





# GROW YOUR BUSINESS

FRANCHISE

# Company Introduction

McGrill began in summer of 2013 with dream of building a food chain based on extraordinary flavor, superior quality products and best customer service. With mouth-watering pizzas and burgers prepared by the founders themselves, McGrill soon became the most popular neighborhood restaurant.

Every day, more than thousands guests visit McGrill restaurant's around Amritsar. And they do so because our restaurants are known for serving high-quality, great-tasting, and affordable food. Founded in 2013, McGrill is from one of largest fast food chain in the holy city of Amritsar. Our commitment to premium ingredients, signature recipes, and family-friendly dining experiences is what has defined our brand for all these successful years.

Our vision is to build strong network of McGrill food chain all over India.

# McGrill Mission & Vision

## Mission

We are Committed to using the finest ingredients in our recipes. No food leaves our kitchen that we ourselves would not eat.

## Vision

Our Mission at McGrill's is to establish strong network of beneficial business relationships with partners who share our commitment to customer service, quality and competitive pricing.

# Products and Services

McGrill provides high quality, fast-served meals and addictive exciting menu. From delicious burgers to fried chicken, desserts, Italian pizzas and appetizers, we have a wide range for you to feast on.

McGrill is a place for vibrant people who love to laugh and eat. Celebrate your birthday party or get together with friends, Our fun approach to life means that when you visit us, you can fully relax .

So, let your hair down and feel at ease. Go ahead and enjoy the All New McGrill experience!

# Target Market

- India's fast-food industry is expected to double in size between 2013 and 2016, according to the Economist Intelligence Unit. And demographic trends mean it could become the next mega-market for fast food players.
- McGrill intends to become one of the major players in fast food industry with footprints all over India. Our target market is broadly classified in three models.
  - McGrill Takeaway
  - McGrill Dine-In
  - McGrill Drive Thru

# Brand Recognition

- McGrill today is a well known brand name in Amritsar with multiple stores cherished by customers all over the town. We're all about simple, fresh food without artificial flavors or fillers. Just genuine raw ingredients and their individual, delectable flavors.
- Ensuring that all of our fresh ingredients are as safe as possible is a serious effort. Not only do we need to work closely with our suppliers to ensure that the ingredients we buy are safe, but we also need to make sure that once those ingredients reach our restaurants, they are handled and prepared in the safest way possible.
- McGrill ventures placed in high visibility places has won our customer's head and heart, Our customers belief has voted the Alpha One branch with the best store Awards in F&B category

# Franchise & Franchisor Partnership

- The relationship between McGrill and Franchise involves regulations and standards to define and protect the quality of the services or products sold by the franchise. The association between us and franchise is mutual, franchise gives life to our brand and in return enjoys financial independence.
- As a senior partner, McGrill will support the franchisee on how to operate the business according to the rules and practices outlined. McGrill works with franchise from selecting a location for the franchise to detailed operations manuals, ongoing support such as administrative, human resources, Initial staff training and accounting.
- McGrill has strong network of supply chain management that provides quality products at extremely competitive prices to its franchise community. McGrill initiate advertising efforts to promote brand, initiatives can be in the form of TV and radio commercials, direct mail campaigns and public and media relations efforts.



# McGrill Support

- Identifying business location
- Marketing Support
- Ongoing operational support
- Effective advertising, promotion and publicity support
- Initial staff training / orientation
- Continuous staff training
- Standard operating procedures for business

# Why McGrill Pvt. Ltd.?

- McGrill is among the Punjab's youngest leading Fast-Food Chain.
- McGrill gives the endeavor to provide maximum assistance and support to help the franchise owners in all respect to gain a good financial freedom in short span of time.
- McGrill came into business in 2012-2013 with its 1st store in Amritsar which was a tremendous success story, From a team of 3 in 2012, we've rapidly grown to a team of over 50 and still growing.
- Our team is made up of some of the brightest young minds backed by years of experience in corporate, retail and information technology industry.
- We are motivated to make our community stronger and with each franchise we add, our team gets closer and closer toward reaching its highest potential.



“For more information, contact today”.

Thanks & Regards

**McGrill Pvt. Ltd. Team**

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