



**OREGANO**

**PIZZERIA**

NATURAL \* PURE \* FRESH

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## Note from the Founder's Desk

### How it all started . . .

This is the first spark of realization that made me determined on what concept to bring to life...

I have always been tantalized by the exquisite, Soulful Italian Delicacies and above all its admirable ability to inspire conviviality, from people all over the world.

I cannot recall the moment I was fascinated by the Italian Gastronomy, but it must have been since childhood. As a person with a deep and long-standing love affair for the high quality, authentic and exotic flavours of the Italian Culinary, I have always been passionate about establishing a deep connection with the Italian Culinary art- Oregano Pizzeria is Born !

I have also been admiring the way in traditional Italian families where many of the life's greatest joys take place around the table, this is where the hearts are opened, friendships are strengthened and the Celebrations unfold. At oregano we strive to recreate this experience, making oregano pizzeria not just a restaurant but a destination.

To Capture and enhance the hospitable charm of the Italian Dining, it was also important for me to Create the communal and convivial dining experience, hence our obsessive attention to detail extends well beyond the food, with a carefully-considered, modern approach to restaurant design. Contemporary, Urban and Compelling Store decors brings an **Enchanting Dining Experience**, the place where friends and families can rejoice in wonderful memories, while experiencing the robust flavors and transcended Italian Culinary

We are extremely passionate and committed to Serve- authentic Italian Specialties made for **you fresh from the finest , organic and high Quality - Natural, Pure and fresh Ingredients**

Since then every detail of our operations is designed and continuously evaluated from health & environmental perspective in an effort to further minimize our ecological footprint.

We proudly serve up delicious, refreshing products in its purest form - untainted by artificial additives, like preservatives, growth hormones, pesticides, nitrates and trans fats (to name a few). While we're famous for our pizza, our organic menu features an eclectic variety of delicious Pizza, Home Made Fresh Pasta,

salads, Entrees, and desserts. Additionally, we proudly offer health conscious alternatives for our friends with selective diets and food allergies, such as our delicious gluten-free pizza and Pastas

It is also important to us that we do things with a spirit of fun and enthusiasm. We enjoy what we do and we put love into every product we serve. This is one of the great secrets why we succeed: Love for our Quality Products, Value for our Guests, and a Work Environment that is high in morale.

To our Team Members, we inculcate and maintain the highest level of professionalism, quality and commitment to our Products, Services, and Experience. All of these values you can see as evidenced by the **True Service** and ever present smile when we serve our Guests.

We always strive to be the best through our Consistency, Dedication, and Never Ending Pursuit for Excellence..

**Yousef S. Al Rajhi**  
*Oregano Pizzeria* **Founder**

# Our Philosophy, Goals and Values

## Our Philosophy

Our Philosophy is to Create an out of the 5 senses experience , one at a time for every guest we serve by the effortless, hospitable Charm and approachable sophistication of the Italian gastronomy, focusing on the best tradition and simplicity blended with innovation by focusing on each and every aspect of our service and menu ingredient.

## Goals

- To Create an out of the 5 senses experience , one at a time for every guest we serve
- Resolute to Maintain High Quality and Standards Using Organic , Natural , Pure and Fresh Ingredients
- Create an Enchanting Dining Experience with a carefully-considered, modern approach to our restaurant designs.
- To consistently provide our customers with impeccable service by demonstrating warmth, graciousness, efficiency, knowledge, professionalism and integrity in our work.

## Our Strengths

### People

Our success lies in our Team Members and that is why from the very beginning, while hiring, we look for highly motivated and unique people with specific goals for their future. We want our team members to be part of our inevitable growth touching people's lives of each community we will definitely be found in.

We, at OREGANO PIZZERIA, value our team members because they are at the heart of our business. We, at OREGANO PIZZERIA, truly pursue to bring out the best in our team members whose success in their career with us will elevate us to great heights.

## Knowledge

We are passionate to share and transfer valuable knowledge among our people. Learning is a part of our everlasting culture to enlarge our capacity and to shape our mindset on the right track. Knowledge has laid down a solid foundation for everybody to grow progressively.

Each team member is individually capable of blending our values with our continuous training and development, which makes their foundation in our company, binding and firm. Career growth with us would never be far-fetched.

## System

We learned from our business experience, gained the knowledge from our hands-on practices, listened to our guests' experiences, and shared the passion with our people and business partners. This is the way we build up our business; we collect every valuable lesson piece by piece along the way and put it into our system. We do not believe in quick fixes and short cuts but we do believe in the system. The system will provide a clear way to implement our strategic decisions and inspire our people to grow, innovate, and adapt to the changes.

## Product

We serve delicious and remarkable Italian Specialities made especially for you fresh from the finest and high Quality, Natural, Pure and fresh Ingredients

Our hand-crafted Wood fired Brick Oven imported from Naples and our open kitchen creates a lively, engaging environment where our ingredients and passion are always on display.

Our Executive Chef has taken the lead in crafting a wide range of exquisite and succulent dishes with a wide range of nuances and different sensory characteristics prepared to perfection using the finest ingredients

We use only the finest ingredients and we start fresh every day.

We work exclusively with the best farms and purveyors to bring you the finest heirloom ingredients and products available in our network. All of the products

and ingredients you see on the menu have either been lovingly crafted in house or carefully selected for their artisan origins.

### **Food ...**

- Our Pizza Dough is made fresh using Organic Flours made from the finest ingredients, thanks to Our Strategic Partners from Italy.
- We use Certified Organic Tomato Sauce
- Our mozzarella Cheese is Low Fat, Part-skimmed, RBGH free and made from grass-fed cows
- Our Meats are MSG and nitrate-free
- We Only use all natural and Free Range chicken
- Pasta and Italian entrées, fresh salads, and house-made desserts are sure to entice you! Most of our menu items are available gluten free!
- we proudly offer health conscious alternatives for our friends with selective diets and food allergies, such as our delicious gluten-free pizza and Pastas

### **Life Style Products...**

- Our high-end line of merchandise products are always sought for by our guests for their personal collection or as a gift for any occasions
- Stylish, elegant, convenient are some of the features that make our merchandise desirable.
- We carefully craft our signature merchandise using *Oregano Pizzeria* exclusive pattern and design that makes everyone feels special
- We source only the best material from our top performing suppliers which makes our merchandise absolutely admirable.

### **Service**

We take pride in the quality of our service which is a result of our carefully tailored training and development programs. We offer 8 levels of training similar to a Bachelor's, Master's, and Doctorate tier style of progressive expertise.

We continually assess and upgrade the level of services rendered to our guests to ensure that the excellent performance is always congruent with our unmatched standard quality of services. Hence, our professional Team Members in the stores are deeply committed to provide world-class services while sharing the Italian dining Passion with every guest one at a time.

## **The Enchanting Dining Experience**

The Enchanting Dining Experience has shaped our unique character to be distinctive in the memory and enable our guests to recognize the extraordinary artwork. From the ceiling to the floor and from the Oven to the Pasta bar, you will find a line of outstanding creativity and contemporary design with meticulous care.

Our ergonomic, colorful and visually rich, yet relaxed designs provide a “home-away-from-home” feeling. We create a well-balanced, neat, and professionally maintained atmosphere using high standards of specification as well as durable components and superb shop fittings. Our aim is to provide the privilege to our guests to feel the elegant lifestyle, see and touch the comfortable luxury, stimulate the natural inspiration and gain unforgettable moments while sharing the passion for the Italian Cuisine.

## **Brand**

Our Brand is a blend of the history, vision, attitude, system, culture, beliefs, and a way of doing things woven together systematically over a period of time. Our traditions and values have enriched our Brand’s character into a dynamic and lively personality.

Our aim is to bring out the human dimension of our Brand; hence you can feel, live, and build memorable relationships with it. The spark of personalized relationships has come to our founder’s attention and beliefs, since the beginning. From then, we consistently embedded this principle into our way of doing things along the journey to accomplish our vision and mission.

We treat our brand with a level of respect and discipline that will prepare us for the growth and advancement. We have invested a numerous attention and efforts to brand management practices that strengthen our brand building program from inside to outside. Therefore our guests would obviously feel and experience an extraordinary touch in every aspect of our Products, Services, and Our Dining Experiences that distinguishes our brand image and reputation clearly in everything we do.

## **Our Growth**



*Oregano Pizzeria* is a Naturally Growing Company

Oregano Pizzeria owns and operates restaurants in Central and Eastern Province of the Kingdom.

Our restaurants are located in key areas catering to the dine-in guests and nearby communities of take away and delivery.

We are now growing the brand internationally with the franchise model and privately owned outlets

## **Corporate Structure**

### **Corporate Headquarters**

Our Headquarters is a blend of individuals, experts in their fields, who head organizational departments. Our main philosophy is to give full support to our stores, including the franchised stores, who are in direct contact with our guests. Hence, we proudly call them – The Support Team.

### **Creative Design Department**

Right from the drawing board, our Design Team uses state of the art technology and software to develop our Ultimate Dining Experiences. When it comes to delivering designs, our team is always at the cutting edge, making our Ultimate Dining Experiences unique landmarks.

Creative and innovative are key characteristics of the Design Team. In addition, they always keep abreast of the latest trend and blend their artworks into a real masterpiece using our standard Pattern and Design Manual. The unique pattern and design concept has enriched our Ultimate Dining Experiences with a solid character.

### **Project Department**

The project department is equipped with a very dynamic Design Engineering Team, Project Management Team, Construction Team and Maintenance Team. The highly professional Team Members contribute in creating a distinctive

environment which reinforces *Oregano Pizzeria* identity, incorporating and advocating solutions to discharge contemporary life that enhances the Ultimate Dining Experiences

The existing landmark stores are the evidence of the committed services and the capabilities offered by the Project Department. These valued services are not limited and the quality, standards, and specifications continue to further development and improvement over time. The ultimate goal of the department is to achieve and discharge the excellence in all aspects to provide our guests the best ever experience.

### **Operations Department**

We, at *Oregano Pizzeria* utilize our resource manuals to ensure effective, convenient, standardized, and consistent operation from store to store around the globe. The Operations Team closely monitors the execution of our Culture and standard system at the operation level in order to maintain consistency and effectiveness of the implementation.

### **Supply Chain Department**

This department combines certain unique capabilities to meet our operational needs. We offer a wide range of supply chain services and logistics expertise to cover all of our stores in the regional and global level using leading edge information systems, and benchmarking processes to measure actual productivity.

Our experts in the Supply Chain Department use their considerable expertise to streamline distribution networks to gain efficiencies, achieve industry leadership, to better utilize assets and resources – all of these to enhance guest experience and satisfaction at store level.

### **Marketing Department**

This is a qualified group with a well researched data base, to help provide all the information and supporting data needed before a product, service, or a store is launched in the market. Periodically, the marketing team conducts a thorough market study to acquire the latest trends & developments in the market, identify potential locations, evaluate territory mapping, as well as examine market changes.

Moreover, this team takes charge in promoting our Products, Services, and Ultimate Dining Experience, by the use of exciting, innovative, and creative promotions, advertising campaigns and in-store programs designed to focus on delivering an effective communication. Their ultimate goal is to increase guest loyalty resulting in maximized brand value.

## **IT Department**

They are tasked with managing our systems; keeping our systems up-to-date, our stores linked with the headquarters, creating and maintaining a customer database for effective communication. This department incorporates high tech learning procedures into the system with its own monitoring programs. The advanced ERP system which is periodically upgraded and under IT regular maintenance provides a high level of control and hi-tech advantages in store operations.

As an organization that is continuously growing in an era of huge technological advances that change daily, the IT department is continuously sourcing for ways and technologies that will be of benefit to *Oregano Pizzeria*. Continually monitoring, upgrading our systems, website, and communication facilities keep *Oregano Pizzeria* at the technological forefront in the coffee and cafe industry.

## **Finance Department**

Our Finance Team is made up of a group of persevering accountants and experienced financial analysts, who produce budgets and forecasts that are in keeping with the overall company strategy.

The fundamental support is to help management in developing an appropriate strategy and supporting plan to achieve long-term goals, while actively establishing financial performance measures to define and monitor planning efforts, indicating needed adjustments, and maintaining sound financial performance.

## **Administration Department**

This department is tasked with the development of general administration & legal issues that match our philosophy of doing business. In doing so, it establishes mechanisms of checks and balances, work rules, and monitoring programs. It sees to it that everyone in the company complies with the legal and administrative aspects of conducting business.

The diversified functions and roles of this department have contributed significantly to the morale and motivation enhancement of all Team Members as well as to nurture the teamwork spirit. Therefore, the distinctive disposition of this department has played a major role in properly aligning our business conduct with corporate strategy.

## **People Department**

People are the foundation of our company and the reason for our success - past, present, and future. Our people are the most valuable asset in *Oregano Pizzeria* and must always be nurtured, challenged, motivated, and rewarded. We believe that people make things happen. Hence, we continually build, train, and develop our people to be the top performers to deliver our brand values to all stakeholders.

We persistently encourage every Team Member to learn and share the skills, knowledge, and passion to enhance our services internally and externally. We recognize that the quality, motivation, and performance of our people are the key factors in achieving our success. We always strive to build *Oregano Pizzeria* as the most admired global company ever to work with.

## **Recruitment Department**

We emphasize the importance of recruiting highly motivated, visionary, and determined candidates to join our team. We have designed a comprehensive recruitment system that highlights the importance of behaviors, skills, philosophy, and clear objectives. The overall goal of recruitment and selection for a position is to search, screen, select, and recruit great people worldwide to make a real contribution and excellent performance at a particular point in time and into the future. We are determined to bring exceptional people with specific characters, credentials, and abilities mainly someone who is full of energy, proactive, with natural ability to energize team members, wisdom to make right decisions, and above all a strong execution mindset.

Recruitment and selection are vital activities in our business. We believe that appropriate recruitment and selection make every part of the organization effective. Successful recruitment and selection can transform our company from good to great in the global platform. We are committed to bring the right people first in *Oregano Pizzeria*. to take our company on its Pathway to Success. Therefore, recruitment and selection are the cornerstones of our success so we can continuously lead the industry.

## **Business Development Department**

Our Business Development Department plays a significant role to execute our business expansion plan either regionally or internationally. The talented and competent Team Members in this department have established a comprehensive pathway and system to support our strategic business growth as well as to sustain our distinctive advantages in the market.

Significant time and effort have been invested to formulate a solid business plan to understand thoroughly the market trends, culture and lifestyle. These help us to craft long-term strategies that suit local environments before entering new markets. Not to mention the detailed tasks that have to be performed whenever we decide to develop our existing market. The key success factor lies in the integrated system to incorporate all aspects into a thorough consideration.

### **System Development Department**

From time to time, our System Development Team will evaluate and update our system, to ensure that the company has the latest, most advanced and comprehensive system, to support our organizational development and business advancement.

Team Members attentively analyze, review, and develop cutting-edge and user-friendly systems to accommodate the rapid progress in our business growth. In addition, the holistic characteristic of our integrated system facilitates the structure and processes to support our strategic plan, as well as to suit a different situation according to changes in the market.

### **Research & Development Department**

At *Oregano Pizzeria* we invest heavily in Research and Development. Our R&D Division is divided in to two groups

#### ***Food and Beverage Division***

We have an innovative research and development team headed by Renowned and Celebrity Chef from the Italian Region , the team continually produce new and original line of products that are Inspired from the Traditional , Authentic and Exotic Italian Recipes.

Our Food and Beverage R & D team is made up of a group of experts and technicians whose qualifications are their love for and extensive knowledge of Italian Gastronomy. Our R & D team has a team of dedicated chefs, and equipment technicians who are constantly in touch with developments in the food

and beverage industry. Always trying to come up with new products and technology in accordance to and in support of the long term plans, they are also constantly improving on existing ones in order to compliment our wide selection of food and beverage Offerings.

They do continuous research on ingredients and they see to it that they are kept informed on any health and environment related issues that may have an impact on our products and our business in general.

### ***S&E Division***

Our Study and Evaluation (S&E) Team is made up of especially hand-picked multi-disciplinary people, each one of which is an expert in his field. They generally represent the Operations, Projects, Marketing and IT Departments and are responsible for actual research on the development of new and emerging technologies. They are responsible for continuous improvement, searches for and tests of new equipment, methods, and technology, constantly on the lookout for better suppliers and material sources, and keep tabs on environmental issues affecting our operations. All these are done to continually improve and maintain the high standards we set for ourselves.

## **Our Commitment**

We are committed to execute our vision, mission, goals, values, and strategies at all levels and in day-to-day operations. We continuously build our brand to last by adding great value to our people, knowledge, and system to guarantee a consistent stability regionally and globally.

Furthermore, we are determined to move our great achievement to excellence by keep developing our High Quality **Products** in terms of range and variety, enhancing our knowledgeable **Services** and professionalism standards to deliver ultimate satisfaction to our guests. We do this by adding value to our **Enchanting Dining Experience**.

*The Oregano Pizzeria Team*

