



FRANCHISE PROGRAM

CONCEPT BRIEF

Steakanji is the first fusion steakhouse in the Middle East specialized in Grilled Philly Steaks.

Our uniqueness comes from our recipes that combine elements of different culinary traditions.

At Steakanji, we pride ourselves in serving never-frozen premium beef and highest quality chicken, minced in-house for our Signature Philly Steaks.

Our menu feature Steaks, Skewers, Tacos, Rice Bowls, Noodles Bowls, Subs, Burgers, Salads, Fun Bites, Gourmet Fries and Refreshing Beverages.



WHY FRANCHISE

BUYING A FRANCHISE	REGULAR BUSINESS
✔ You own the business	✔ You own the business
✔ Proven operating system	✘ Proven operating system
✔ Established supply chain	✘ Established supply chain
✔ National marketing plan	✘ National marketing plan
✔ Complete training	✘ Complete training
✔ Ongoing support	✘ Ongoing support



WHAT YOU GET

- ✓ Trademark License
- ✓ License to operate
- ✓ Proven Business model
- ✓ Operations Manual
- ✓ Training Program
- ✓ Ongoing Support
- ✓ Marketing Support



TRAINING PROGRAM

28 DAYS TRAINING PROGRAM

- Phase I 14 Days Pre-opening
- Phase II 14 Days On-site

Site Selection

Marketing

- Printed Materials
- Marketing Strategies

Ongoing Research And Development

- Pricing And Promo Schemes



MARKETING SUPPORT

Digital

Print

Events

PR

STEAKANJI
MARKETING PROGRAM

FEES & INVESTMENT

Initial Investment – varies based on country

Individual Unit Franchise Fee – varies based on country

Area Development Franchise Fee – varies based on country

Ongoing Royalty – 6%

Advertising Fee – 2%

Marketing Fund – 2%



FRANCHISE VALUE PROPOSITION

SOLUTION

- Premium brand
- Proven business model
- Entrepreneurship Opportunity
- Reliable business income

ACCESS

- Local training and support Team
- Robust operations network
- Franchisee intranet
- Corporate marketing Support

VALUE

- High return on investment
- Quality recipes
- Easy to adapt
- Flexibility and freedom to Innovate
- Ongoing r&d

EDUCATION

- Effective training program
- Standard operating Manuals
- Ongoing support program
- Seminars/ workshops



NEXT STEPS

STEP 1

Lead Generation/
Reception

STEP 2

Sending FAQs & FEF

STEP 3

Due-diligence based
on FEF received

STEP 4

Signing NDA and LOI
(Request Initial Deposit)

STEP 5

Sharing Extended FAQs
(Financial Assumptions)

STEP 6

Signing Franchise
Agreement



OUR PRESENCE

Steakanji is currently serving customers in three markets (Jordan, UAE, Saudi Arabia) and in the phase of expending its business across the region.



Steakanji KSA

Al Riyadh, Anas Ibn Malik Rd **opening soon**
Arar, Boulevard
Al Madinah Al Munawarah, Al Rawdah
Al Madinah Al Munawarah, Ansar
Mecca, An Nuzhah **opening soon**
Skaka, Aljouf Square **opening soon**

Steakanji UAE

Dubai, La Mer Beach
Last Exit Al Khawaneej
Last Exit Mad X E11 **opening soon**
Sharjah, AlJada **opening soon**

Steakanji Jordan

Amman, Taj mall
Amman, City Mall

STEAKANJI RESTAURANTS TYPES

Steakanji serves multicultural middle to high income customers through three restaurants types:



Dine-in Restaurant



Express Restaurant



DriveThru Service



Catering Service

STEAKANJI DINE-IN RESTAURANT

This type of restaurant uses the complete dine in menu, its usually located inside boulevards, shopping malls and commercial buildings.

The size of typical dine-in restaurant is between (700sqft -1500sqft) and the customer flow is between 100 -150 customers per outlet per day.



STEAKANJI EXPRESS RESTAURANT

This type of restaurant uses an express limited menu featuring fast moving menu combo items, its usually located inside shopping malls, food courts and commercial buildings.

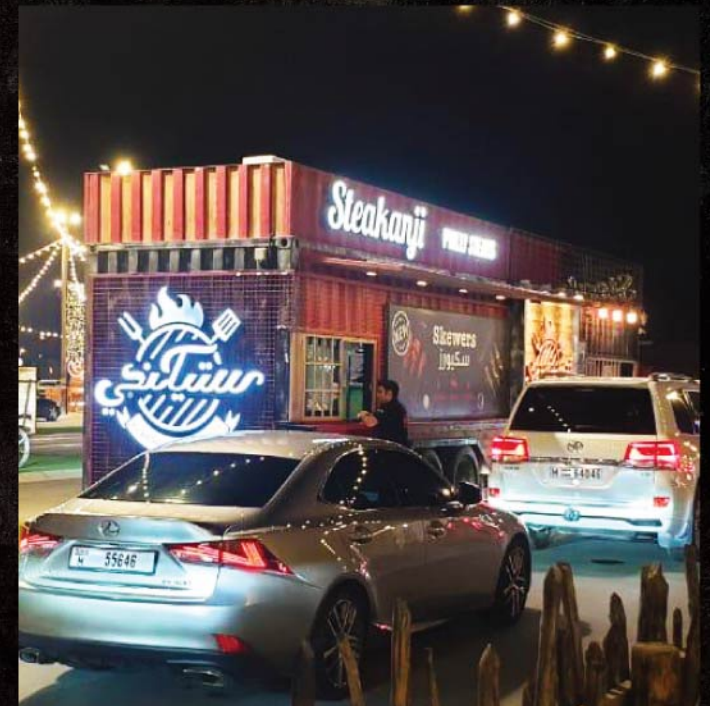
The size of typical express restaurant is between (500sqft -700sqft) and the customer flow is between 150 -200 customers per outlet per day.



STEAKANJI DRIVE THRU

Steakanji drive thru service allows customers to purchase products without leaving their cars.

Our drive thru service could be available as part of a dine-in restaurant or as a stand-alone drive thru restaurant.



STEAKANJI CATERING



SPECIAL EVENTS CATERING

This type of catering includes all the services required for the events. This means we will take care of the food presentation that highlights a spectacular food menu in addition to doing essential aspects of the event such as planning venue decorations and other related event arrangements.



COOPERATE CATERING

This type of catering could be used for cooperate events such as business meetings, training sessions and other business functions.



FOOD TRUCK CATERING

This is a highly popular catering option for small outdoor functions or functions with many food vendors. Food selection can range from the very simple to fancy depending on a customer's needs and the nature of the event.

OUR FOOD

At Steakanji, we pride ourselves in serving only fresh food.

Our recipes are all unique and made from the scratch in each restaurant.

Our menu is diverse, featuring Steaks, Skewers, Tacos, Rice Bowls, Noodles Bowls, Subs, Burgers, Salads, Fun Bites, Gourmet Fries and Refreshing Beverages. a wide variety of starters, salads, main courses, sandwiches, burgers, desserts and refreshing beverages.

ALWAYS MADE
FRESH



STEAKANJI FOOD GALLERY



Philly Steak Sandwich

STEAKANJI FOOD GALLERY



Alfredo Chicken Sandwich

STEAKANJI FOOD GALLERY



Tenderloin Steak Burger

STEAKANJI FOOD GALLERY

Tenderloin Steak



Grilled Chicken Breasts



STEAKANJI FOOD GALLERY



Hong Kong Steak Noodles

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Stroganoff Steak Rice

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Tenderloin Steak Salad

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Chicken Salad

STEAKANJI FOOD GALLERY

Mozzarella Sticks



Cheese Fries



Ultimate Fries



Jalapeno Cheese Balls



Onion Rings



Mexican Fries



BECOME A FRANCHISE

We know that opening a franchise is
a tremendous opportunity.

We understand your passion...

Lets Talk:

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Jordan: +962796797033

THANK YOU

