETING

Smart, data-driven marketing. We focus on high-impact strategies, from digital campaigns to brand positioning, and customer retention tactics to drive long-term growth.

SETUP SERVICES

Turning an idea into a fully operational business is a process with many moving parts. We help organize, structure, and execute each step—so you can focus on bringing your vision to life.



SETUP SERVICES



PHASE 1 - CONCEPT & PLANNING

From ideation, to market research, to building a solid strategy



PHASE 2 - BRAND & SETUP

Brand identity, operations, and systems for a seamless launch



PHASE 3 - PRE-LAUNCH & EXECUTION

Final prep, team training, and marketing to launch with impact



ONGOING OPTIMIZATION

Fine-tuning workflow, efficiency, and financial performance



MARKETING & GROWTH

Ongoing strategy to attract, engage, and retain customers

PHASE 1 - CONCEPT & PLANNING

Concept Ideation & Development	<ul style="list-style-type: none">• Define the Unique Value Proposition and theme of the establishment.• Develop a comprehensive business model outlining revenue streams and operational strategies.
Market Research & Feasibility Analysis	<ul style="list-style-type: none">• Assess demand, market trends, competition, and target demographics.• Evaluate the viability of the proposed concept within the chosen market and adjust as necessary.
Brand Identity & Positioning	<ul style="list-style-type: none">• Craft compelling brand narrative, identity, and market positioning.• Develop visual branding (logo design, colors, typography) and marketing collateral (menus, signage, packaging) to effectively communicate brand personality.
Location Analysis & Site Selection	<ul style="list-style-type: none">• Identify optimal locations based on market analysis and brand alignment.• Assess accessibility, foot traffic, and logistical considerations to ensure long-term operational success.
Financial Planning & Investment Strategy	<ul style="list-style-type: none">• Develop detailed financial projections and budgets.• Prepare investor pitches and business plans to secure funding.

PHASE 2 - BRAND IDENTITY & SETUP

Menu Development & Pricing Strategy	<ul style="list-style-type: none">Curate a menu that fits the brand concept.Implement pricing strategies for profitability.
Technology & Systems Setup	<ul style="list-style-type: none">Establish Standard Operating Procedure (SOP) for kitchen, service, and management.Optimize workflows for efficiency and consistency.
Operations & Workflow Design	<ul style="list-style-type: none">Set up Point of Sale (POS), Customer Relationship Management (CRM), and reservation platforms.Integrate online ordering & delivery systems.
Hiring & Training Strategy	<ul style="list-style-type: none">Guide on obtaining licenses and health permits.Guidance to comply with local, state, and federal laws.
Website & App Development	<ul style="list-style-type: none">Build a Search Engine Optimization (SEO) -friendly website with key integrations.Develop an app for reservations or loyalty programs.

PHASE 3 - PRE-LAUNCH & EXECUTION

Website & App Development	<ul style="list-style-type: none">• Design and develop a website optimized for search engines (SEO).• Develop apps for reservations or loyalty programs.
Staff Recruitment & Training	<ul style="list-style-type: none">• Hire staff that fits the brand ethos.• Train teams for service excellence.
Soft Opening Coordination	<ul style="list-style-type: none">• Plan a test run before the official launch.• Adjust based on guest feedback.
Technology & Operational Testing	<ul style="list-style-type: none">• Test Point of Sale (POS), delivery, and reservation systems.• Conduct pre-launch service rehearsals.
Media Pre-Launch Dinner	<ul style="list-style-type: none">• Host an invite-only event for media & influencers (Friends & Family)• Generate buzz with curated experiences and press coverage.

ONGOING OPERATING SERVICES

Performance Monitoring & Reporting	<ul style="list-style-type: none">Track key performance indicators (KPIs).Provide data-driven insights for improvements.
Menu Analysis & Adjustments	<ul style="list-style-type: none">Assess menu performance and profitability.Optimize offerings based on trends and sales data.
Customer Feedback & Reputation Management	<ul style="list-style-type: none">Monitor and respond to customer reviews.Implement strategies to enhance guest experience.
Cost Control & Financial Optimization	<ul style="list-style-type: none">Identify areas to reduce costs and improve margins.Ensure pricing strategies align with financial goals.
Brand Consistency & Reputation	<ul style="list-style-type: none">Maintain visual identity across platforms.Ensure brand messaging remains cohesive.

ONGOING MARKETING & PR SERVICES

Social Media Management	<ul style="list-style-type: none">• Create and schedule engaging content.• Monitor engagement and community interaction.
Google & Social Ads Management	<ul style="list-style-type: none">• Run targeted ad campaigns for brand growth.• Optimize for lead generation and conversions.
Email & SMS Marketing Campaigns	<ul style="list-style-type: none">• Develop automated customer retention strategies.• Execute promotions, loyalty programs, and engagement emails.
PR & Influencer Collaborations	<ul style="list-style-type: none">• Partner with influencers and media outlets.• Manage press outreach for continued exposure.
SEO & Content Strategy	<ul style="list-style-type: none">• Improve website ranking and organic traffic.• Create blog and content marketing strategies.

LET'S COOK SOMETHING TOGETHER



Get in touch with our team:

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