



NISABA CULTURAL INSTITUTE IN MOSUL

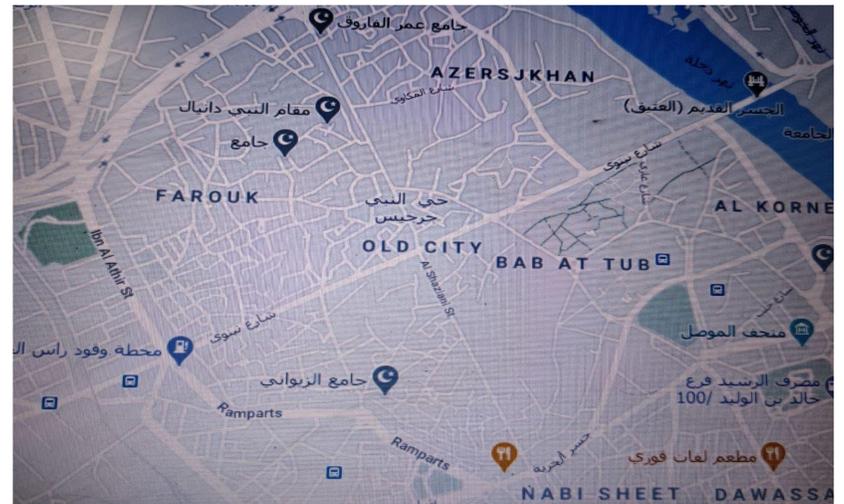


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ABSTRACT

Establishment of a restaurant/cultural institute in the Old City of Mosul, that serves local and traditional dishes, elaborated from the ancient Mesopotamian recipes; besides, the local holds cultural events, workshops for selling sculptures and art galleries to highlight and display the historical value of the country to the local community.



CUSTOMER SEGMENTS

Dissemination of culture among various groups including:
The local community;
National and international tourists;
School and university students;
Intellectuals.

CUSTOMER RELATIONSHIPS

Providing excellent products;
Create a visit log;
The email on the website of the Nisaba Foundation;
The electronic form accompanying each lecture or workshop to provide feedback to the institution.

VALUE PROPOSITIONS

Products:
Ancient foods mentioned in the Mesopotamian cuneiform texts, which will be served through the institution's restaurant;
A workshop that provides models and products related to the Iraqi civilization.

GOALS

To revive the daily life legacy of the ancient Iraqi society.

Social services:

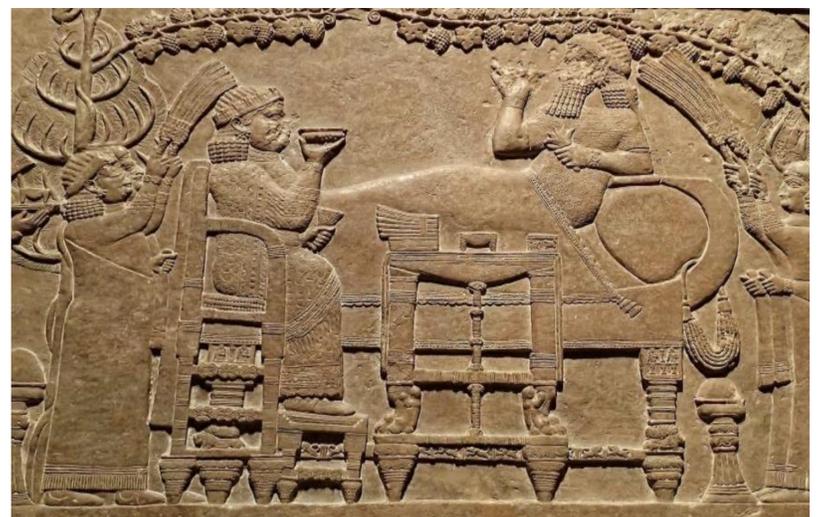
Art exhibitions;
A library concerned with the Iraqi civilization;
Live lectures and workshops presented in the institution and broadcasted.

TARGET

The local community, tourists and visitors.

CHANNELS

The public will be reached by:
Social media;
Advertisements;
Invitations addressed to VIPs in the local community;
Invitations from Institutions' members, through their personal relationships, to encourage people to visit the institute and take advantage of its services.



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