



**WHY NOW IS A GREAT TIME  
TO INVEST IN A SAMURAI SAM'S®**

# **The Complete Guide to Our Training and Support**



**samurai sam's**  
TERIYAKI GRILL™



If you're thinking about going into business for yourself and are researching opportunities in the quick service restaurant landscape, you should know that now is a great time to invest in a Samurai Sam's Teriyaki Grill® restaurant. Our industry caters to consumers who are paying closer attention to the food they eat, how it's prepared, and from where it's sourced. The Samurai Sam's menu is defined by foods that are delivered fresh and prepped daily, making us a standout among the competition. Still, you might be concerned that a lack of experience in the restaurant industry could keep you from taking advantage of owning your own Samurai Sam's. Well, nothing could be further from the truth! In this eBook, we'll take a closer look at our industry and how our franchise experts will help prepare you to become part of it.

## The Quick Service Restaurant Landscape

These days, there's a whole lot more to fast food than greasy hamburgers and French fries sitting under heat lamps. At the same time, they don't want to sacrifice the convenience they're used to for the quality that's become important to them. Enter the quick service restaurant menu! Quick service dining is the best of both worlds, combining the convenience of a quick service restaurant with the atmosphere and food quality of more traditional full-service restaurants. More and more consumers are choosing quick service meals when they eat out, resulting in a [robust industry](#)\*\*, with plenty of room for growth. For these reasons and more, the quick service landscape is an attractive one for entrepreneurs looking to capitalize on the public's growing desire for affordable, healthy, and convenient food choices.

## Wok the Healthy Path®

The Samurai Sam's quick service menu features grilled meats, fresh wok'd vegetables, and steamed rice — ingredients and flavors that satisfy on many levels and that mean a healthier way to eat for the thousands of customers who enjoy our restaurants every year. Our food is delivered fresh and prepped daily, and our “Wok the Healthy Path” philosophy is one that separates us from the competition, giving our franchisees an advantage few can claim in the crowded quick service marketplace. Our high-quality menu items at affordable prices mean more people can eat healthier more of the time, and once your Samurai Sam's doors open, your community will quickly appreciate these advantages!





## Pre-Opening Real Estate Support

As we've already mentioned, one of the great benefits of a Samurai Sam's franchise investment is that you don't need prior restaurant experience to take full advantage of it. That's because, when you become part of the Samurai Sam's family of franchisees, you never go it alone. From the moment you sign your franchise agreement, we're with you every step of the way. It starts when we assist in finding a location for your new restaurant. As with any brick-and-mortar business, finding the right location is everything — and we don't leave that up to chance. Our real estate experts will assist you in your site search and will make sure you choose the best location possible. After we've helped you narrow down your choice, we'll continue to guide you, your design firm, and your architect to make sure the design and layout of your new restaurant conforms to the Samurai Sam's Teriyaki Grill brand, and we'll include specifications and equipment packages to help streamline your construction planning. We know that no two sites are alike, so we work hand-in-hand with you to make sure your new restaurant is ready to welcome and serve the unique needs of your community, from the moment you open your doors.



## Two-Part Operations Training

Before you open your new Samurai Sam's Teriyaki Grill, you'll enjoy comprehensive training that includes five days at our Kahala Training & Education Center (KTEC), in Scottsdale, Arizona. While there, we'll go over everything you need to know about running the day-to-day operations of your restaurant. We'll cover topics like customer service, employee training, marketing, and much more. Your KTEC classroom training lays the important foundation needed for an effective and rewarding franchisee/franchisor relationship — one that will define your time with us and that will confirm our commitment to you.

After your class time has been completed, you'll begin your 40 hours of in restaurant training, where you'll learn all the skills you'll need to properly prepare and serve the delicious and nutritious Samurai Sam's Teriyaki Grill specialties that have come to define our brand. We take great pride in our menu and our meals, and our R&D team is always working to meet the demands of our customers, developing new and tasty dishes and specials that will keep your community coming back for more.

# After You Open

Our support for you doesn't stop after you open your franchise doors. In fact, in many respects, being there for our franchisees after they open is the most important part of our job. We know that the Samurai Sam's brand is only as respected and successful as each and every one of our franchisees, which is why we make sure to provide them with resources and guidance for as long as they're part of the Samurai Sam's family. Below are just some of the ways we continue to show our support.




## Vendor Relationships

Very often when small business owners start their efforts from scratch, they have to spend years developing and nurturing important vendor relationships that they'll depend on to do business and stay viable. This can be a confusing and very time-consuming process, one that takes away from other critical efforts needed to grow your business. But when you become a Samurai Sam's franchisee, you gain immediate access to our years of insight and experience, including the more than two decades we've spent building deep relationships with important vendors in our industry. You won't have to spend time struggling to find the right vendors and resources you'll need to operate your business, because we've already found them for you! You'll save valuable time and benefit from discounted costs, receiving your supplies faster than you would if you were operating on your own, and knowing you're dealing with reputable and respected dealers. More importantly, you'll be able to spend your time doing what's critical to your success — growing your restaurant!



## Marketing Help

Business owners of all stripes will tell you that drawing-up an effective marketing strategy is one of the most important steps in the early stages of your journey. How can you expect the customer to find you without generating some buzz around your business? New owners can expect to commit a good portion of their resources on getting the word out, however, the results are well worth the cost! But the good news is, our in-house and dedicated creative department and marketing team is there to help you. They regularly develop national and local marketing initiatives that drive customers to our restaurants' doors, and they can custom- design almost



any marketing materials for your location. Additionally, as a franchisee, you'll have access to the Samurai Sam's Teriyaki Grill library of valuable marketing materials that are ready to use, or to customize for use with your own templates. Our traffic-building promotions, local marketing programs, coupons, and various other advertising initiatives all work to increase brand awareness and drive traffic into your restaurant. In short, we do everything we can to help you tell the world you're in business.



## **Brand Name Recognition**

We didn't become a leader in the quick service restaurant landscape by accident. It's the years of hard work and a consistent adherence to quality that's allowed us to become the respected and recognized name that we are today — and we never stop working to promote our brand. When you partner with us, you'll have access to everything that comes along with that, including our trade names, trademarks, service marks, logos and trade dress. Our immediately recognizable signage, menu boards, product displays, and color schemes will also serve to keep you at the forefront of our industry, helping you become the first place people think of when they want a quick service meal that's a cut above the rest.

As we've outlined in this eBook, our industry is exciting, robust, and experiencing growth, with plenty of room for an investor with little or no restaurant experience — especially when they partner with Samurai Sam's! Let our decades of hard work and expertise be your ticket to a rewarding career in the quick service landscape.

Ready to find out more about how we train and support our franchisees? [Get in touch](#) today!



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[samuraisamsfranchise.com](http://samuraisamsfranchise.com)



#### External References

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\*\*Maze, Jonathan. "Fast Casual Chains Are Still Growing." Restaurant Business. May 2, 2019 <https://www.restaurantbusinessonline.com/financing/fast-casual-chains-are-still-growing>