

OX
& Grill
STEAKHOUSE

APPETIZING FRANCHISE
APPORTUNITIES AWAITS YOU!



Our goal is to be Pakistan's favorite steakhouse. We stand for substance—real food, real people and real connections.



About Us

Steaks done right. That is what Ox & Grill is all about. We are a luxury American style restaurant aiming to become the nation's favourite steakhouse. Our strategy is to never compromise on quality of food and service – we strive to make every meal for every customer a celebration and an unforgettable experience. We serve generous portions at moderate prices, we create a friendly and relaxing atmosphere and make sure that our customer service is of highest standards. Apart from our signature steaks we also serve Italian and Mexican dishes, chicken and seafood, real coffee and delicious deserts.





Our Value

We live by the rule Excellence in Everything We Do. This is our way.

We Know What We Do

We make sure We Know What to Do, and then Do What We Know in the best way possible every time, everywhere.

Servive With Smile

We love our Guests, our Products, our Work, and our Lives as Members of the Team. This love is evidenced by our "Service with a Smile".


Professionalism

We believe in Respect for Everyone, Honesty in Everything We Do, and Professionalism in Thoughts, Feelings, and Actions.

Tripple H

We use Triple H which integrates the combined unique powers of our "Head, Heart, and Hand" as responsible and caring people in everything we do for our Guests, our Team Members, our Company, and the Community.

Our Goals

- ★ Resolute in our commitment to uphold strict quality assurance controls and conditions to all our products before offering them to our Guests.
 - ★ Create an Ultimate Place landmark, more comfortable than home and more respectable than the office, for our Team Members and Guests.
 - ★ Adding great value to peoples' lives in each community we are based in by supporting and developing social and environmental programs.
 - ★ Facilitate our well researched techniques to continually develop the efficiency of our facilities and productivity of our Team Members.
 - ★ Ensuring reasonable profitability to be able to support our mission, to expand our experience to our Guests everywhere around the globe.
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WHY A OX & GRILL STEAKHOUSE FRANCHISE?

We have spent last 18 yeras refining our brands and our operations to make them deliver on every level-from food quality to profitability. At the end of the day, we are all here to make money. And we do. Now, you too can be part of that success.





Franchise Support services

THE SUPPORT SYSTEMS

Being a OX & Grill Steakhouse franchisee enables you to have the opportunity to be the owner of a unique and upbeat business, yet receive the advantages of a corporate giant through our support structure.

FIELD SERVICES SUPPORT


From the moment you begin the training programs throughout your franchise career, this group will be responsible for providing you expert advice. Their goal is to continually provide you with operational and management skills by maximizing our S & C policy and they will ensure that you maintain our standard and culture, which benefits sales and profit. They will also serve as your link to innovative and authentic ideas of work ethics in OX & Grill Steakhouse.

MARKETING SUPPORT

We maintain a corporate marketing staff in order to ensure that OX & Grill Steakhouse and the franchisee's finances are allotted for the proper way, which will ensure profitable returns. These corporate staffs' works with advertising, promotions and public relations agencies to create develop and implement local and national marketing programs. The reason for this is to maintain consistency and standard marketing programs that will ensure success of both our system.

REAL ESTATE SUPPORT

Site selection is an important determining factor for the success of the business venture. Our employees and real estate professional staff who are delegated to evaluate overall market development, population, traffic patterns, site side and cost and as well as break even sales levels.





★ ENGINEERING, ARCHITECTURAL AND CONSTRUCTION SUPPORT


This team's primary responsibility is to ensure that our OX & Grill Steakhouse stores are advanced in terms of technology and efficiency in the Food and Beverage Service industry. They also aim to develop a variety of designs to suit specific market needs. They make sure that all design specifications conform to our standards. The entire duration of the project will monitor progress of the assigned timetable target and be available for consultation.

★ PURCHASING AND QUALITY ASSURANCE SUPPORT

They work hand in hand with several independent suppliers. Our purchasing department is responsible to ensure that food & beverage, paper products and other materials needed for OX & Grill Steakhouse store operations are stock level sufficient. We ensure quality control specifications and high standards at a competitive cost. It is important to keep in mind that we sell these items to the franchisee directly and give advice which supplier they should patronize. The food and beverage safety and sanitation procedures are highly upheld in our OX & Grill Steakhouse store operations. Hence, we ensure that all food and beverage safety and sanitation measures are strictly practiced from store to store and we make sure that healthy and safe food and beverage is served in every one of our Restaurant.

★ HUMAN RESOURCES SUPPORT

The franchisee will be responsible to hire and train its employees strictly according to OX & Grill Steakhouse standards. We will however, assist the concerned franchisee in recruitment and training assignments. The franchisee is also expected to conduct follow-up training for its people. We will also support the applicant in the form of providing the venue for all training.





★ ADMINISTRATION SUPPORT

Administration department is tasked with the responsibility of keeping each department fully resourced and in constant communication, facilitates the efficient distribution of documentation procedures to all departments and to provide the best service and support to our franchisee.

★ PROJECT SUPPORT


With our franchising team, the franchisee can put up a OX & Grill Steakhouse store in no time according to the needs and requirements of your facility. Everything is pre-designed and will be carefully fabricated at the site. A complete service efficient concept with all the elements will come the OX & Grill Steakhouse way.

★ OPERATIONAL SUPPORT

Our Operations team will assist the franchisee in providing and maintaining product quality, service and system standards that ensure guaranteed satisfied guests. Our Operations department will continue to conduct and complete training to assist the franchisee with future and on going development of their team members and store managers to gain skills for increasing sales and to learn the skills of forecasting for effective and smooth operation to achieve maximum profits.

★ MAINTENANCE SUPPORT

Maintenance department is tasked with preventive maintenance responsibilities. They are dynamically involved with the projects department to facilitate and develop new schematics that will ensure smooth maintenance for new upcoming stores, monitor the efficiency of as well as the productivity of current store equipment and facilities.





Franchise Application Form For Franchise Use Only

Reference No: _____

Please fill out the following form and kindly email us at:

info@oxandgrillsteakhouse.com

To assist us in our processing, please indicate N.A. for non relevant information. We will follow up with you shortly. Thank you for your interest.

1. Personal Data

Franchise For (City)

Application Date: / / (Day / Month / Year)

Applicant Name:

Age: Date Of Birth:

Sex: Male / Female Marital Status:

Mailing Address:

Telephone / Mobile No:

Email:

How did you hear about the franchise program?

II: Educational Qualifications

From Mth / Year	To Mth / Year	Instutation	Certificate Pass	Year Of Graduation

III: Work Experience and Employment History

Have you ever owned or operated similar operations? Yes / No

If yes please provide details:

Entity:

Year in operations:

Employment Strength: Annual Turnover:

Main Activities:

Do you have any perior experience in the retail industry?
if so please provide details.

IV. Ownership & Operations

Will the franchise operations be owned by you or a group? Self / Group
If "Group" so please provide details on the shareholders.

Name / Institution % Ownership:

Name / Institution % Ownership:

Name / Institution % Ownership:

Amount of Available Capital:

SOURCES	AMOUNT

Please state any other avenues of excess funds apart from those above.

Reference 1	Reference 2
Name:	Name:
Designation:	Designation:
Address:	Address:
Contact No:	Contact No:
Years Known:	Years Known:

This information contained in the statement is provided for the purpose of obtaining or maintaining a franchise to use the trade name, trademark, systems and other intellectual property of the franchiser on behalf of the undersigned or persons, firms or corporations in whose behalf the undersigned is authorized to execute a gurantee. The undersigned understands that the franchiser is relaying on the information provided herein in deciding to grant the rights. The undersigned represents and warrents that the information provided is true and complete and that the franchiser may consider this as continuing to be true and correct until a written notice of a change is given to the franchiser by the undersigned. The franchiser is authorised to make all inquiries they deem necessary to verify the accuricy of the statement made herein.

Signature of Applicant

Date



OUR LOCATIONS

OX & GRILL STEAK HOUSE ISLAMABAD

Sharoon Plaza, College Road, F-7 Markaz.

Phone: (051) 2650792

OX & GRILL STEAK HOUSE RAWALPINDI

Allah Hoo Choke, Bahria Heights II, Phase 6, Bahria Town

Phone: (051) 5734114

OX & GRILL STEAK HOUSE RAWALPINDI

Sehgal Emporium, 1st Floor, Main Muree Road, Saddar.

Phone: (051) 5130023

OX & GRILL STEAK HOUSE Phase 7 RAWALPINDI

Theme Park Avenue, Bahria Springs, Phase 7 Bahria Town, Rawalpindi,

Phone: (051) 8440958, Mobile: 0333 0626777

OX & GRILL STEAK HOUSE LAHORE

29 C2, Tariq Road OFF M.M Alam Road, Gulberg 3, Lahore.

Phone: (042) 36407183, Mobile: 0341 4996374