



*We build loved brands.*

MAX'S GROUP



# **LARGEST CASUAL DINING RESTAURANT GROUP**

# MAX'S GROUP



676

65 INCLUDING  
INTERNATIONAL  
STORES



AS OF Feb 2023

# MAX'S GROUP

## International Franchising

Max's Group, INC. (MGI) operates more than 600 stores in more than 10 countries with a heritage in the Philippines dating back to 1945.

MGI is expanding globally and its international Division is actively seeking franchise partners across the globe to share in the growth of their much loved brands.

The Group has a range of quality brands that cater to every occasion for all countries with product categories that include pizza, chicken, casual all-day American dining, affordable Japanese and sizzling steak meals.

The brands are backed up with a world-class multi functional support team to ensure sustainable long-term success for franchise partners.

## Brands available for International Franchising:



MAX'S GROUP





食べましょう Let's eat!



# POSITIONING

Friendly, Value For Money

Quality Japanese Food Chain



# Brand Attributes

## Happy

Happy • Approachable • Interesting

## Approachable

Quality Japanese Food • Friendly Service and Authentic Japanese store experience

## Interesting

Bringing the Japanese dining experience thru Cuisine and Ambience at a reasonable price





# Our Target Market

Young,  
White collar  
Fashionable people  
who want to experience  
Japanese food and ambient





# Our Menu



Teriyaki Boy Chicken



Teriyaki Boy Chicken Bento

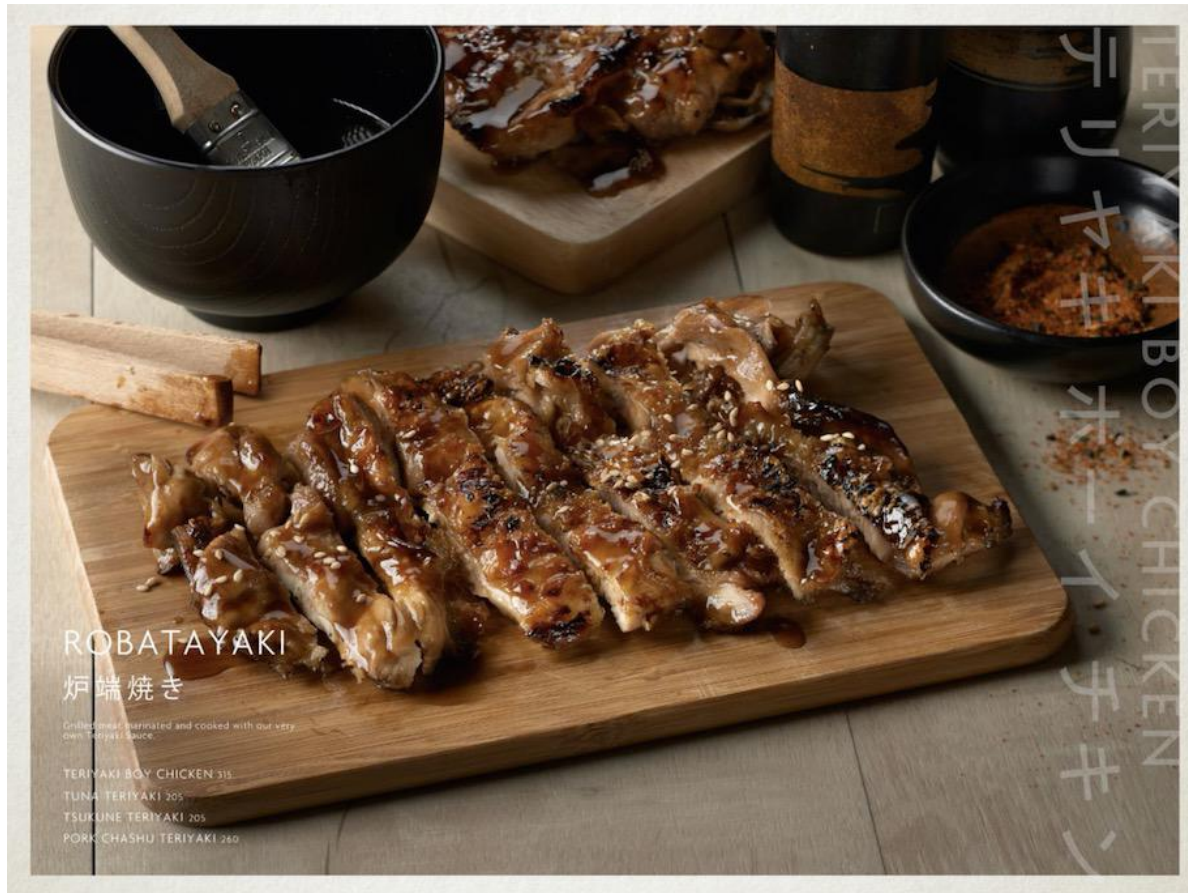


Teriyaki Boy  
Chicken Ramen



Teriyaki Boy  
Chicken Ju

# Our Menu





## Our Menu



GYOZA

### APPETIZERS AND SALAD

#### 前菜とサラダ

##### GYOZA

Also known as potstickers, Japanese pork dumplings, steamed and seared until crisp, served with a tangy soy-based dipping sauce.

5 pcs	150
10 pcs	270
15 pcs	399

##### MISO SOUP 60

A classic Japanese soup of fermented soy beans, served with wakame seaweed and diced silken tofu.

##### SUKIYAKI 310

Traditional Japanese stew of sliced beef, silken tofu, shiitake mushrooms, vegetables, glass noodles and raw egg.

##### TOFU STEAK 176

Breaded tofu topped with a sweet and savory sauce, finished with stir-fried pork, onions, chives and shiitake steak sauce.

##### BASIC SALAD 55

Iceberg lettuce, cucumber, carrots, tomatoes, and mango slices in roasted sesame dressing.

えだまめ

##### ENDAMAME 90

Crunchy green soy beans.



##### KANI SALAD 145

Japanese crabstick with mayonnaise resting on top of a cucumber slaw, topped with fresh shrimp roe/Japanese caviar.



## Our Menu



### RAMEN AND NOODLES ラーメンとヌードル

**CHASHU RAMEN SHOYU 225**  
Ramen noodles served with chashu slices, boiled egg, fish cake and wakame in shoyu soup base.

#### GYUNIKU RAMEN 225

Stir fried beef slices topped with egg yolk, spring onions, black and white sesame seeds on sesame oil-drizzled ramen noodles in shoyu soup base.

#### YAKISOBA 205

Stir fried Japanese noodles mixed with pork strip, fish cake, shiitake mushrooms and mixed vegetables topped with crunchy tempura and nori flakes.

#### MISO RAMEN 205

A combination of ground pork, shiitake mushrooms, carrots, onion leeks and ramen noodles simmered in miso soup base.



### JU ジユ

#### KATSU 335

Breaded pork cutlet, deep-fried and simmered in sweet soy sauce, onions and leeks, with beaten egg, topped on a bed of steamed Japanese rice.

#### EBI KATSU 335

Breaded shrimps deep-fried and simmered in sweet soy sauce, onions, and shiitake mushroom strips with beaten egg topped on a bed of steamed Japanese rice.

#### SUKIYAKI BEEF TEPPANYAKI 335

Beef bacon slices stir-fried with teppanyaki sauce and onion slices on a bed of steamed Japanese rice.

# Our Menu



## AGEMONO

### 天麩羅

#### TONKATSU 245

Fillet of high quality US pork, breaded and deep fried until golden brown. Served with cabbage salad and a drizzle of sesame dressing.

#### EBI TEMPURA

Fresh tiger prawns, battered and deep-fried until crispy. Served with special Tempura sauce.

3 pcs 197  
5 pcs 293

## RICE

### 飯

#### GOHAN 41

Steamed Japanese rice.

#### YAKIMESHI 71

Japanese fried rice with vegetables and ground pork.

#### TORI BROWN RICE NABE 233

Share with a friend or two this special brown rice dish cooked in a soy-based sauce with boneless chicken, shiitake mushrooms, young corn, leeks, sesame seeds and teriyaki sauce.

#### TORI KARAAGE

Japanese style boneless chicken, deep fried to perfection.

Solo 187  
To Share 336



海老の天ぷら

#### WAFU FRIED RICE 105

Japanese fried rice with slivers of Wafu steak blended with a secret sauce.

茶色の鶏飯



## Our Menu



### TEPPANYAKI

#### 鉄板焼き

##### SEAFOOD TEPPANYAKI 341

Fresh prawns, yellowfin tuna, cream dory and squid, stir-fried with bell peppers, onions, shiitake and teppanyaki sauce.

##### WAFU STEAK 505

Premium diced-cut beef, perfectly seared and stir-fried with garlic and teppanyaki sauce, seared with a side of savory sesame moyashi.

##### YASAI ITAME 118

Vegetable dish of bean sprouts, cabbage, carrots, bell peppers, onions, and itame sauce.

##### ASUPARA BACON MAKI 231

A modern Japanese dish of fresh asparagus spears wrapped in honey-glazed bacon strips seared to perfection.



##### BEEF TATAKI 605

Wafu steak, grilled and seared on top of a layered buttered mixed mushrooms.



## Our Menu



GREEN TEA CHEESE CAKE  
ケエキグリチーグリーンチーザースケエキ

### DESSERT

#### デザート

GREEN TEA JELLY CAKE 75  
Green Tea gelatin cake with whipped cream.

MANGO BAVARIAN 85  
Jelly with bits of sweet mango topped with whipped cream

MANGO TEMPURA WITH VANILLA ICE CREAM 175  
Slices of yellow mango dipped in tempura batter, deep-fried with a scoop of vanilla ice cream and drizzled with chocolate syrup.



マンゴーと  
バナナ  
クリーム  
デザート



SHAKES  
シェイク

### DRINKS

#### ドリンクス

MANGO FRUIT SHAKE 106

GREEN TEA MILK SHAKE 131

BOTTOMLESS ICED TEA 85

SODA IN CAN 75  
Coke, Coke Light, Coke Zero, Sprite

BOTTLED WATER 49

• SAN MIGUEL PALE 71

• SAN MIGUEL LIGHT 71

• ASAHI 110

• KIRIN 110

• Available in selected outlets only





# SIZZLIN' STEAK

STEAK\* SAUCE\* SIZZLE

- EST 2007 -



# The Brand



**STEAKS on a SIZZLIN'**  
**PLATE** since 2007!

Enjoy **HOT** and **TASTY**  
meals with our signature  
steak combinations or  
create your own sizzling  
meals by mixing and  
matching different sauces  
and sides.

Take the journey to **Sizzlin'**  
**Flavors Around The World!**







# Who are we

**Our BRAND  
POSITIONING**

Hot. Tasty. Value for Money.

**Our BRAND  
PERSONALITY**

Exciting. Fun. Young.







# Our Customers

## Our TARGET MARKET

Young Professionals  
Wanting Tasty and Affordable  
Meal, With Fast Service,  
With Relaxed yet Contemporary  
ambient





# Our Menu

## SIZZLIN' MEAL

Sizzlin' Kimchi Beef Rice



Sizzlin' Beef Rice



Sizzlin' Cheese Pasta



  
**SIZZLIN' STEAK**  
STEAK • SAUCE • SIZZLE  
EST. 2007



# Our Menu

## STEAK LINE UP

Sirloin Steak



Ribeye Steak



Chicken Steak



  
**SIZZLIN' STEAK**  
STEAK • SAUCE • SIZZLE  
EST. 2007



# Our Menu

## Seafood LINE UP

Salmon Steak



Salmon Pasta



Tuna Belly





# Our Menu

## APPETIZERS & DESSERT

Sizzlin' Brownie



Sizzlin' S'mores



Sizzlin' Chili Con Carne







# Integration of 2 Promising Brands

: 2 separate spaces  
with 1 combined kitchen  
and cross training for efficiency





# Combi-Store- Ayala Mall Cebu, Philippines





# Combi-Store- Ayala Mall Cebu, Philippines





# Combi-Store- Burjuman Mall Dubai, UAE





# Combi-Store- Burjuman Mall Dubai, UAE



# Combi-Store- Deira City Center Mall Dubai, UAE





# Combi-Store- Deira City Center Mall Dubai, UAE



# Combi-Store- Al Ghurair Center Dubai, UAE





# Combi-Store- Al Ghurair Center Dubai, UAE



# Combi-Store- Hamdan St. Abu Dhabi, UAE





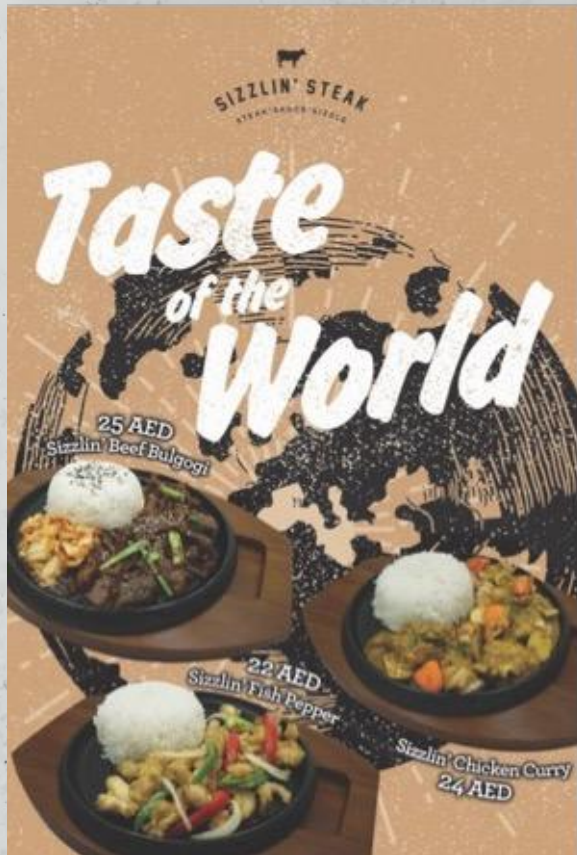
# Combi-Store- Hamdan St. Abu Dhabi, UAE





# Product Innovation

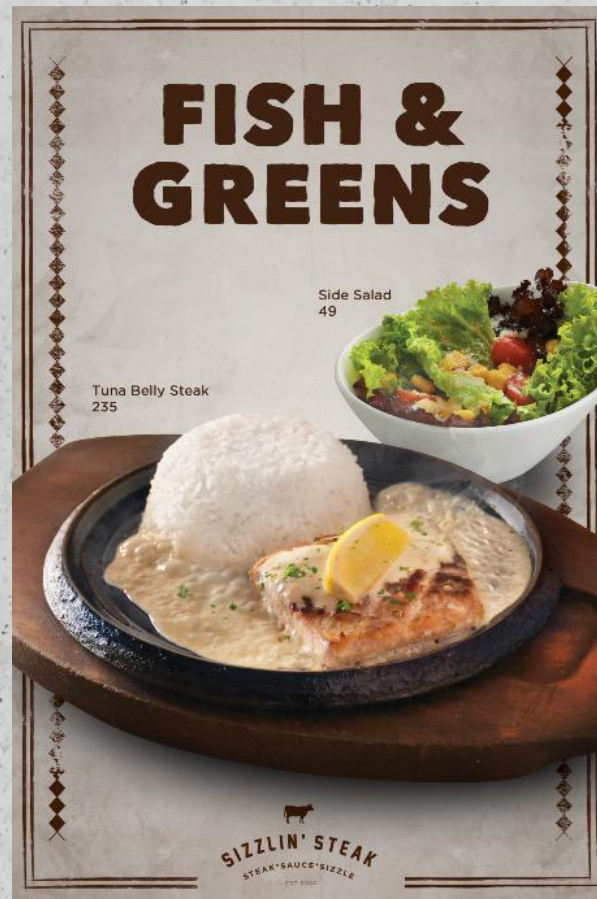
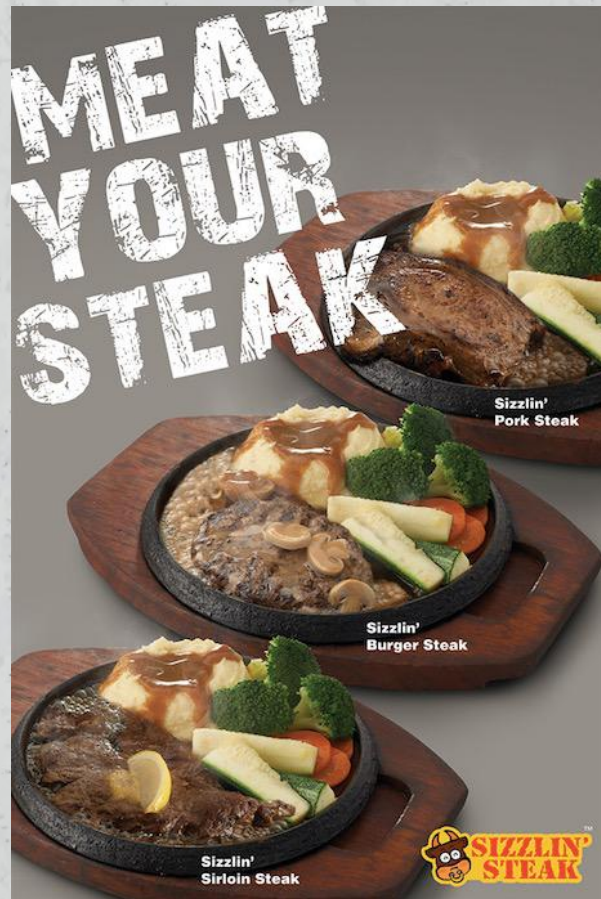
## Adding International Flavors





# Product innovation

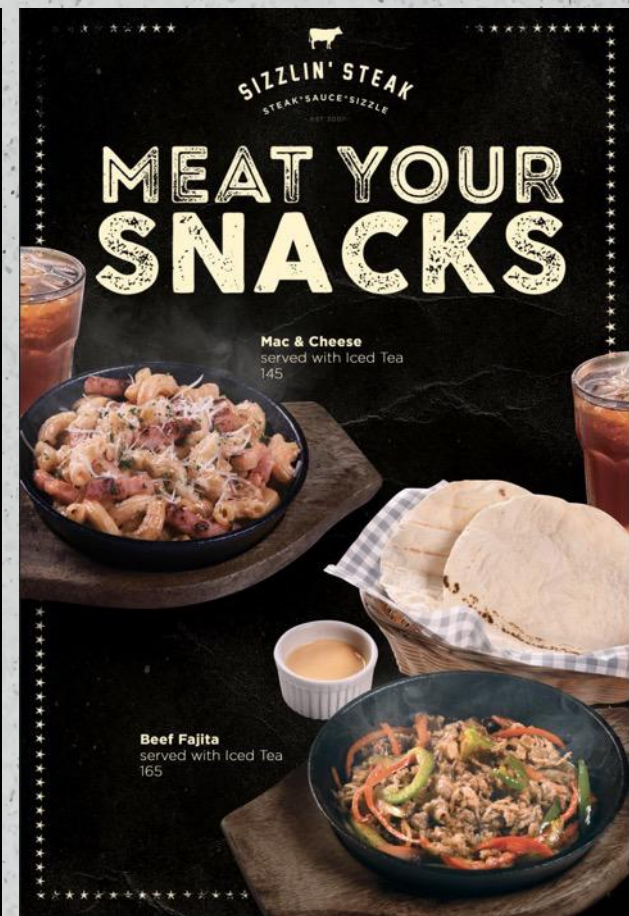
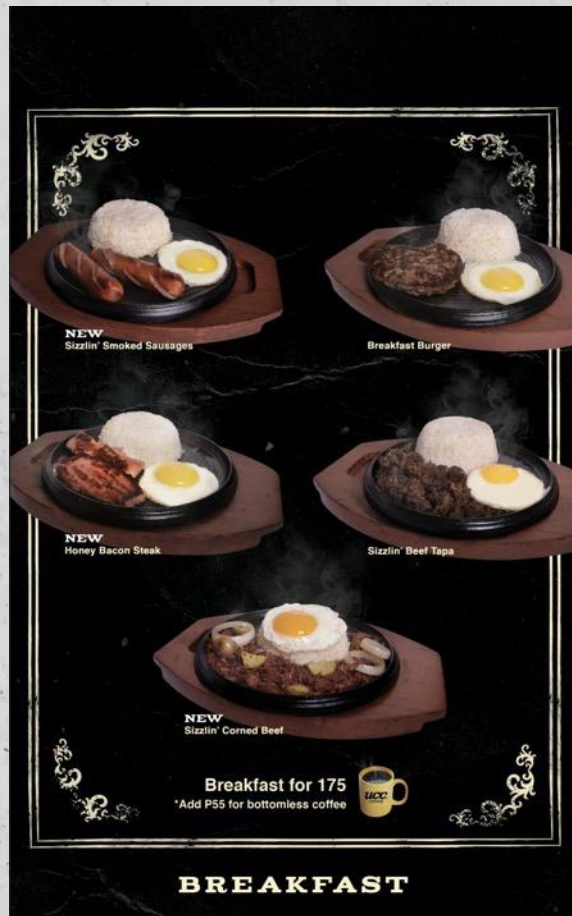
Extending Steak Line up





# Product innovation

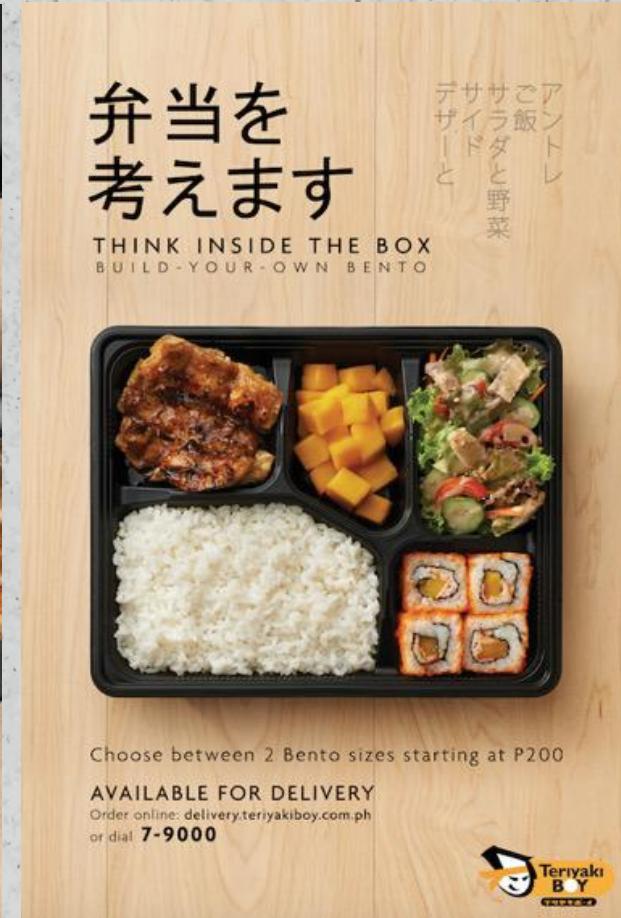
Serving All Daypart





# Product innovation

## Extension of the Core





## Other Japanese Favorites





# Building the Combi-Brand

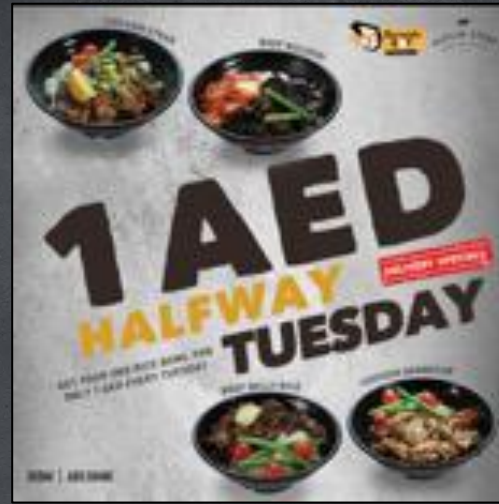
## Menu Innovations





# Building the Combi-Brand

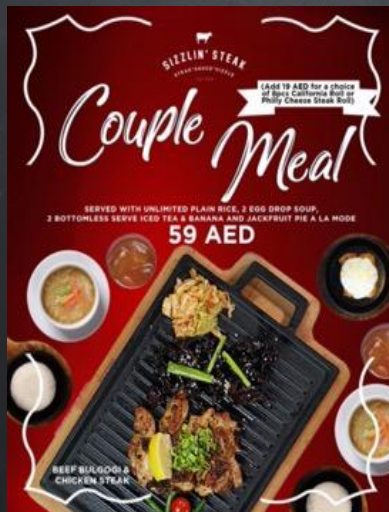
## Value Proposition





# Building the Combi-Brand

## Occasion Base Promotions





# Building the Combi-Brand

## Exciting Promotions

**Teriyaki Boy** **SIZZLIN' STEAK**

**CREATE YOUR OWN BREAKFAST**

**SIZZLIN' SAUSAGE** 3.00 AED ONLY

**HONEY-GLAZED CHICKEN** 7.00 AED ONLY

**SIZZLIN' CORNED BEEF** 7.00 AED ONLY

**HOT COFFEE** 2.00 AED / 5.00 AED

**HOT CHOCO** 5.00 AED

**GARLIC RICE PLATE** 7.00 AED ONLY

**19.00 AED ONLY**

**FEB 29 AED**

**for only**

**PREMIUM RAMEN**

**ALL YOU CAN**

**FROM 2PM-9PM**

**PREMIUM TORI RAMEN**

**PREMIUM GYUNIKU RAMEN**

**ラーメン**

**TERMS & CONDITIONS:**

- The Premium Ramen All You Can at 29AED is available in all Teriyaki Boy & Sizzlin' Steak UAE restaurants.
- Valid on the mentioned duration only.
- Strictly no sharing & no leftovers.
- Valid for dine in orders only.
- Cannot be in addition to other promo/discount.
- No voucher needed to avail this promo.

**February 29, 2020 | 2PM to 9PM**

**Teriyaki Boy** **SIZZLIN' STEAK**

**Teriyaki Boy** **SIZZLIN' STEAK**

**1 COMBI MEAL & 1 SIDE DISH WITH ICED TEA**

**27.00 AED ONLY**

**COMBI COMBO**

**BEEF SOBORO**

**TERIYAKI STEAK**

**JAPANESE CRUNCHY WINGS**

**SIDE DISHES WITH ICED TEA:**

- 2-PC CALIFORNIA ROLL**
- TORI KARAAGE**
- KAKIAGE**

**LIMITED TIME ONLY**



# Master Franchise Criteria

- Knows and believes in Sizzlin' Steak and Teriyaki Boy brand
- Financially stable with a net worth of \$1 Million and \$300,000 liquidity
- Understands the need of high initial investment to build a new brand in a new market
- Full team of General manager, operations and marketing manager and supply chain function
- Deep understanding in the market and in selecting sites
- At least 5 years of business experience in a restaurant or retail setting in the development area
- Willing to learn Franchisor's business system and have time to attend
- Sending the team for training at least 6 weeks for full operation training programs
- Capable and willing to devote time for hands-on management of restaurant
- Willing and comfortable to work closely with the franchisor to be in compliant with the standard system
- Understands the importance of quality customer service



# FAQ

## What are the criteria for selecting a site?

For the first flagship combi store, site should be at least 100-150sqm

For food court concept for Sizzlin' Steak, the minimum required size is around 50sqm.

## Who will look for the site?

The franchisee should look for sites based on site criteria provided by Max's Group Inc. MGI will assist in evaluating the potential site and you need to get a written approval from MGI.

## Who will provide the restaurant design and layout?

For the first store, Schematic Design will come from MGI. The design will incorporate inputs on local building codes from a local architect to be contracted by the franchisee .

## Who will do the construction?

The franchisee will be responsible to get the services of a licensed local contractor. Cost of construction will be borne by the franchisee.





# FAQ

**Are we required to purchase any of the supplies and equipment from SS/Tboy?**

Proprietary items must be purchased from accredited MGI suppliers. MGI will give you a list of specifications for other items (food and non-food) and equipment. These items are sourced from local suppliers provided that MGI specifications are met. There are proprietary equipment and kitchenware as well.

**Who will hire the employees?**

The franchisee needs to hire the full team including operation manager, store manager, marketing, supply chain and HR. MGI can assist you in the hiring process if you want to hire from MGI. Successful applicants will be endorsed and employed directly by you.

**Will there be training provided for us and our employees?**

You, your management team and pioneer employees will be provided with 1-2 months of comprehensive training prior to opening at a designated certified training stores by MGI. Expenses related to Training such as travel, lodging and the like shall be your responsibility.



# Master Franchise Fee

**Development Fee : \$100,000 - \$150,000**

For Exclusive right for one country to open multiple stores

Paid upon signing Area Development Agreement

**Store Opening Fee: \$10,000 - \$15,000**

Paid upon opening an individual store

**Royalty: 5% of net sales**

Paid monthly





**THANK YOU**