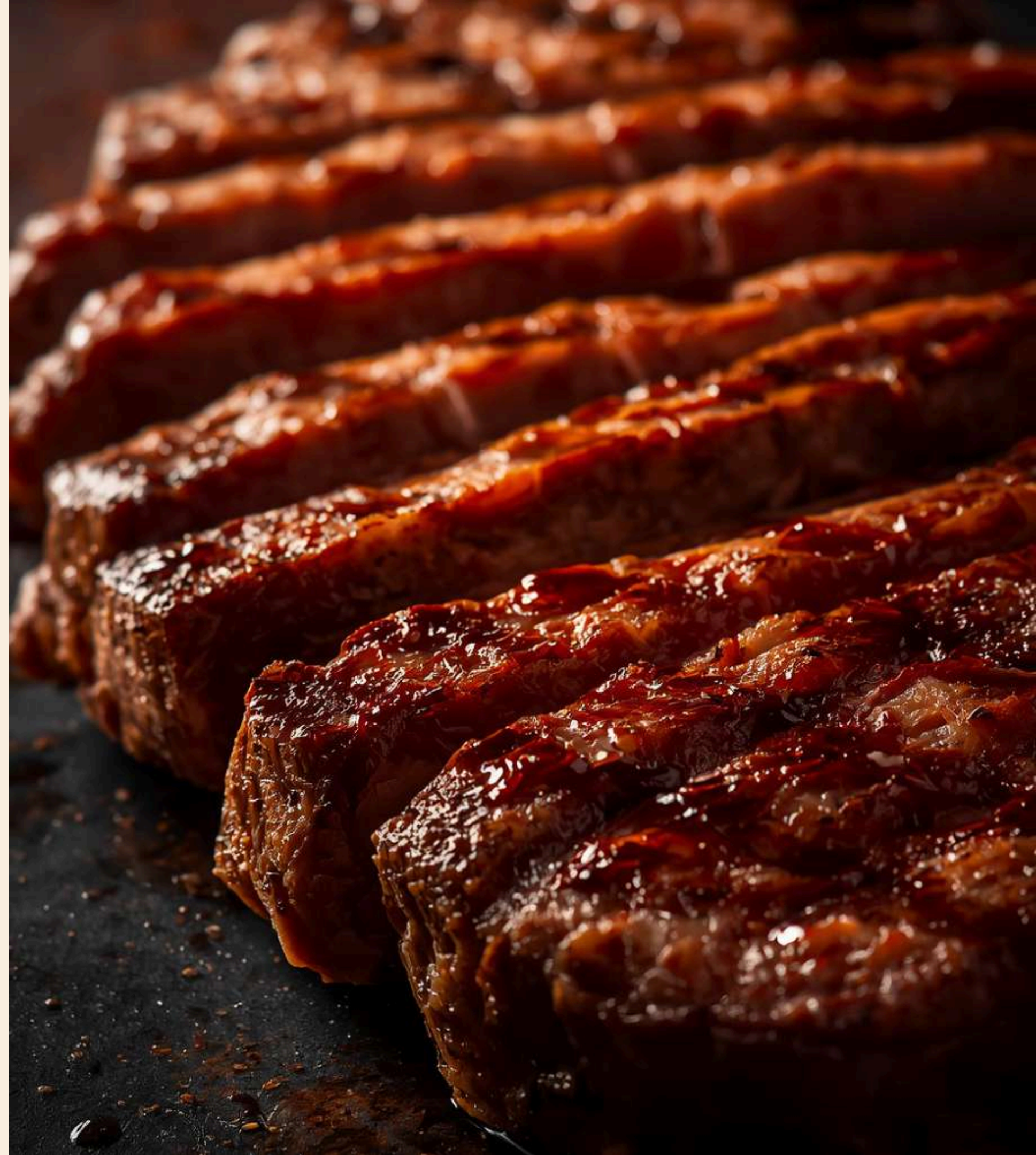


Steaq

A RESTAURANT FEATURING AN EXTENSIVE MENU



Content Table

- **Overview**
- **Vision & Mission**
- **Target Audience**
- **Brand Pillars**
- **Design Philosophy**
- **Staff Uniform**
- **Service Models**
- **Menu**
- **Competitive Advantages**
- **Expansion Strategy**

Welcome to Steaq Restaurant

Steaq is a modern casual brand specializing in **fine cuts of grilled meat.**

Founded to **serve Gen Z and Gen Alpha** with **bold flavors** and **social dining experiences.**

We are positioned for **dine-in, delivery, and kiosk operations.**





To sizzle your way to the top as
the region's ultimate grilled-
meat maestros!

Vision

Mission

To deliver exceptional quality,
service, and customer
experiences.



Target Audience

PRIMARY:

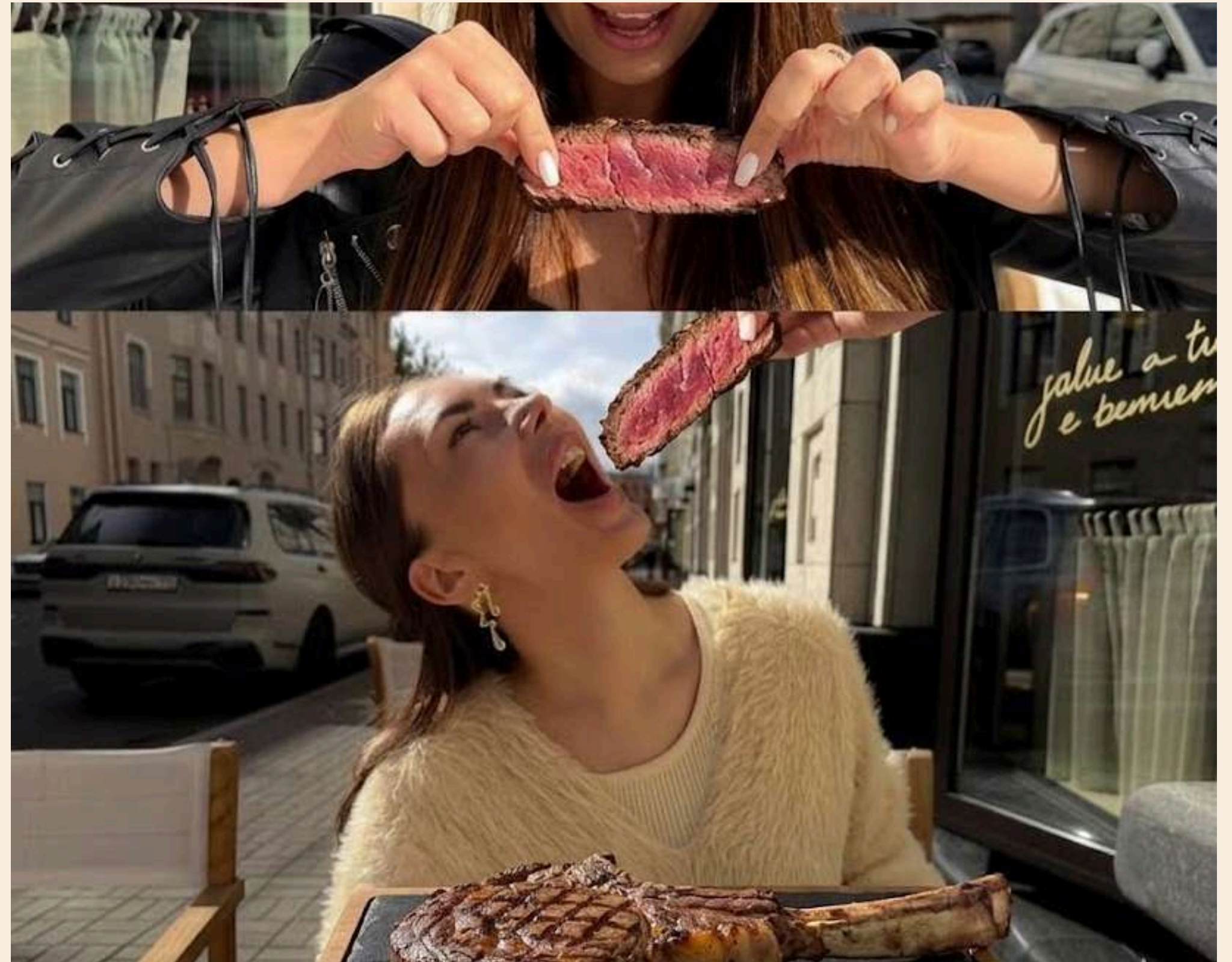
Gen Z & Gen Alpha

SECONDARY:

Young professionals & food enthusiasts

TRAITS:

Social media & trend-driven,
Value quality & experience



Brand Pillars

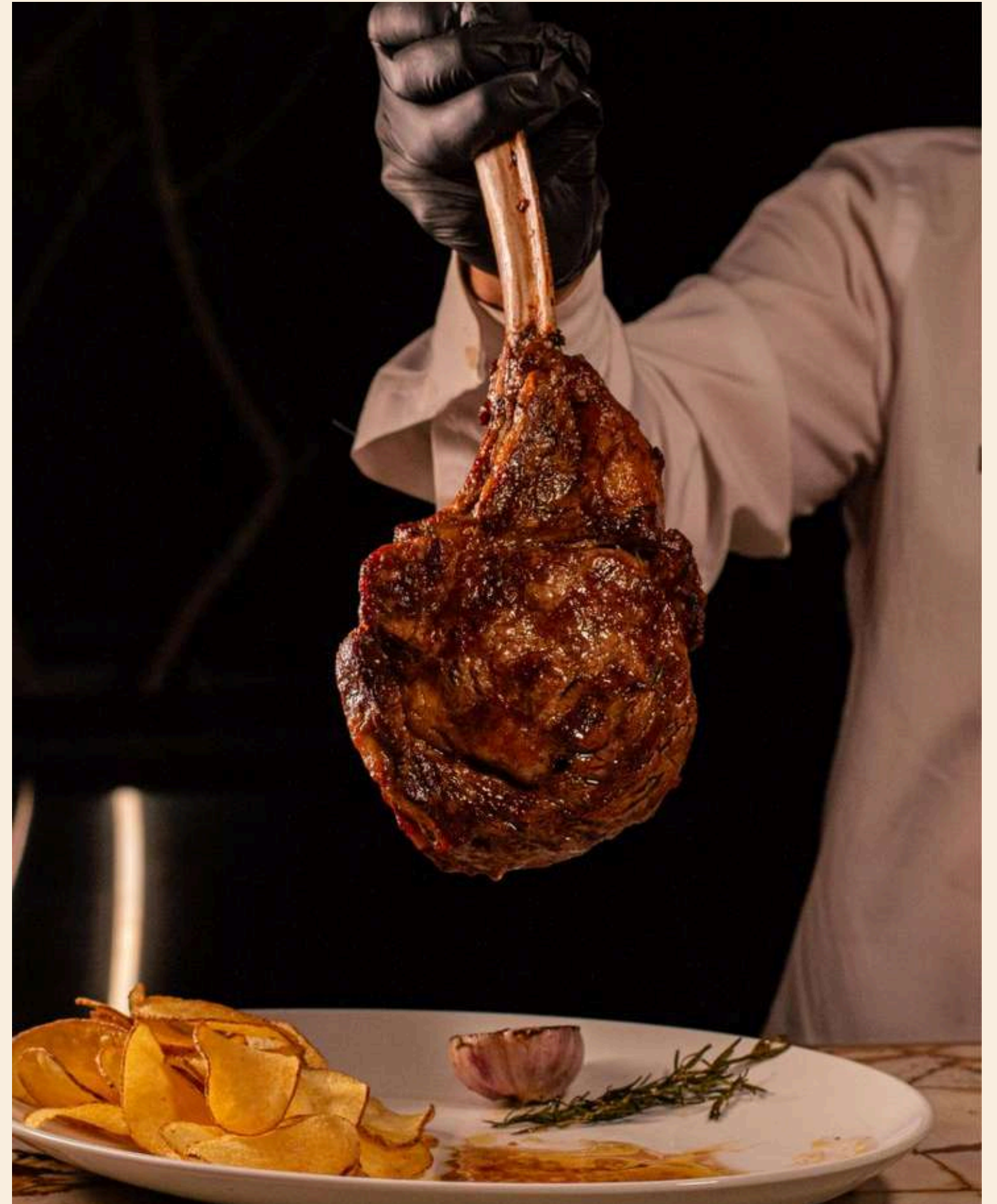
Premium, bold flavors for Gen Z & Alpha

Multi-format service models

Modern, engaging design

Rapid, scalable expansion

High-traffic venue focus



Design Philosophy

Modern industrial aesthetic

Instagram-friendly ambiance

Open grill engagement



Staff Uniform

Modern & Premium Identity

Reflects Steaq's modern and premium brand identity with **black and red accents**.

Professional and approachable appearance designed for team members.

Combines comfort and functionality for various service models.



Service Models

MULTI-FORMAT OPERATIONS

- **Dine-In Restaurants:** Modern, inviting spaces for social dining
- **Delivery Kitchens:** Fast, reliable premium grilled meat delivery
- **Food Court Units:** Accessible, casual dining options
- **Kiosks and Pop-Up Concepts:** Flexible, high-footfall presence



Steak Meals



Old Man

Grilled Steak . Fries . Sauce

Steak Meals



Spicy One

Spicy Grilled Steak . Fries . Hot Sauce





Sandwiches



Classic Steak

Toasted Bun . Steak . Lettuce . Sauce

Sandwiches

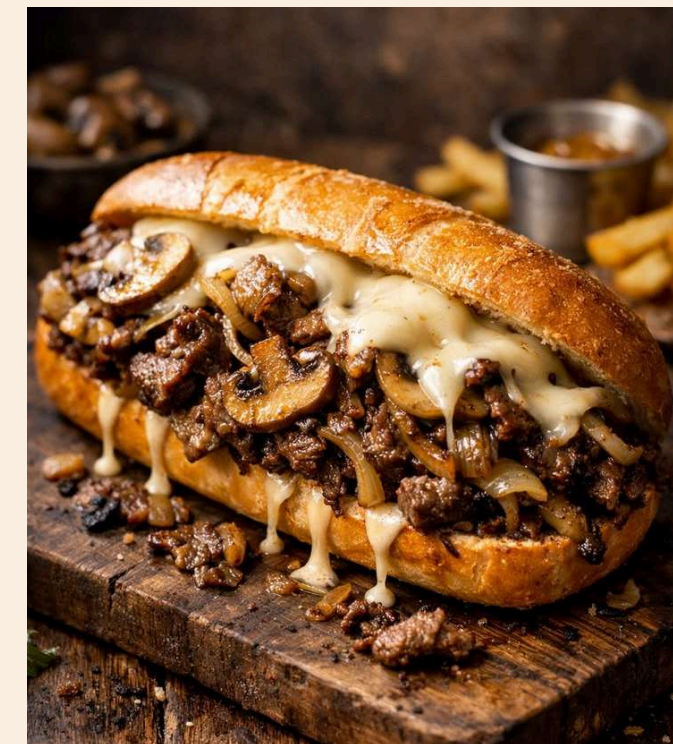


Pepper Steak

Toasted Bun . Steak . Pepper Sauce

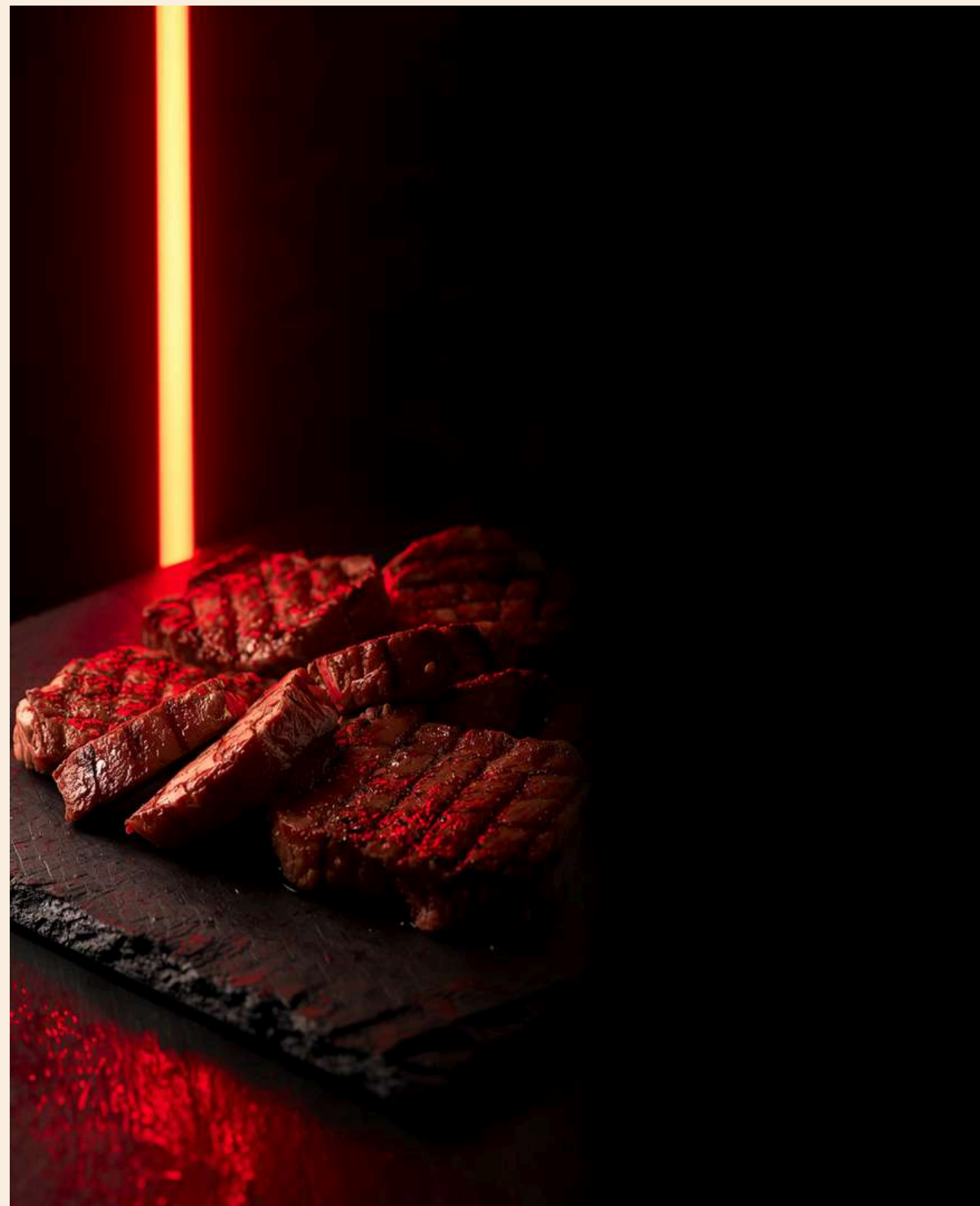


Sandwiches



Steak Mushroom

Toasted Bun . Steak . Mushroom Sauce



Competitive Advantages

- Premium meat quality with casual accessibility
 - Flexible multi-format operations
 - Strong delivery infrastructure
 - Bold, social dining experience
 - Tailored for younger audiences

Expansion Strategy

Scalable operational model



Rapid expansion across malls and lifestyle destinations Focus on high-footfall locations



Thank you for your attention



STEAQ RESTAURANT