



FRANCHISE CONCEPT
PRESENTATION

2017

OUR STORY



Like any other success story, **ORO TORO story** started in November 2014, from the desire to **provide a tasty experience to its end customers with an accessible price.**

Already having the expertise, tradition and customers' valuation earned with OSHO (traditional steak house in Bucharest), OSHO management has decided to bring the flavor of a good steak inside ORO TORO fast food restaurants' chain not as a "luxury", but as an affordable delight, **accessible to all "burgers' lovers"**, irrespective of incomes or living area.

Both OSHO and ORO TORO's reputation is earned through the **superior quality of the steak**, imported from USA, Ireland, New Zealand, Uruguay, Italy or France. **The meat is matured, portioned and**

prepared exclusively in house, in Oro Toro's own butchery, using special recipes and well trained chefs.

End of 2016, Oro Toro has reached a **N° of 12 locations**, being present in all leading commercial shopping centers in Bucharest, through corporate stores (Afi Cotroceni, Baneasa, Promenada Mall, Mega Mall, Bucuresti Mall, Plaza Romania, Park Lake Plaza, Vulcan Value Center, Veranda) **and, at national level, through franchised stores** (Coresi Shopping City Brasov, Iulius Mall Timisoara, Deva Shopping City).

In 2017, we will consolidate our position at national level, through new franchised stores opened in all important cities and start discussions for international expansion.

OUR CONCEPT



OUR STORES



OUR SUPPORT AS A FRANCHISOR



Access to premium locations in the busiest commercial shopping centers;

Full design of the store;

Startup training for the franchisee and its chefs in Oro Toro Training Academy;

**Dedicated business consultant and monthly field visits
for franchisee's local assistance related to store performance;**

**Full access to Oro Toro's certified chain of suppliers,
providing best quality of products at competitive prices.**

OUR STRENGTHS



We import over 10 tones of meat on a monthly basis;

We have our own butchery fully equipped with the latest technology available to sustain our expansion;

We cook our burgers using the latest technology in our quick service restaurants (Josper oven used by great chefs, such as Jamie Oliver);

We serve over 2,500 customers / day in our Oro Toro network.

REQUEST FROM THE FRANCHISEE



Good knowledge of the local market and consumer habits;

Entrepreneurial skills;

Customer oriented;

100% involvement in business day to day management and operations (a must);

Minimum 100,000 euro available financial resources to open an ORO TORO store.

FACTS AND FIGURES



Total Turn Over for 2016: aprox. 2,8 mil euro

Annual average sales /unit - between 200-over 450.000 euro

Total initial startup investment /unit - between 70-100.000 euro

**Typical 70-80 sq. units located in the
food court of the most successful comercial shopping centers**



**PLEASE SEND AN E-MAIL
FOR ADDITIONAL INFORMATION**

Raluca Stanciu

Franchise Consultant

raluca.stanciu@francize.ro

(+40) 723 622 253

www.francize.ro

THANK YOU!



www.orotoro.ro