



Portfolio

www.melissaagresta.com





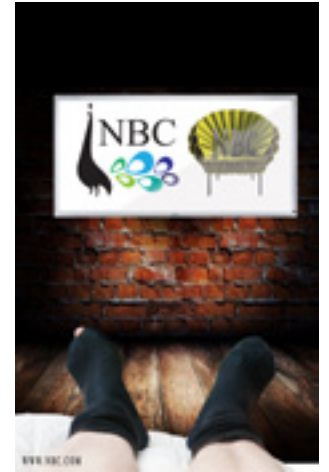
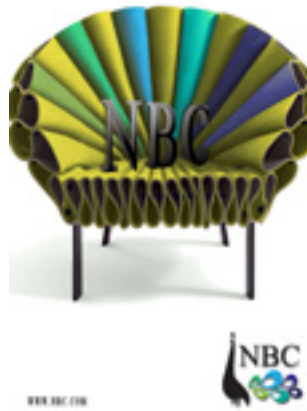






































URBAN SCIENCE | W CONSTRUCT

STRATEGIC NETWORK PLANNING

A VITAL PART OF INCREASING OEM BRAND-MARKET SHARE

OEMs MUST ACTIVELY OPTIMIZE THEIR DEALER NETWORK WITH STRATEGIES THAT CONSTANTLY EVOLVE TO MEET:

- CHANGING CONSUMER BEHAVIOR
- STRATEGIC ACQUISITION PLANS
- CHANGING REGULATORY LANDSCAPE

THE NEED FOR NETWORK OPTIMIZATION IS EVEN MORE CRITICAL DURING PERIODS OF ECONOMIC UNCERTAINTY. IN THESE TIMES, AUTOMOTIVE COMPANIES FIND THEMSELVES AT A CROSSROADS...

OPTIMIZE THEIR DEALER NETWORK OR WEATHER THE STORM

ECONOMIC DOWNTURNS BRING NEW REALITIES:

- Diminished Market Certainty
- Declining Sales
- Employment Levels Down
- Decreased Budgets

FOUR MAJOR BRANDS ARRIVED AT THE CROSSROAD

TWO CHOSE TO OPTIMIZE THEIR NETWORK WITH W CONSTRUCT. TWO CHOSE TO REACT TO CURRENT MARKET CONDITIONS. WHAT THE RESULTS SAY FOR THEMSELVES.

BRAND A BRAND B BRAND C BRAND D

THE RISK OF NETWORK OPTIMIZATION

THE RISK OF MARKET REACTION

STRATEGIC MARKET SHARE AND RANKING

BRAND A 17.4% MARKET SHARE 17 th RANK	BRAND B 28.3% MARKET SHARE 7 th RANK	BRAND C 15.3% MARKET SHARE 15 th RANK	BRAND D 10.0% MARKET SHARE 25 th RANK
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EXPONENTIAL RESULTS

OEMs THAT PLAN TO SUCCEED

MARKET SHARE AND RANK AFTER A FOUR-YEAR STUDY

BRAND A
+63% INCREASED MARKET SHARE
(17.4% to 28.3%)
BRAND RANK FROM #17 to #7

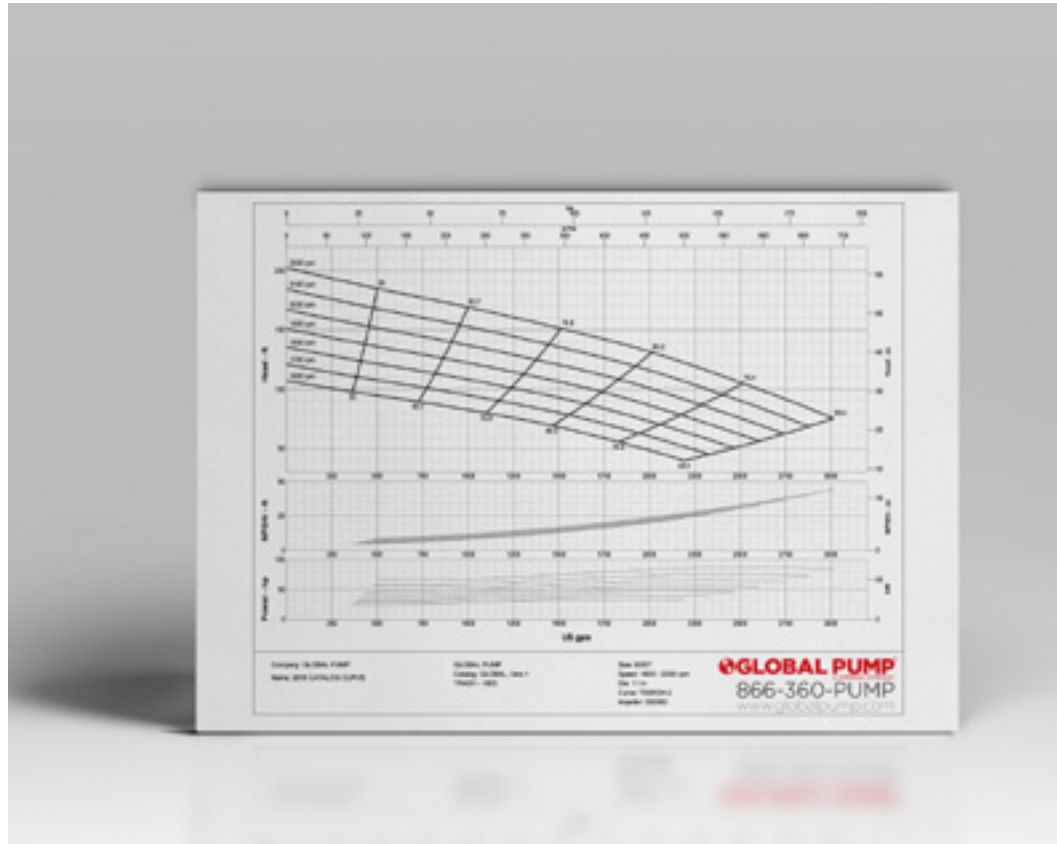
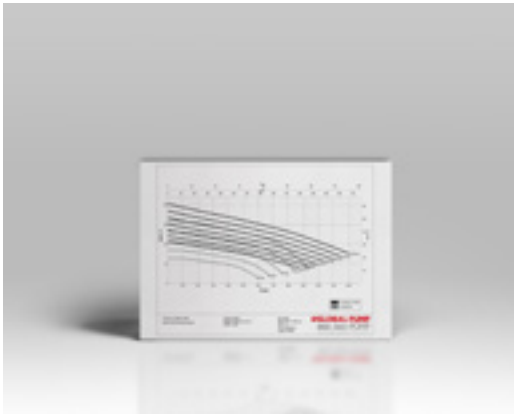
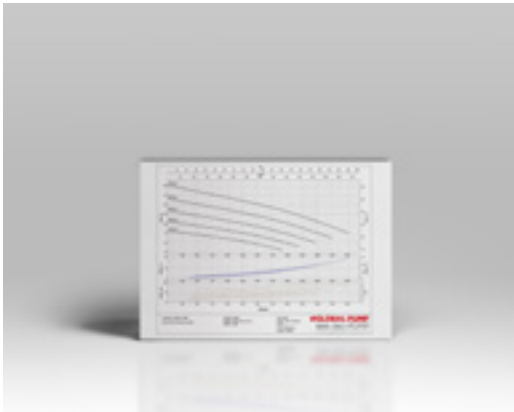
BRAND B
+31% INCREASED MARKET SHARE
(15.3% to 20%)
BRAND RANK FROM #15 to #12

BRAND C
-13% DECREASED MARKET SHARE
(10.0% to 8.7%)
BRAND RANK FROM #25 to #32

BRAND D
-47% DECREASED MARKET SHARE
(17.4% to 9.3%)
BRAND RANK FROM #7 to #15





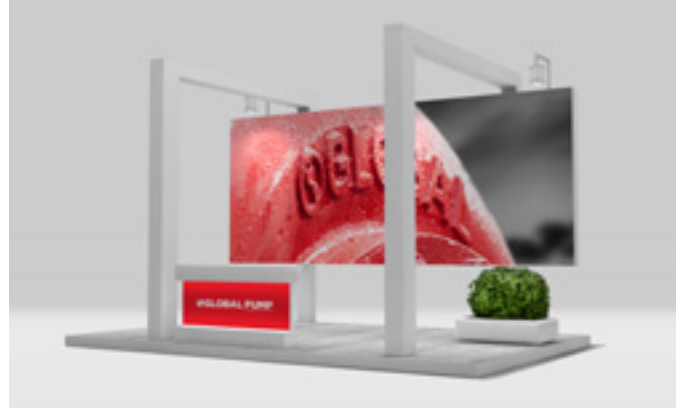






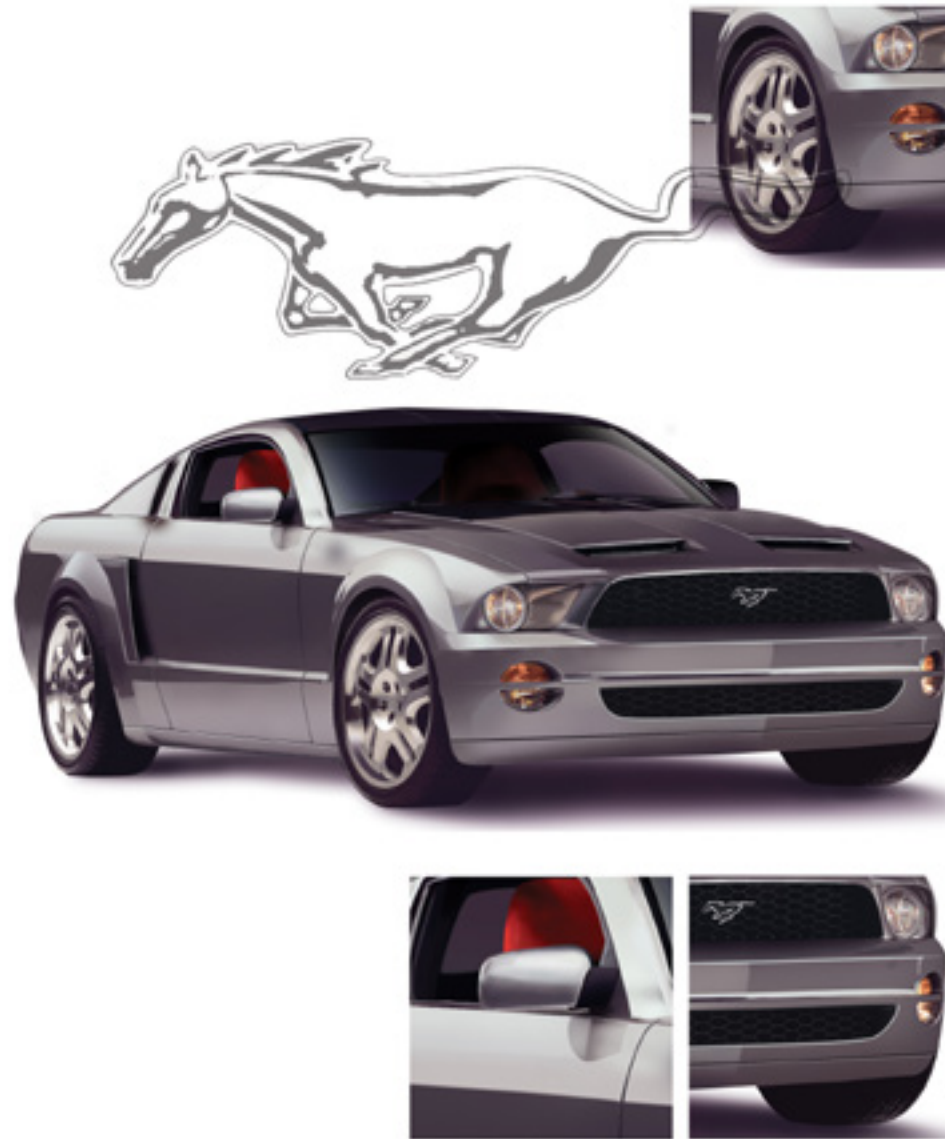


Melissa Agresta / Mersino - Global Pump / Campaign / E-Blasts

















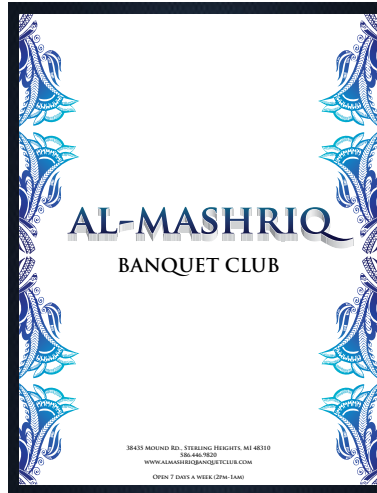












APPETIZERS

	LARGE	MEDIUM
HOMMUS TAHINI	7.00	5.00
BARA GHANDJI	7.00	5.00
BAIROUTI CHICK PEAS	7.00	5.00
LABLABI	4.00	
BROAD BEANS	4.00	
LABNA	7.00	5.00
JAJIC w/GARLIC	7.00	5.00
MUSHROOM w/GARLIC	10.00	5.00
PITTA CHIPS PLATE	5.00	
CHIPS PLATE	2.00	
MIXED (GETTICE, TOMATOES, CUCUMBER, ONIONS & CHEESE)	6.00	
FRENCH FRIES	5.00	

SALADS

	LARGE	MEDIUM
IRAQI SALAD	7.00	5.00
OLIVE SALAD		5.00
CHICKEN SALAD		10.00
EGGPLANT SALAD	7.00	5.00
GREEK SALAD	7.00	5.00
FATTOUSH	7.00	5.00

SOUPS

LENTIL SOUP		3.00
BROCCOLI SOUP		3.00
LEMON RICE SOUP		3.00

MAIN COURSE

	SANDWICH	HALF PLATE	FULL PLATE
TENDERLOIN BEEF TERKA	7.00	11.00	20.00
LAJIB BEEF TERKA	5.00	8.00	14.00
CHICKEN TERKA	5.00	7.00	12.00
CHICKEN THIGH TERKA	5.00	7.00	12.00
BEEF KABOB	5.00	7.00	12.00
CHICKEN KABOB	5.00	7.00	12.00
SHAWARMA	5.00	8.00	12.00
BEEF CREAM CHOP	5.00	7.00	12.00
CHICKEN CREAM CHOP		7.00	12.00
CRUMBLED WINGS		7.00	12.00
FERMENTED GRILLED CHICKEN		6.00	12.00
QJAHLS		8.00	12.00
MAALAK OR KALAWI		7.00	12.00
BEEF TASHREEB			15.00
HALALI			14.00
BROAD BEANS TASHREEB			15.00
QJIZI (OVER RICE)			18.00
IRAQI PACHA			12.00
OMLET			14.00
CAT FISH		8.00	14.00
FISH FILLET		8.00	14.00
FALAFEL			9.00
MOUSS QEBBI	4.00		12.00
RICE OR BURGUL PLATE			3.00
CREAM CHOP CHICKEN w/POTATOES (RICE PLATE)			7.00



BEVERAGES

SOFT DRINKS (in a Can).....	1.00	SODA DRINKS.....	2.00
RED BULL.....	3.00	ALL JUICES.....	2.00
TONIC WATER.....	2.00	MINERAL WATER.....	1.00
YOGURT DRINKS.....	2.00	COFFEE & TEA (FREE)	

BEER

STELLA.....	3.00	CORONA.....	3.00
CORONA LIGHT.....	3.00	HEINEKEN.....	3.00
HENKENS LIGHT.....	3.00	BUSSET.....	3.00
BUDWEISER.....	3.00	BUDLIGHT LIME.....	3.00
BUDLIGHT.....	3.00	OTDONES (NON-ALCOHOLIC BEER)	2.00

WINE & CHAMPAGNE

	GLASS	BOTTLE
RED WINE.....	6.00	30.00
MOET CHAMPAGNE.....		80.00

LIQUOR

	SHOT	DOUBLE SHOT	QUARTER BOTTLE	HALF BOTTLE	BOTTLE
COGNAC'S					
HENNESSY vsop	6.00	10.00	18.00	35.00	70.00
HENNESSY vs	5.00	9.00	16.00	31.00	65.00
HENNESSY vs					250.00
REMY MARTIN vsop	6.00	10.00	19.00	35.00	70.00
REMY MARTIN vs					90.00
REMY MARTIN COGNAC vs					250.00

	SHOT	DOUBLE SHOT	QUARTER BOTTLE	HALF BOTTLE	BOTTLE
REMY MARTIN vs					
MARTEL	5.00	9.00	16.00		
TEQUILA'S					
TEQUILA PATRON			30.00	50.00	90.00
WHISKEY'S					
BLACK LABEL	5.00	9.00	18.00	34.00	65.00
RED LABEL	5.00	7.00	12.00	22.00	45.00
DEWAR'S	5.00	7.00	12.00	22.00	45.00
CHIVAS REGAL		9.00	16.00		
CROWN ROYAL		10.00	16.00		
JACK DANIEL'S			14.00		
JIM BEAM			10.00		
VODKA'S					
KRAKUS	5.00	10.00	18.00	33.00	65.00
ABSOLUT	5.00	7.00	12.00		45.00
THREE OLIVES					45.00
CHOC	5.00	7.00	12.00		45.00
RUM'S					
BARGAREN SILVER RUM					40.00
GIN'S					
TANQUERARY	5.00		14.00		45.00
BOMBAY	5.00		16.00		65.00
ANISE'S					
ARAK TOUMA	5.00	8.00	14.00		45.00
RAJZOVIC ARAK	5.00		14.00		45.00
LATVANY ARAK	5.00		14.00		45.00
OLIZO 12 ARAK	5.00	8.00	14.00		45.00
YENI RAKI ARAK	5.00	8.00	14.00		45.00

APPETIZER TRAYS

	LARGE	MEDIUM
HOMMUS	25.00	15.00
FATTOUSH	25.00	15.00
TAROULI	25.00	15.00
EGGPLANT SALAD	35.00	20.00

MAIN COURSE TRAYS

	LARGE	MEDIUM
SHAWARMA	50.00	25.00
CHICKEN CREAM CHOP	50.00	25.00
BEEF CREAM CHOP	60.00	30.00
CHICKEN TERKA	50.00	25.00
CHICKEN THIGH	50.00	25.00
BEEF KABOB	60.00	30.00
CHICKEN KABOB	50.00	25.00



Raw Juices, Smoothies & Elixirs

Raw Juice

- Apple Cider Vinegar \$1.00
- Apple Cider Vinegar \$1.00
- Apple Cider Vinegar \$1.00
- Apple Cider Vinegar \$1.00
- Apple Cider Vinegar \$1.00

Smoothies

- Apple Cider Vinegar \$1.00
- Apple Cider Vinegar \$1.00
- Apple Cider Vinegar \$1.00
- Apple Cider Vinegar \$1.00
- Apple Cider Vinegar \$1.00

Elixirs

- Apple Cider Vinegar \$1.00
- Apple Cider Vinegar \$1.00
- Apple Cider Vinegar \$1.00
- Apple Cider Vinegar \$1.00
- Apple Cider Vinegar \$1.00

Appetizers

- BRISQ BREAD \$1.00
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- BRISQ BREAD \$1.00
- BRISQ BREAD \$1.00
- BRISQ BREAD \$1.00

Salata (ala carte)

- BRISQ BREAD \$1.00
- BRISQ BREAD \$1.00
- BRISQ BREAD \$1.00
- BRISQ BREAD \$1.00
- BRISQ BREAD \$1.00

Sandwiches

- BRISQ BREAD \$1.00
- BRISQ BREAD \$1.00
- BRISQ BREAD \$1.00
- BRISQ BREAD \$1.00
- BRISQ BREAD \$1.00

Combos

- BRISQ BREAD \$1.00
- BRISQ BREAD \$1.00
- BRISQ BREAD \$1.00
- BRISQ BREAD \$1.00
- BRISQ BREAD \$1.00

Party Trays

- BRISQ BREAD \$1.00
- BRISQ BREAD \$1.00
- BRISQ BREAD \$1.00
- BRISQ BREAD \$1.00
- BRISQ BREAD \$1.00

Mezza

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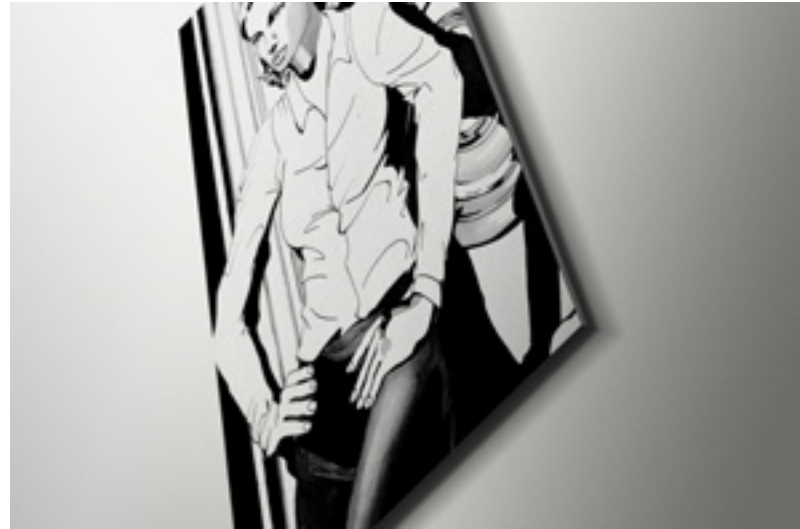
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LUNCH & DINNER













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