



When you want Great Pizza,
Call a Cab





INTRODUCTION

Brand vision

To be the most trendy and youthful Pizza Restaurant specializing in superior tasting New York style pizzas where highly trained personnel work, serve, and value customers in a fun, friendly, and cozy environment.

Brand Mission

To achieve maximum growth in existing market, using rapidly developing marketing techniques and containing research in order to add innovative new products and to consistently deliver the highest quality and value to our customers.

Yellow Cab Pizza Co is an innovative restaurant concept specializing in New York- Style pizzas. It is positioned as a quick casual restaurant, serving great tasting quality food with excellent value.

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Staten
Island
Chelsea
TriBeCa

Sardegna
Campania
Veneto
Milan

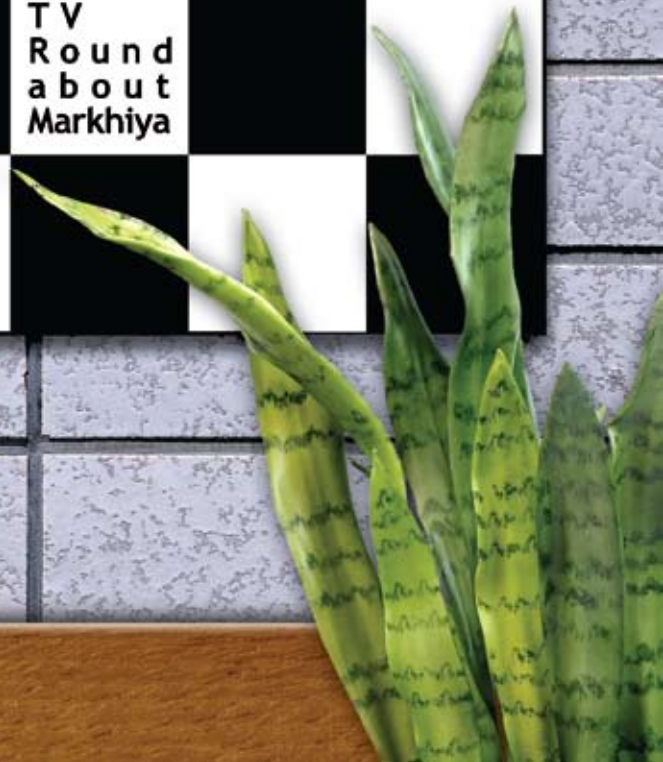
union
square
The
Bronx

New York
Empire
State
Building

TV
Round
about
Markhiya

SoHo
china-
town
NoHo

Mount
Vesuvius
Bolgna
Venice



DEVELOPMENT

The concept has been started in the year 1999 in Philippines and has grown from a single store operation to a multi-store franchise network. Now it is with a volume of 66 stores and by the year of 2009 will reach the target number of 76 outlets. The successes of Yellow cab were repeated in different markets like Ohio in the USA and Guam as well as Malaysia and Indonesia. Yellow cab has been launched to Qatar with plan of opening 15 outlets within 5 years. The operations was started last March 17th 2007 by opening the first 2 outlets in Al Markhiya and suk al Ali areas. One of the strategies that Yellow cab Qatar has implemented was to introduce limited menu to emphasize focus / strength ensure quality and consistency.







INNOVATIVE CONCEPT

Yellow Cab's dedication to delivering value has created, in a relatively short period, a loyal customer base which consistently insists on the Yellow Cab brand. The main differentiating characteristics which make Yellow Cab Pizza truly unique from the rest of the Industry include:

- Superior-tasting pizzas served in large size of sharing
- Dough is made fresh in small batches daily on own stores and it is never oily
- Ingredients are carefully balanced for flavor and texture
- Each pizza variant has a distinct taste
- Delivery "cabs" are dressed up for maximum visual impact and high end appeal



BRAND APPEAL



At a time when market place has become tough and competitive battle ground, it's refreshing to note that Yellow Cab have managed to stand out and create brand credibility. The name, food and concept all mesh into one cohesive value position. They firmly believe that the brand has the potential appeal to a much wider global market.





GROWING CUSTOMER BASE

Yellow Cab's customers come from wide age range, but people who are willing and can afford to pay for great value. Even though Yellow Cab is mistakenly perceived as an expensive pizzeria, customers are often and eventually surprised by the "bang-for the buck" they offer.





GROWING STORE NETWORK

Located in Key cosmopolitan areas, all Yellow Pizza Co. stores outside of malls offer delivery, not as an add-on service, but as the integral part of the concept. For those who prefer to enjoy their food in-store, Yellow Cab does have a dining ambience. The open kitchen, the retro-industrial look, the décor and the music have an unmistakable New York lifestyle feel that enhances the experience of enjoying great food.

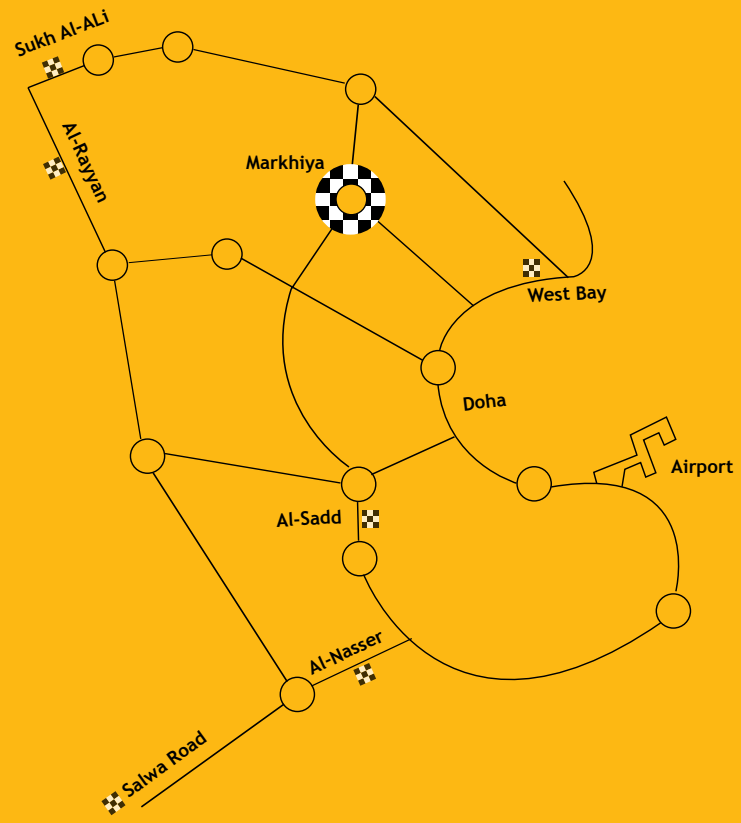


EXISTING STORES

- 1- TV round about, Markhiya
- 2- Suk Al-Ali

FUTURE STORES

- 1- Airport
- 2- Al-Rayyan
- 3- Al-Saad





Self-Service

Pay As You Order

Counter

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