

Franchise Brochure

STEAKHOUSE

www.steakoutuk.com

Background

Steakout™ is a private limited company registered under the name of Steakout UK Ltd and owned by two young Muslim professionals.

The concept is simple, believe it or not there isn't or at least wasn't any Halal Steakhouse's in the whole of the United Kingdom, or if there are they are nowhere near the quality and popularity of Steakout™.

Our menu is unique, South African inspired with a touch of creativity to give it that special Steakout™ appeal. All 100% Halal (HMC), hand prepared onsite and freshly cooked on order we only serve truly quality food. All our recipes are our own and kept secret. The six sauces (Steakout™ Hot, Garlic, Mushroom, Pepper, Chilli Tomato and Gravy) are all freshly prepared to our specific recipe. To further uphold our Unique Selling Point we follow a strict No Alcohol Consumption Policy on the premises.

The Opportunity

Steakout™, the market leader in Halal Steak Dining is expanding its restaurant operations to meet the growing demand. Steakout™ is pursuing qualified people to own and operate Steakout™ Franchised restaurants within the UK.

Restaurant experience is not required, but is desirable. We are committed to building value with hard working people. We emphasize personal integrity, an entrepreneurial spirit and strong desire to succeed, strong leadership skills, and commitment to customer service.

We are looking for people who value these business attributes as much as we do, and who will work hard to make their business a success.

Be a market leader! Join the Steakout™ Group as we build a new and innovative Franchise system in the UK restaurant industry.

Mission Statement

Our Franchisees' success is our success. This statement embodies our philosophy on the essential importance of our Franchisees, and it occupies a prominent position at the beginning of our business plan.

Why Steakout™?

The first Steakout™ started trading in Norbury, South West London in February 2008, the only word to begin to explain what followed is "complete mayhem". With no prior advertising it was complete road block in Norbury, the restaurant was at full capacity every evening and customers were either turned away due to capacity or waited upto 2hours for a table. At first everyone assumed this was due to the initial hype and would soon die down, however the weeks and months passed and the craze continues...

Steakout™ quickly became 'Hot Topic' and word of mouth spread the name which is now considered as the recognised brand for Halal Steak Dining in the UK. We have regular customers that travel down to London from as far as Leicester, Birmingham and even Scotland to visit Steakout™. Our south London branches are currently serving a huge immediate radius with a strong client base from North, East, West London, Berkshire and Middlesex county's...that's a strong 70mile radius.

Internet reviews quickly followed and we became the top listed result on Google the worlds most powerful search engine, the reviews speak for themselves!

The key to our success is not only great tasting food and uniqueness of our style together with the Halal factor but the underlying processes that allow our business to operate with such efficiency. We have a streamlined business model which combined with our secret recipes deliver high quality, fresh hand prepared food in an efficient manner. Our experience is priceless!

A common question we hear from our customers is "how many branches do you have?" and "do you offer Franchises?" All this together with rapid growth it became clear that the demand is somewhat higher than we can deliver alone, so to quickly meet the ever growing demand as well as opening our own new branches we are offering Franchise opportunities to selected individuals to join us in the build on our success.

Join the team and capitalize on the 'Steakout™ Frenzy' sweeping the nation!

We offer Steakout™ Franchisees:

- A chance to own and run your own business with our support.
- Start up support: Site selection, interior design, construction, layout, equipment.
- Operational support: Training, advertising, quality control, supply/stock control.
- 3 weeks onsite start up assistance.
- 2 weeks Preparation training at one of our restaurants.
- Supply of secret Steakout™ sauces.
- Supply of secret Steakout™ recipes.
- Supply of Halal Beef, Chicken and Lamb.
- Networked EPOS system to manage your ordering, stock and food cost analysis.
- Our experience and business recipe which guarantees you success.
- Operational procedures.
- Supplier contacts and support.
- Menus, stationary, artwork.
- Brand awareness, be part of a powerful brand in Steak Dining.
- On going marketing and business via our established website.
- An experienced partner.
- Periodic store visits.
- Sole territorial rights.
- 10 year Franchise Term.
- Use of Steakout Trade Mark and 'know how'.
- A chance to be a member of the Steakout™ team with other Franchisees.
- Personal growth and business knowledge from your experience as a Franchisee.

Location, location, location...

No doubt you will already have an area in mind for your new Steakout™ restaurant, typically you should look for a busy High Street location with good foot fall and convenient parking facilities. Although you would expect most of your custom to come from your immediate area it is common for customers to travel several miles to dine at Steakout™, we have regular customers that travel upto 120miles to eat at Steakout™! So your reach will be very wide spread wherever you are!

To accommodate 50 seats as a guide the minimum size requirements should include a dining area of at least 750sq ft and 500sq ft for kitchen and store areas so a total 1250sq ft.

The figures

Start up Costs:

Depending on the size of the project a Franchisee should expect to invest anything between £50,000 - £150,000 to start up their new Steakout™ Franchise.

Our Fees:

- Franchise Fee: £10,000
- Royalties, Management and Advertising Fees: 2% Gross Revenue.

What you can expect:

- Estimated first year minimum turnover: £490,000 with a 30% NET Profit (£147,000)
- Revenue increase in sequential years.
- Unlimited earning potential, there's no reason why sales cannot be double the above figures, depending on size and location.
- Typical Return on Investment within one year.

Next Steps...

- 'The Steakout™ Experience' - work at our restaurant and decide if Steakout™ is for you.
- Complete the Franchise Application.
- Intent to proceed deposit of £5,000 to secure your area of choice and interest in Franchise.
- Find a location for your restaurant, joint review of chosen location with Steakout™ to ensure suitability.
- Secure property, design, fit out.
- Launch campaign, training.
- Grand opening!

Interested?

Contact:

Franchise Manager

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