



Introduction:-

Silver Group W.L.L. was established in 2006 with a capital of QR 10 million, involved in various business areas, which includes food business, Onshore & Offshore Projects, construction and Real estate.

Silver Group Digital Transformation & Technology Solutions

As part of its continuous growth and diversification strategy, Silver Group W.L.L., the parent company of Yellow Cab Pizza Qatar and Al Kaabi Engineering, has expanded its business portfolio into digital transformation services and integrated technology solutions for commercial enterprises across Qatar and the GCC region.

In addition to its operations in hospitality, engineering, construction, and real estate, Silver Group provides advanced business technology solutions designed to support operational efficiency, scalability, and digital modernization for a wide range of industries.

Business Technology Solutions

Silver Group provides integrated solutions and services for:

Restaurant chains and hospitality groups.

Hypermarket and retail chains.

Pharmacy chains.

Food and beverage operations.

Multi-branch commercial enterprises.

Services Include

Restaurant and retail management systems.

POS and enterprise operational solutions.

Digital transformation consulting.

IT infrastructure and support services.

CCTV and surveillance systems.

Network infrastructure solutions.

Centralized operational management systems.

Inventory and supply chain management solutions.

Business reporting and analytics systems.

Workflow automation and operational optimization.

Silver Group takes pride in its strategic partnerships and collaborations with leading regional and international companies across the Middle East and GCC markets, enabling the delivery of scalable, reliable, and modern business solutions aligned with international operational and technology standards.

Through its diversified business structure and operational expertise, Silver Group continues to strengthen its position as a comprehensive business group capable of supporting large-scale commercial operations through hospitality, engineering, technology, and integrated operational solutions.

Company activity:-

1- Yellow Cab Pizza Company presence,

Silver Group W.L.L proudly operates Yellow Cab Pizza Co. in the State of Qatar as one of the leading quick casual pizza restaurant concepts specializing in premium New York-style pizzas and high-quality delivery operations.

Since launching operations in Qatar in 2007, Yellow Cab Pizza Qatar has continuously expanded its operational capabilities and customer reach through a strong infrastructure focused on quality, consistency, technology integration, and customer experience.

Today, the company operates five active branches strategically located across Qatar, supported by a fully integrated operational ecosystem that includes a central kitchen, advanced call center operations, online ordering systems, and strong presence across all major food delivery platforms in Qatar.

Operational Infrastructure

Five operational Yellow Cab Pizza branches across Qatar.

Fully operational central kitchen supporting production consistency, food safety, inventory control, and scalable expansion.

Advanced centralized call center handling customer orders, complaints management, follow-ups, and delivery coordination.

Experienced operations and management team specialized in restaurant operations and hospitality management.

Integrated dine-in, takeaway, and high-volume delivery operations.

Digital & Delivery Presence

Yellow Cab Pizza Qatar maintains a strong digital and delivery infrastructure through:

Official online ordering website.

Presence across all major food delivery applications operating in Qatar.

Centralized order management and customer support systems.

Integrated delivery workflow designed for operational efficiency and customer satisfaction.

Strong customer engagement and digital marketing presence.

Central Kitchen & Quality Control

The central kitchen model supports operational excellence through:

Standardized recipes and preparation systems.

Centralized procurement and inventory management.
Consistent food quality across all branches.
Optimized production workflow.
Food safety compliance and quality assurance standards.
Scalable operational support for future expansion.
Future Growth & Expansion

Yellow Cab Pizza Qatar continues to invest in operational development, digital transformation, customer experience enhancement, and scalable restaurant infrastructure aligned with international hospitality and restaurant industry standards.

The company's vision is to strengthen its position in the Qatari market through sustainable growth, operational excellence, innovative restaurant technologies, and continuous expansion opportunities.

2- Al kaabi Engineering

Specialized in civil and decoration works. It has successfully accomplished many projects since the date of its establishment last May,2007

We believe that the strength of Silver Group lies in the hand of its people. Through its evolution and growth, Silver Group has maintained a sound organization set up which is reflective of the business vision it has imbibed and kept to this day. Structured based upon a strong commitment to quality products, customer services and ongoing development. Silver Group organization is staffed with highly professional team, experts in the field of Operations, Real Estate, Finance and Marketing that work under a management team.

Brand vision

- To be the most trendy and youthful Pizza Restaurant specializing in superior tasting New York style pizzas where highly trained personnel work, serve, and value customers in a fun, friendly, and cozy environment.

- **Brand Mission**

- To achieve maximum growth in existing market, using rapidly developing marketing techniques and containing research in order to add innovative new products and to consistently deliver the highest quality and value to our customers.

- **Development**

The concept has been started in the year 1999 in Philippines and has grown from a single store operation to a multi-store franchise network. Now it is with a volume of 66 stores and by the year of 2009 will reach the target number of 76 outlets. The successes of Yellow Cab were repeated in different markets like Ohio in the USA and Guam as well as Malaysia and Indonesia. Yellow cab has been launched to Qatar with plan of opening 15 outlets within 5 years. The operations were started last March 17th 2007 by opening the first 2 outlets in Al Markhiya and suk al Ali areas. One of the strategies that Yellow Cab Qatar has implemented was to introduce limited menu to emphasize focus / strength ensure quality and consistency.

- **Innovative concept**

Yellow Cab's dedication to delivering value has created, in a relatively short period, a loyal customer base which consistently insists on the Yellow Cab brand. The main differentiating characteristics which make Yellow Cab Pizza

Truly unique from the rest of the industry include:

- Superior-tasting pizzas served in large size of sharing
- Dough is made fresh in small batches daily on own stores and it is never oily
- Ingredients are carefully balanced for flavor and texture
- Each pizza variant has a distinct taste
- Delivery "cabs" are dressed up for maximum visual impact and high-end appeal

- **Brand appeal**

At a time when marketplace has become tough and competitive battle ground, it's refreshing to note that Yellow Cab have managed to stand out and create brand credibility. The name, food and concept all mesh into one cohesive value position. They firmly believe that the brand has the potential appeal to a much wider global market.

- **Growing customer base**

Yellow Cab's customers come from wide age range, but people who are willing and can afford to pay for great value. Even though Yellow Cab is

mistakenly perceived as an expensive pizzeria, customers are often and eventually surprised by the “bang-for the buck” they offer.

- **Growing store net work**

Located in Key cosmopolitan areas, all Yellow Pizza Co. stores outside of malls offer delivery, not as an add-on service, but as an integral part of the concept. For those who prefer to enjoy their food in-store, Yellow Cab does have a dining ambience. The open kitchen, the retro-industrial look, the décor and the music have an unmistakable New York lifestyle feel that enhances the experience of enjoying great food.

- **Quality Policy**

"It is a policy of Silver Group Company to operate so that there is complete assurance that both customers and employees will receive optimum nourishment and will never be making ill from our food or be injured by a foreign object in our food. To achieve this objective, rigorously adhere to the Qatari legislation's food service sanitation recommended ordinance and our hazard analyses critical control point based, food safety procedures and standard manual"

- **Training**

Silver Group Company has continuous on-going training programs that cover the management of operational and the technical side of the food business. The former aim at improving the management and supervisory skills of the staff involved in decision making, marketing, accounting and personnel.

The latter is one area where silver group company places large emphasis. This relates to the area of safe food handling methods and practices. The implementations of the food safety handling methods and the identification of food safety hazards are the backbone of the training system and the basis of running a successful operation.

With the range of service, facilities and training programs in place, backed up by team of the highly efficient management and dedicated personnel, Thriving to offer nothing but the best quality in service and products and extensive array of clients, Silver Group has been able to built its operation with confidence and professionalism adhering to the highest set of standard in the industry



Yellow Cab Pizza Qatar



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