

wagamama



What is Wagamama?

- ❖ Founded by Alan Yau,
- ❖ First branch, Central London, 1992
- ❖ Inspired by Japanese noodle bars
- ❖ 196 outlets worldwide
- ❖ 133 outlets in UK



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Quick facts: Restaurant Group PLC

Price: 130.3 GBX

LSE:RTN



The owners of the Frankie & Benny and Garfunkel's restaurant chains, has struck a deal to buy Asian-themed chain Wagamama.(2018)

Deal value is £559m

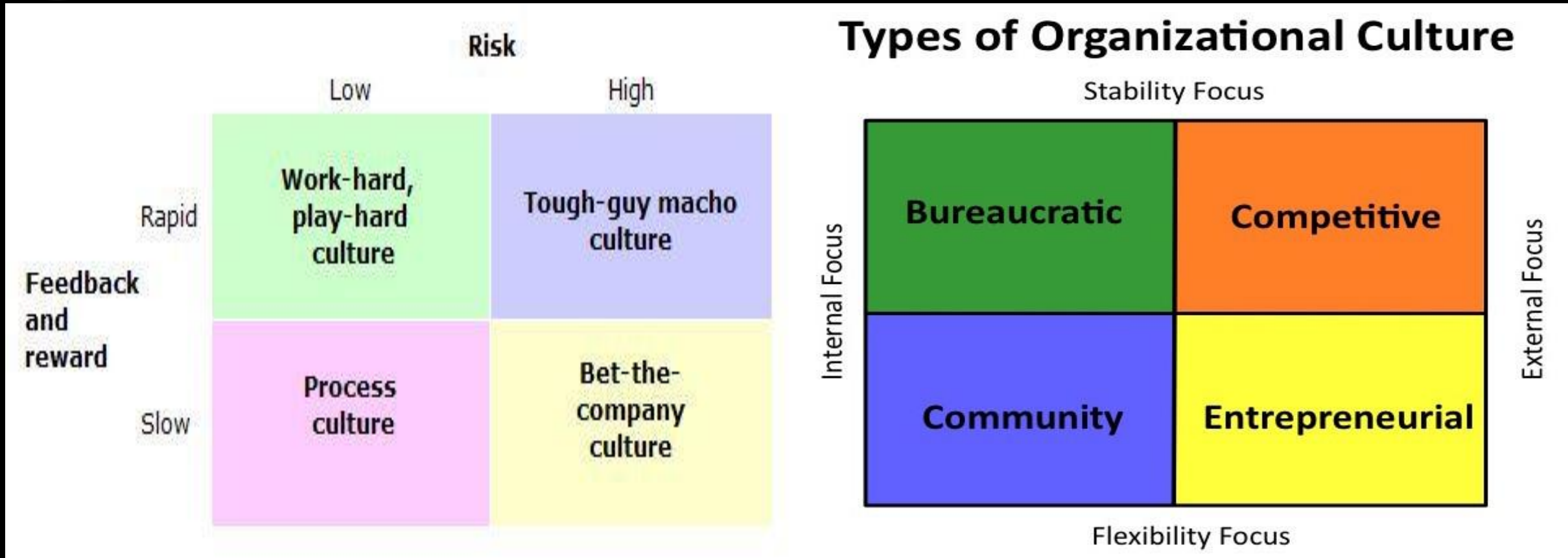
Turnover¹ increased 13.9% to £104.5 million in Q3 2019

Adjusted EBITDA up 26.1% in Q3 2019 to £19.6 million from £15.5 million in Q3 2018/19 (13 weeks).

EBITDA is understood as, the earning which evaluate the company's operating performance before it pay its tax, interest, depreciation ,it can be taken as an alternative to cash flow system of the company's .(Corporate finance institute ,2020)



Deal and Kennedy model



Working culture in Wagamama can be synchronised by the “Deal and Kennedy model where in one part it takes about work hard ,play hard culture ,

Wagamama founded by Alan Yau in 1992 have reached to the target of £266m in 2016 .it had indeed changed the culture how the Britons eat.

The urge of making the flavour unique makes the work so exciting according to the executive chef Steve Mangleshot .The introduction of vegan Suika Tuna dish which is made from dehydrated watermelon ,sliced and seared and served and the other 25 vegan items in the menu proves that it is quite different from the other noodle bar (Cronin, G. 2020). At Wagamama's London's Soho, guest is using digital technology to give ratings to new dishes, such as the famous katsu curry ice cream. (Wilkinson ,2017)

Wagamama offers fresh, pan-Asian cuisine in an accommodative, colourful happy atmosphere. The menu includes variety of noodles, rice as well as salads and side dishes, juices, both hot and cold drinks, Asian beers. Two key factors of Wagamama is freshness and quality. Wagamama not only serves its signature dishes around the world but also have local produce which gives an advantage to navigate the regional delicacy . (Investor.snap.com, 2020), its rapid growth is noticeable even in the united states it is expanding within 3 years of opening (Sietsema T,2013)

- Wagamama considered to be a successful financial highlighted company. Its Turnover increased 13.9% to £104.5 million in Q3 2019, keeps on expanding around the uk. Adjusted EBITDA up 26.1% in Q3 2019 to £19.6 million from £15.5 million in Q3 2018/19 (13 weeks).
- EBITDA Is understood as, the earning which evaluate the company's operating performance before it pays its tax, interest, depreciation, it can be taken as an alternative to cash flow system of the company's. (Corporate finance institute ,2020)
- It had successfully open Opening of our first mamago 'food to go' restaurant in Fenchurch Street, London. Considered to be Wagamama little sister which also serve the breakfast (Hanly and news, 2020).
- The owners of Frankie and Benny and Garfunkel's restaurant chains have bought Wagamama (Marston ,2018), according to them Wagamama have significantly outperformed its core in the united kingdom market, the cracking deal is of £559m The restaurant group have a plan to expand the restaurant in the near future (Marston,2018)
- One of the important part of Wagamama culture is the staff who is the key to the its success and the working culture can be synchronised by the "Deal and Kennedy model where in one part it takes about work hard ,play hard culture ,as personal experience while working as an executive chef in Cambridge it is notice that all the staff produce a high level of energy and a high level of speed for the customer service .deal and kennedy model present a powerful work culture by increasing the competitive performance of the staff by flexibility and commitment of the staff (Price,2007)

- Proper training and the most important part are the follow up of the training in the work make the staff perfect for all situation in Wagamama (personal experience) comments for example by junior manager (Meadowhall) mention that it is a good structured company with ample growth chances with proper time spending in work and training simultaneously. Staff satisfaction and progression is the key part of staff retention in Wagamama (indeed.co.uk,2020). As personal experience stands for one of the good companies to work for.

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