



An Economic Overview of Bliss Street

-Creating an insider's neighbourhood guide

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COMMERCIAL SHOPS ON BLISS STREET



- | | | |
|--|--|---|
| ■ FOOD | ■ PARKING | ■ BANK |
| ■ BOOKSHOPS PRINTSHOPS | ■ OTHERS | |
| ■ SALON | ■ HELATH SERVICE | |

FOOD CHAINS



WHAT ARE THEY OFFERING?
WHAT ARE YOU PAYING FOR?

GRAB AND GO

STAY IN

TIME

FAST FOOD

SERVICE

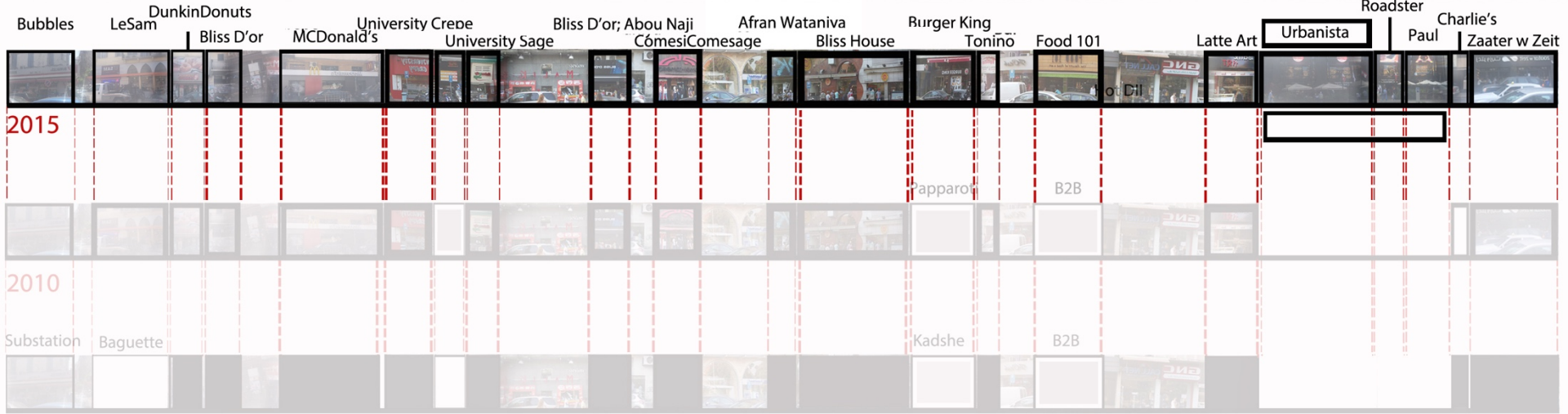
COFFEE SHOP

MANOUSHE



	Bubbles	LeSam	DunkinDonuts	Bliss D'or	MCDonald's	University Crepe	University Sage	Bliss D'or; Abou Najj	CómesiComesage	Afran Wataniva	Bliss House	Burger King	Tonino	Food 101	Latte Art	Urbanista	Roadster	Paul	Charlie's	Zaater w Zeit
2015																				
2010																				
2005																				

Shifting Character of Bliss Street

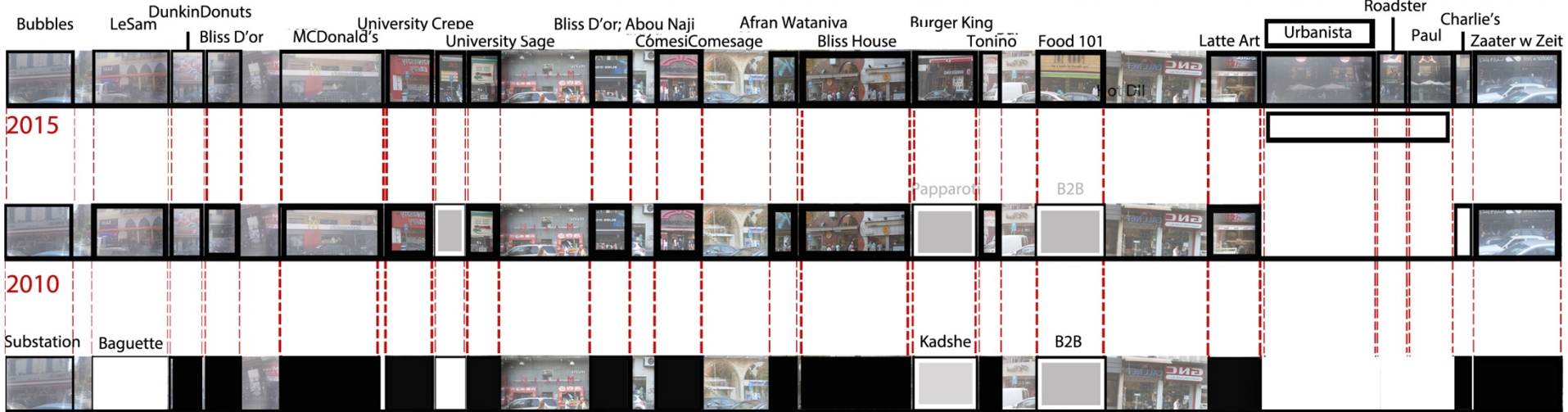




2015

2010

2007



2007

12 000\$
+ 25% Increase

9000\$
+ 28.5% Increase

7000\$

Tuition Fees Increase

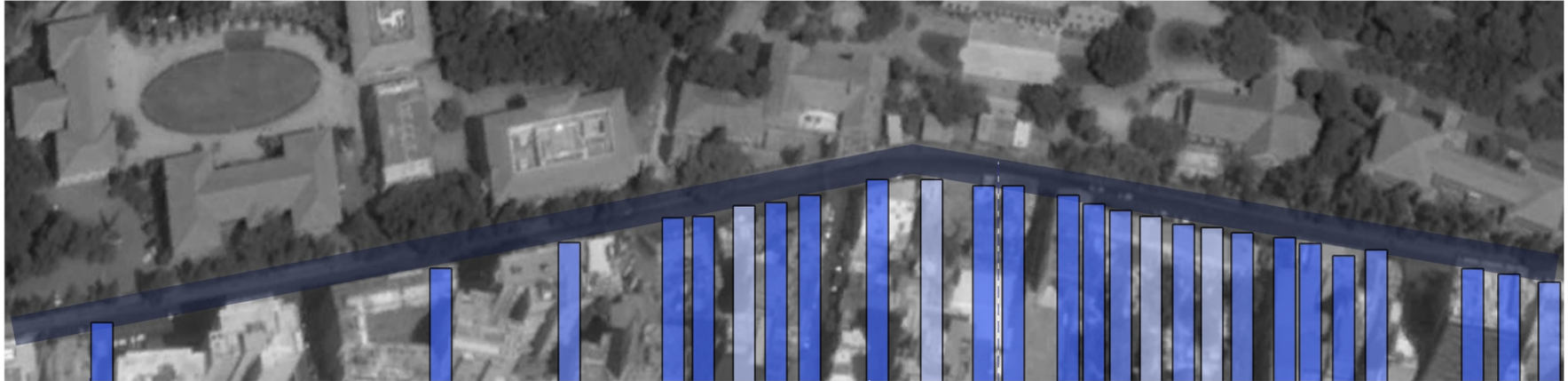
Architecture Major

2015

2010

2007

Authentic Vs. International



A small restaurant where one went for a sandwich or a breakfast of froule or hoummos, **El Shami**

Jarjoura had regular customers, some of whom went on a monthly basis. The patrons of this restaurants went there hopefully for a meal like they had at home. The menu was varied - Lebanese and other cuisines.

Bikhazi had regular customers, some of whom went on a monthly basis. The patrons of this restaurants went there hopefully for a meal like they had at home. The menu was varied - Lebanese and other cuisines.

Later, after World War II, Sami Khoury, who owned the locale, together with his friend Mlisbah Shatila, opened a little place they called **Uncle Sam's**. With Sami the owner, what better name than "Sam"? The place grew with time and became, probably, the first restaurant in Lebanon where you could have American food—hot dogs, hamburgers, doughnuts, American coffee, waffles, pancakes, apple pies, etc.

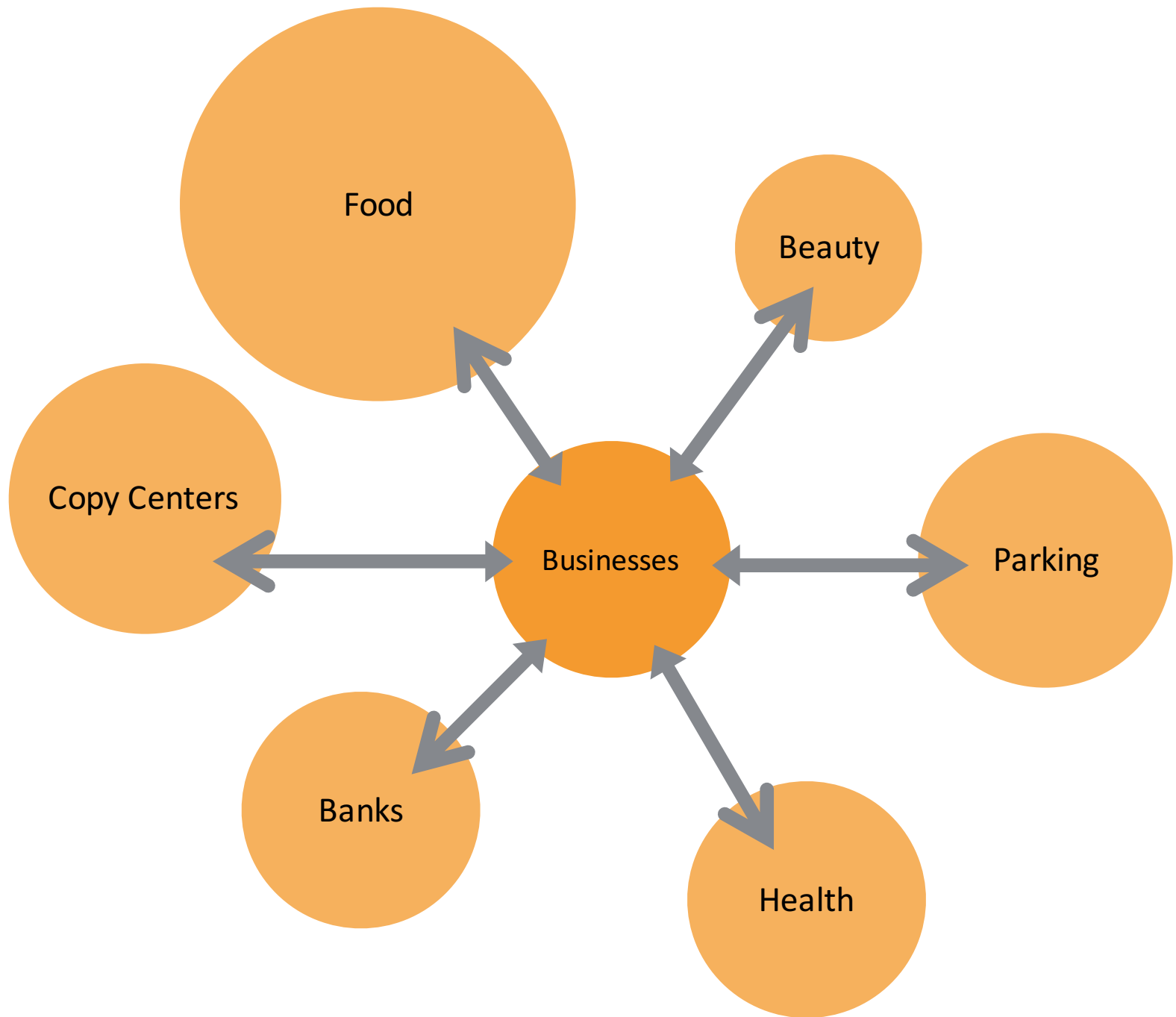
Hasan Takkoush. Hasan was famous for his sweets, (simsimiyeh - made of sesame, and bundukiyyeh - made of hazel nuts). These delicacies - made at his house near the upper end of Jeanne d'Arc Street - were carried on a large tray and brought for sale at the AUB Main Gate.

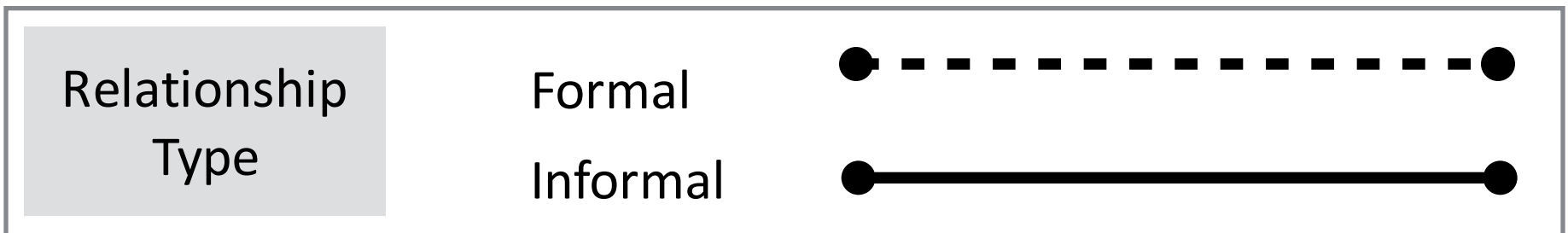
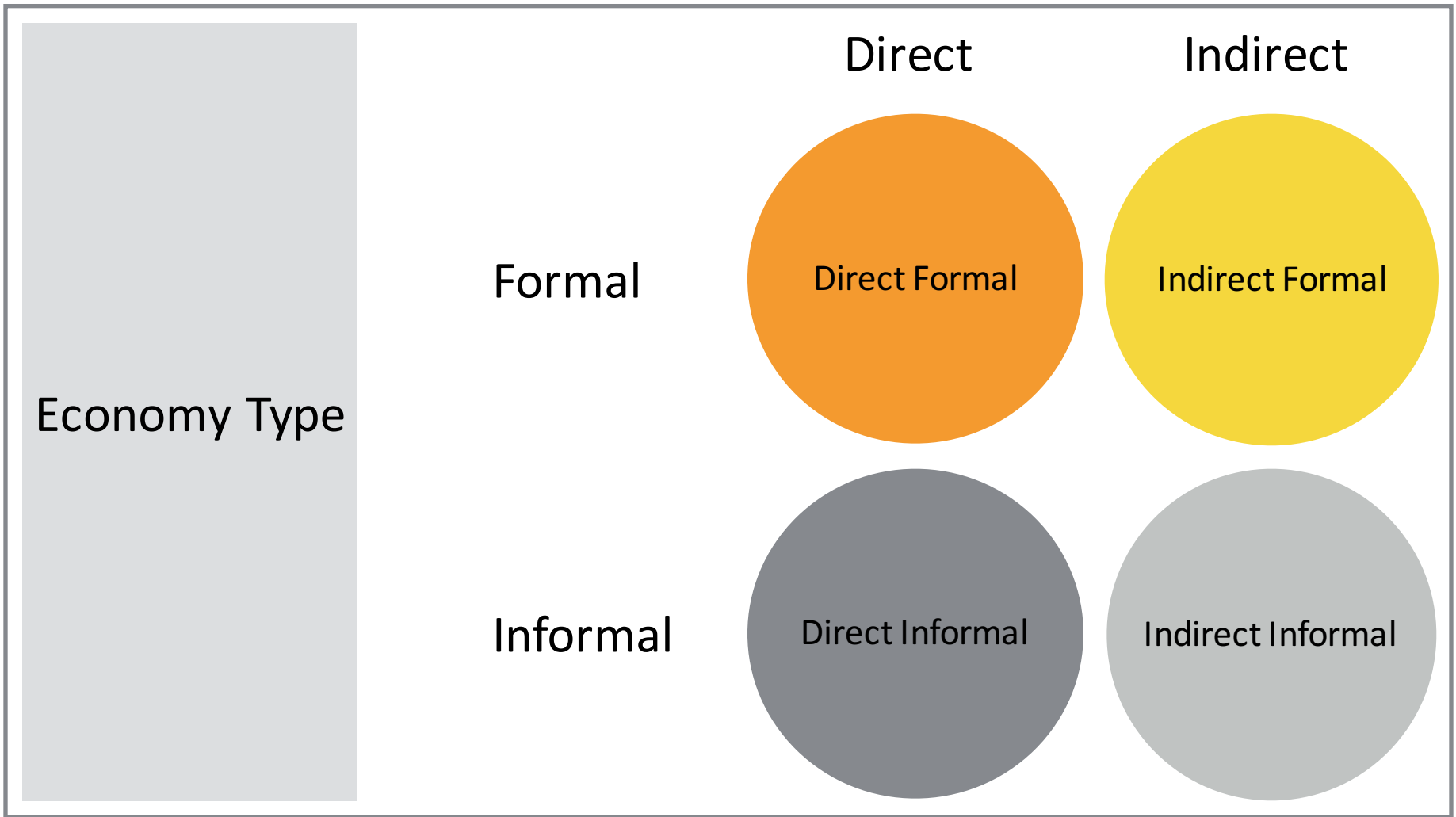
Faysal's was a restaurant and soda fountain. Not only did it serve breakfast, lunch, and supper, but coffee, ice-cream, and soft drinks. Coca Cola concentrate was imported and served mixed with soda water long before bottled Coca Cola came to Lebanon. Faysal's was not only a place to eat, but also a place to meet - a meeting place for friends, AUB faculty, staff, students, the intelligentsia, journalists, as well as men and women of letters and the arts. Each group tried to stay at the same table or corner. They sipped coffee in the mornings, and other drinks later in the day.

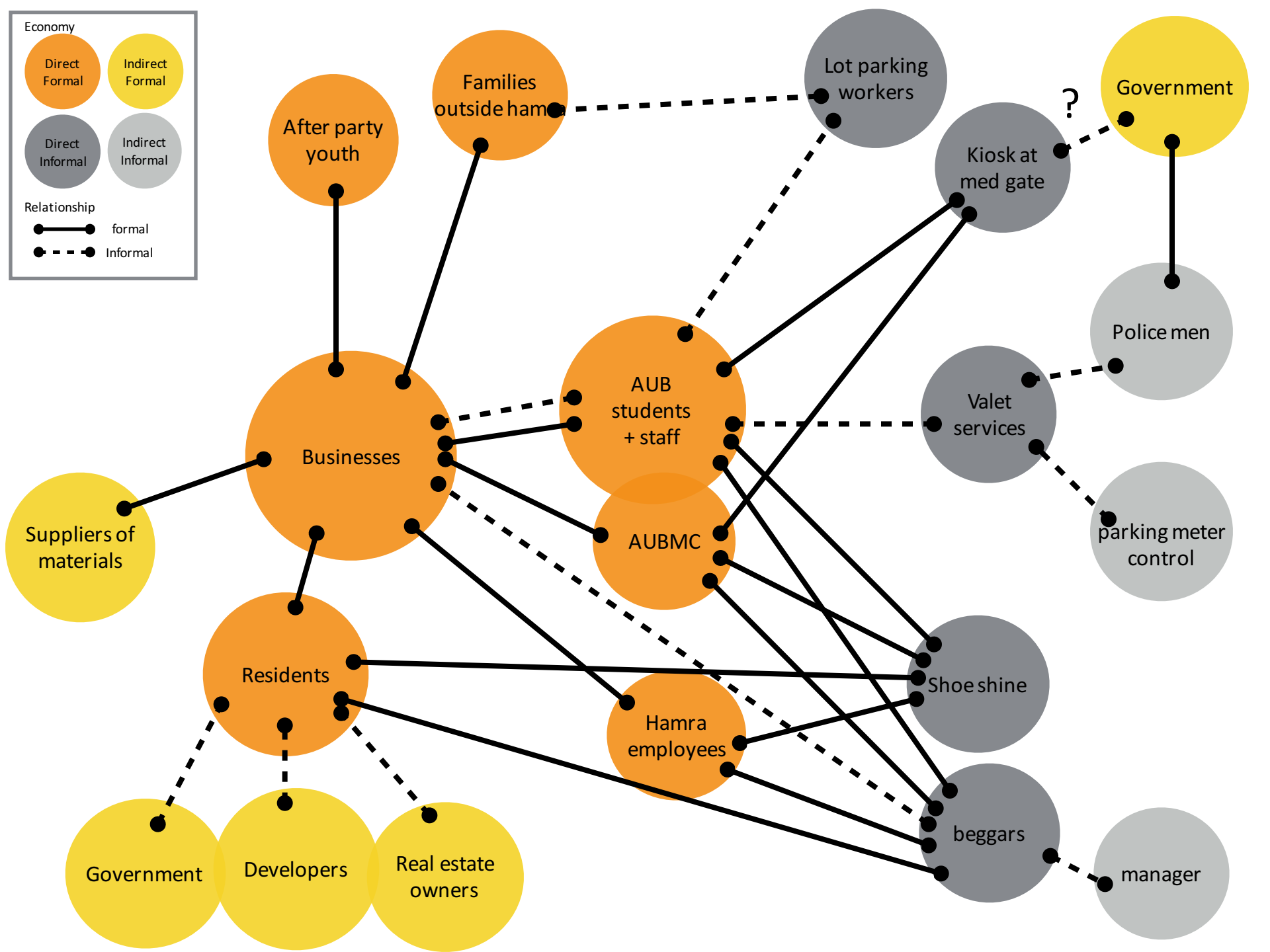
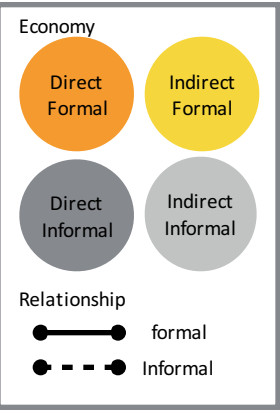
- Lebanese food
- Cross-cultural food
- International food



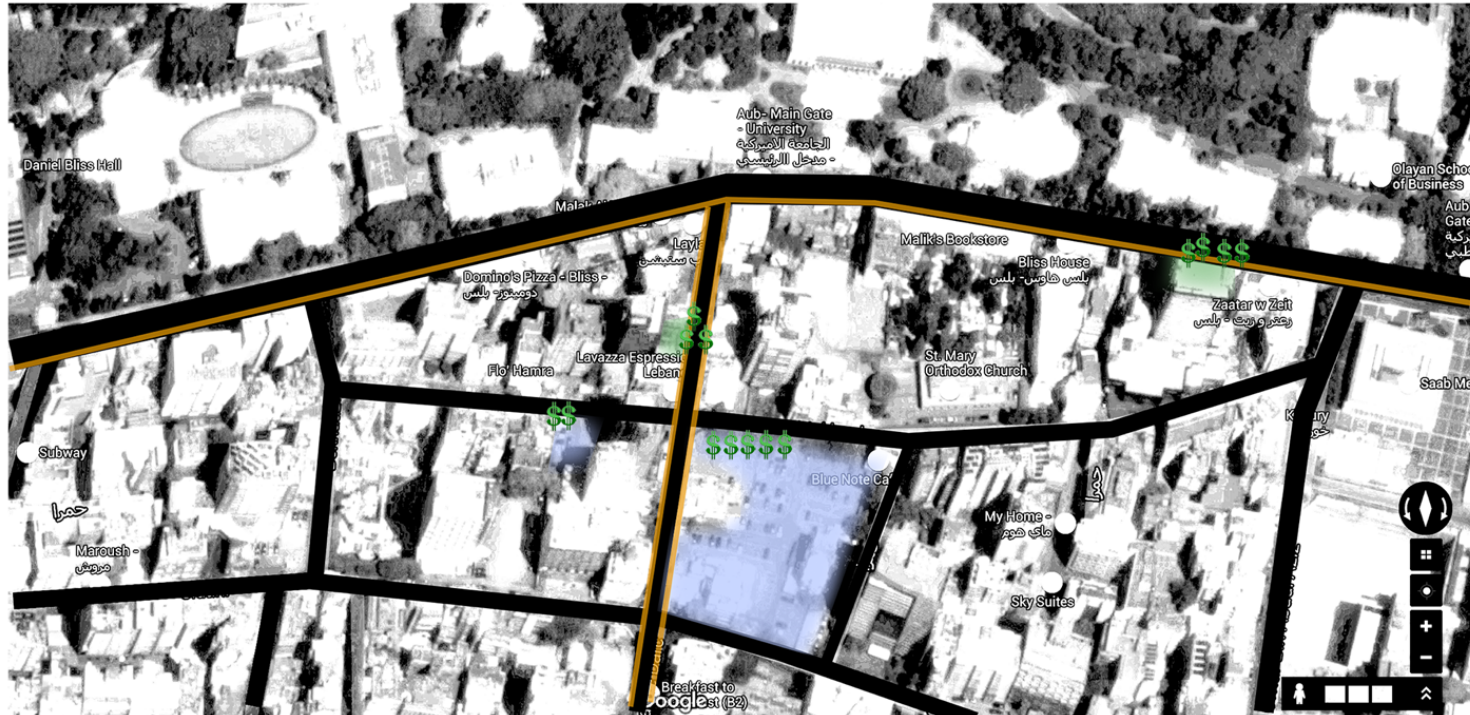
Stakeholders



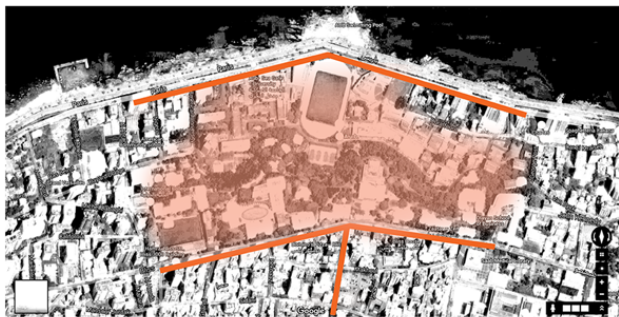




THE CASE OF PARKING



- UNDERGROUND PARKING
 - LOT PARKING
 - PARKMETER
- \$\$\$\$\$ PRICES RANGE



THE ISSUE OF PARKING?

COMFORTABLE SPACE

NEED FOR PARKING

SAFETY

TIME

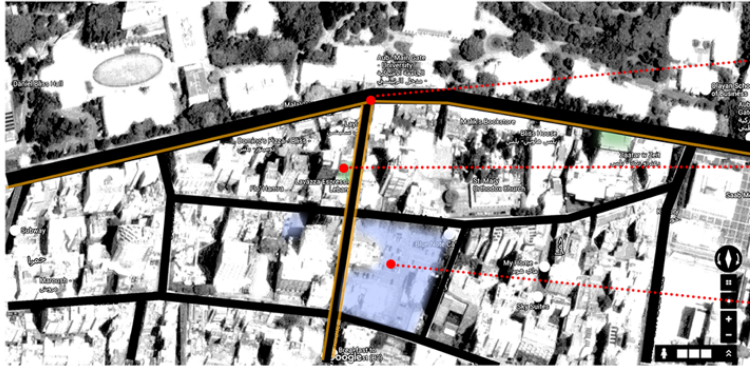
GOOD SERVICE

PRICE

TRUST

KNOWLEDGE

InterBusiness Relationship



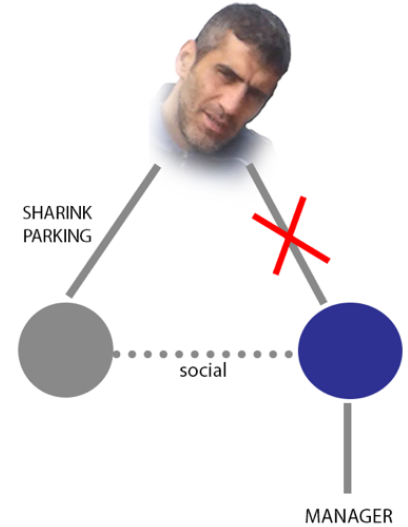
HASSAN



LABOR



THOMAS



THOMAS IS A PARKING
WORKER (FOREIGN)



This parking needs subscrip-
tion. But if you pay Thomas
you pay daily.



LABOR IS WORKING ON
THE CONSTRUCTION SITE.
HE WORKS AS VALET



DO YOU FEEL SAFE PARK-
ING THERE



HASSAN THE PARKING
GUY WHO DOES NOT
HAVE A PARKING LOT



Invisible Market

THE CASE OF PRINTSHOPS



- LOCATION OF PRINTSHOPS
- \$\$\$\$\$ PRICES RANGE
- SERVICE RATE

WHAT ARE THEY OFFERING?
WHAT ARE YOU PAYING FOR?

COMFORTABLE SPACE

SERVICE

LOYALTY

SYMPATHY

TIME

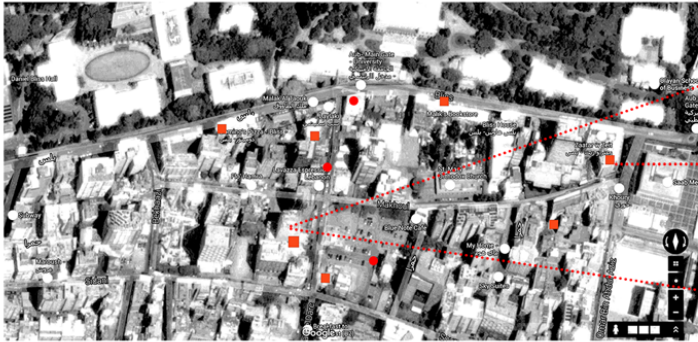
GOOD SERVICE

UNIQUENESS

TRUST

KNOWLEDGE

InterBusiness Relationship



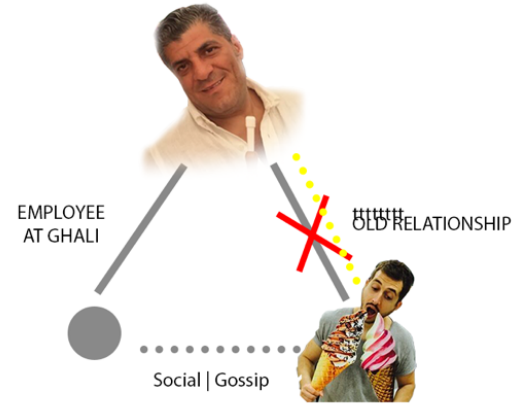
GHALI



RIYAD



EMPLOYEE X



GHALI IS THE OWNER OF A PRINTSHOP



This printshop was the most popular among other printshops until Riyadh opens its own



RIYAD IS THE OWNER OF THE PRINT SHOP



He used to work at Ghali



EMPLOYEE X is working at Ghali



Friend with riyad



The Characters

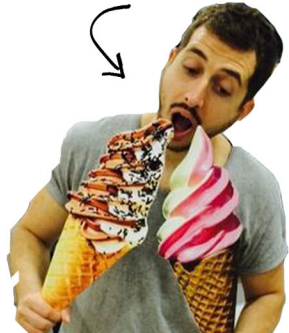
Hassan
The parking guy who
doesn't have a parking



3amo Ahmad
The local, friend, and
the everlasting smile
on Bliss



Riad
A major
stakeholder in the
printing shops
business



Wael
The "know-it" all Guy



Student X
One of the 1000
students graduating
each year from AUB



Resident X
One of the many
residents living on
Bliss Street





Parking I
 - Only allows monthly subscribers to park
 - Charges 150\$ / month

Parking II
 - Only allows monthly subscribers to park
 - Charges 130\$ / month

Hassan's Parking
 - Only allows monthly subscribers to park
 - Charges 150\$ / month

Parking III
 - Charges 8\$ daily for non-subscribers
 - Charges 200\$ / month for subscribers



2005

2010

2011

2014

1866 Parking opens, first underground parking open to the public

Hassan started the business on his own

Hassan
 The parking guy who doesn't have a parking

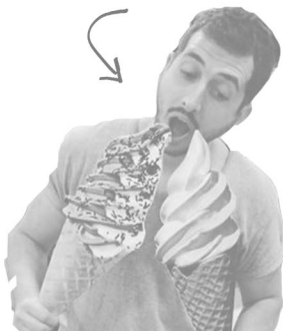
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 A major stakeholder in the printing shops business

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 One of the many residents living on Bliss Street

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 The "know-it" all Guy



Primary Stakeholders in Hassan's Business



Value: Economic

Shares a percentage of Hassan's revenues in order not to give him parking fees

Value: Friendship

Have meals and coffee together

Value: Friendship / Branding

Puts Wael's Fliers in the student's cars on purpose

Value: Service \ Friendship \ Trust

Shares conversations and coffee, borrows some student's cars when in need

Value: Service

Residents rarely use him to park their cars

Hassan
The parking guy who doesn't have a parking

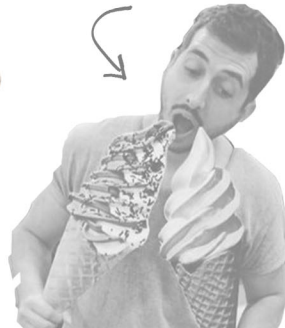
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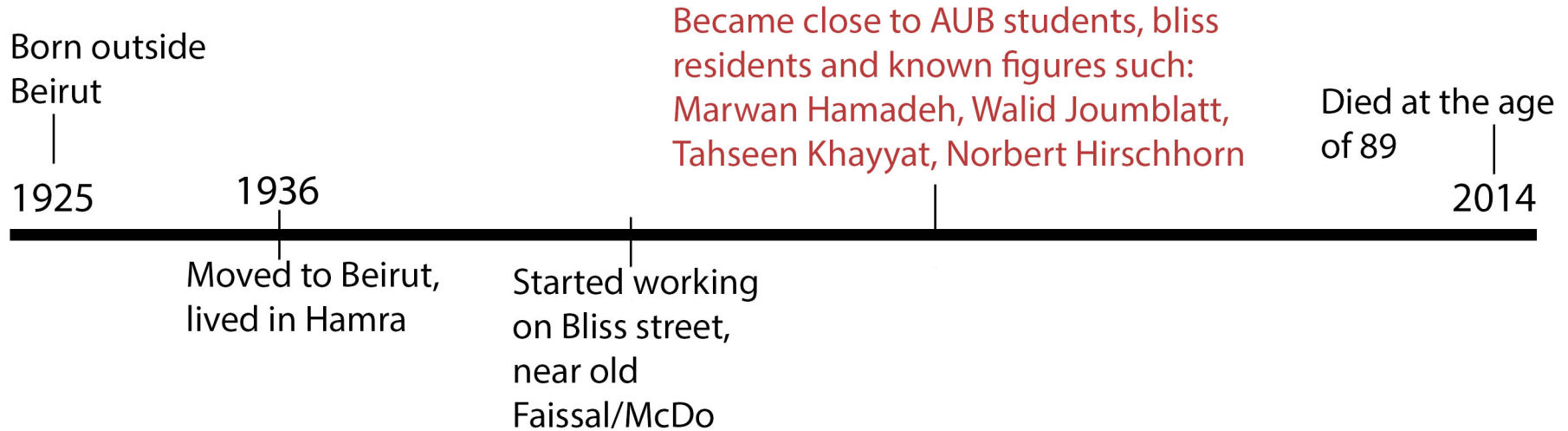
Wael
The "know-it" all Guy

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Resident X
One of the many residents living on Bliss Street



“ Everything changed. The shoes are slippers today! Before the war, they dressed much better.”
Ahmad Budair – 2014



Hassan
The parking guy who doesn't have a parking



Zamo Ahmad
The local, friend, and the everlasting smile on Bliss



Riad
A major stakeholder in the printing shops business



Wael
The "know-it" all Guy



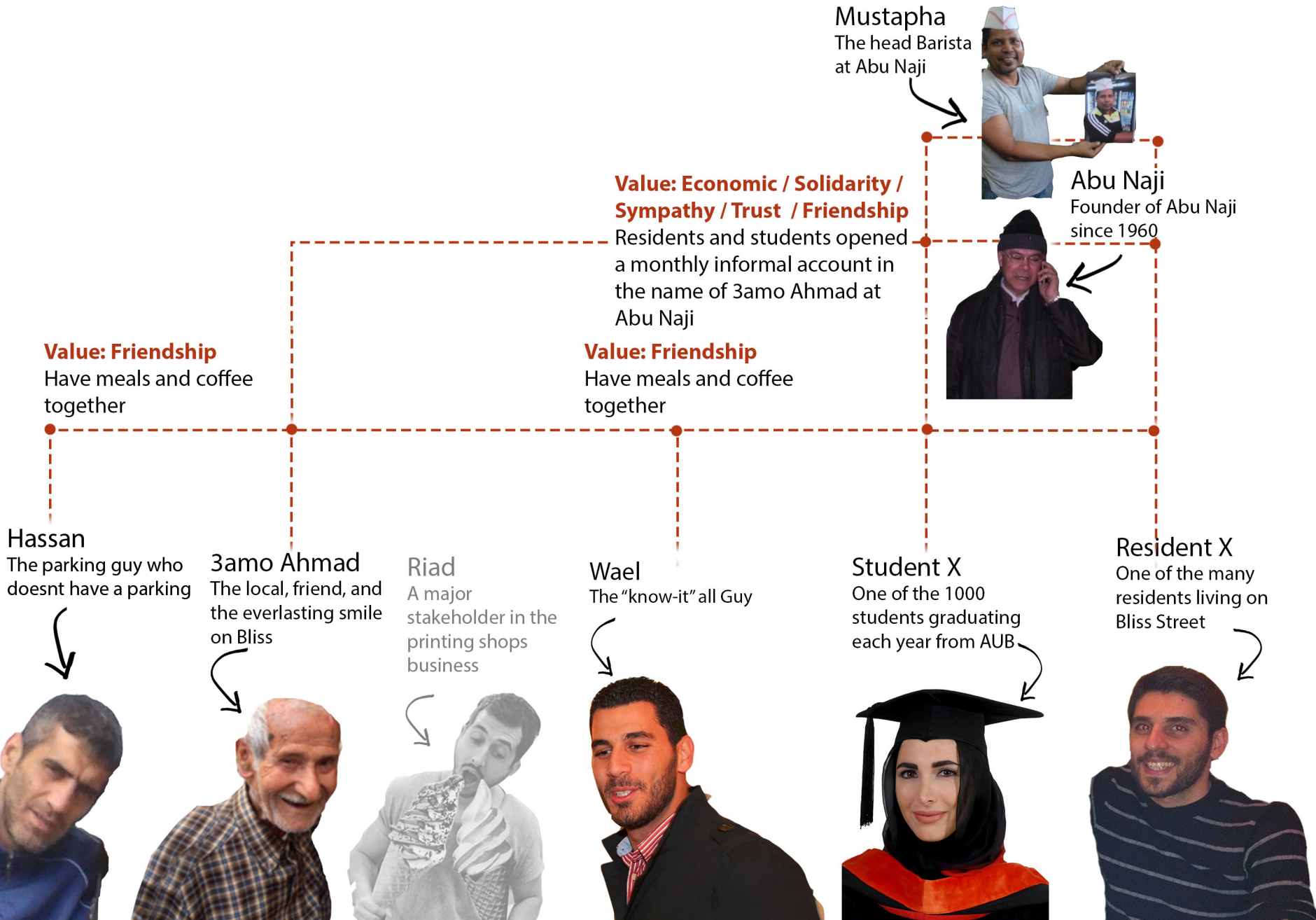
Student X
One of the 1000 students graduating each year from AUB



Resident X
One of the many residents living on Bliss Street



Primary Stakeholders in Ahmad's Business



Started working
with Ghali Copy
Center

2006

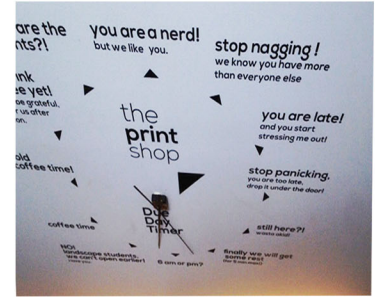
Became close to AUB students ,
offering additional services for free
during his working hours



Printing / Photocopy / Stationary
/ Architectural Solutions

2014

Left Ghali's and
opened his own
shop



Hassan
The parking guy who
doesnt have a parking



3amo Ahmad
The local, friend, and
the everlasting smile
on Bliss



Riad
A major
stakeholder in the
printing shops
business



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The "know-it" all Guy



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Primary Stakeholders in Riad's Business



Digital Horizon

MALIKS

Value: Primary Competitors

Share the same supplier and same type of students

Value: Secondary Competitors

Share half of the suppliers and different type of students

Value: Service

Prints at Riad because of the loewr cost

Value: Service \ Friendship \ Trust

Brand Riad, sometimes visit him for a coffee, do not follow regular payments

Value: Service

Hassan
The parking guy who doesnt have a parking

3amo Ahmad
The local, friend, and the everlasting smile on Bliss

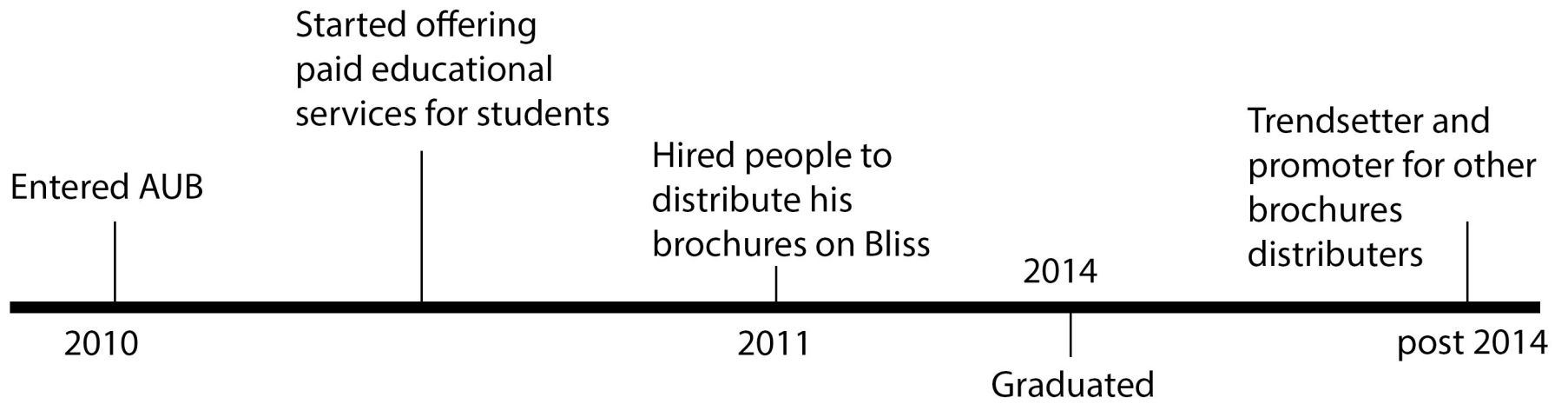
Riad
A major stakeholder in the printing shops business

Wael
The "know-it" all Guy

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Riad
A major stakeholder in the printing shops business



Wael
The "know-it" all Guy



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Resident X
One of the many residents living on Bliss Street



Primary Stakeholders in Wael's Business



Value: Primary Competitors

Other distributors gather in the same spot promoting the same services

Value: Friendship / Branding

Puts Wael's Fliers in the student's cars on purpose

Value: Service

Prints at Riad's

Value: Service

Refrains from contacting clients directly

Hassan

The parking guy who doesn't have a parking



3amo Ahmad

The local, friend, and the everlasting smile on Bliss



Riad

A major stakeholder in the printing shops business



Wael

The "know-it" all Guy



Student X

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Resident X

One of the many residents living on Bliss Street





Our proposed intervention

The Insider's Guide to Bliss

-a new app for an alternative, affordable experience

EAT

HEALTH

BEAUTY

COPY

BANK

PARK



How it works

The Insider's Guide to Bliss compiles up-to-date information on both informal (invisible) services and traditional services in and around Bliss Street. This single app allows the user to discover affordable services quickly and with ease.

Search by:

- Type of service
- Location
- Cost comparison

Features:

- Ping for service - users can call for the service to their location
- Receive daily discounts

Provide feedback:

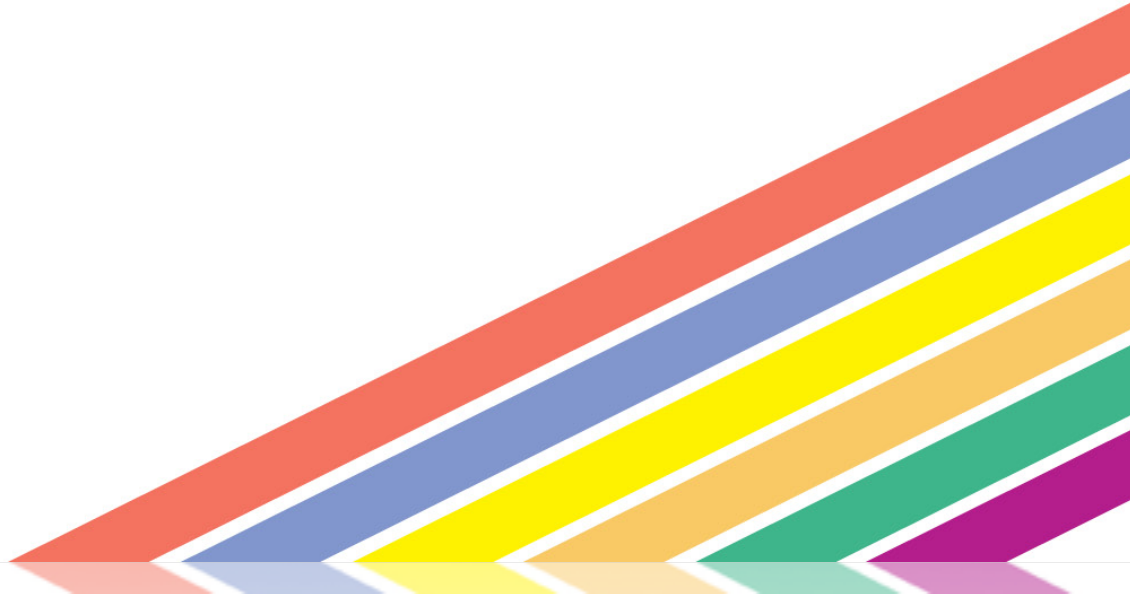
- Let others know of new businesses and services
- Describe and rate the quality of the service
- Provide tips on how to negotiate with these services



Anticipated outcome

- Improved access to essential services
- Greater shared internal knowledge
- Enhancement of safety around such services
- Users can make their own choices with confidence

The Insider's Guide to Bliss is an alternative solution to systems of alternative business on Bliss Street.



The Insider's Guide to Bliss



USERNAME

PASSWORD

[NOT A USER? SIGN UP](#)

WELCOME!
NAME OF THE USER 

 The Insider's Guide to Bliss
NEWS

EAT	HEALTH
BEAUTY	COPY
BANK	PARK

CUSTOMER CARE



COPY



LOCATION

COST

SERVICES

3ND RYAD

BOOKS AND PENS

DIGITAL HORIZON

DOCULAND

GHALI

MALIKS

THE PRINT SHOP



COPY



SERVICES

DOCULAND

THE PRINT SHOP

BOOKS AND PENS

MALIKS

GHALI

DIGITAL HORIZON

3ND RYAD



Operating Hours: 07:30-23:00

Head office : +9611741073

Find Jobs here



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Check out reviews



Stationery, Books & Copy Center

Operating Hours: 07:30-23:00

Head office : 01741975

Books : 01741975

Stationery: 01741975

Office Supplies: 01793893

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20% off on Academic Books

Share your feedback:

Check out reviews



The Insider's Guide to Bliss



USERNAME
PASSWORD

[NOT A USER? SIGN UP](#)

WELCOME!
NAME OF THE USER 

 The Insider's Guide to Bliss
NEWS

EAT	HEALTH
BEAUTY	COPY
BANK	PARK

CUSTOMER CARE

 **PARK** 

LOCATION	COST	SERVICES
PARKING LOT		
PARKMETERS		
FREE PUBLIC PARKING		
VALET PARKING		

 **VALET PARKING** 



Map showing valet parking locations near Bliss Suite Hotel and May Flower Hotel. Locations include Nicely, Bliss Suite Hotel, May Flower - Hotel, and Basra. The map also shows Sidani and Bliss Str., 1000 Building.

FIND A VALET NEAR ME

Merci