

FROM WOK STAR TO FRANCHISEE:

A story of how an International Student turned a love for Wok Box into a thriving multi-unit success.

In 2015, Hardik Patel was waist deep in textbooks and study groups, working towards an education and permanent residency in Canada. To help supplement costs, Hardik got a job working at the local Wok Box in Saskatoon, Saskatchewan.

It was love at first bite, and within months Hardik was a valued employee running shifts and learning the business side of the popular QSR chain. His passion for the Wok Box menu, as well as his desire to build the business was a recipe for success and Hardik was hooked.

By 2017, Hardik had earned himself an International Business Management Degree from George Brown College, and with the unwavering support of his management team at Wok Box, his permanent residence in Canada.

Hardik had long term goals, and it didn't take him long after gaining his PR to contact Box Concepts Food Group to inquire about owning his own franchise. With family support back home in India and business partners ready to jump in with him, Hardik opened the Yorkton, Saskatchewan Wok Box location in October 2018. What an opening it was! To this day, Yorkton boasts the biggest opening week in Wok Box history!

Hardik and his partners weren't going to stop there. After the successful launch of Yorkton, they hit the ground running and opened their second location two and a half short years later on Portage Avenue in Winnipeg.



So, what was Hardik's secret to success? "Make no mistake, hard work is key. Always", Hardik says, "but so does a great support system behind you".

It wasn't without sacrifice, as Hardik's first day off in 2019 was his wedding day, but it was worth it.

"I knew it wouldn't be easy, but I was determined to use my restaurant industry knowledge to grow with Wok Box". Hardik added, "My family was behind me 100%, including my beautiful bride!"

“ Hard work is key. Always. ”



“

Wok Box Fresh Asian Kitchen:
Your local spot for fresh Asian flavours & dishes, made quickly.

Behind every successful franchisee, is a company dedicated to its success. Scott Bender, CEO of Box Concepts Food Group, knew that Hardik and his partners had a recipe for success. “We can’t wait to continue growing with this team”, Scott says, “the winning combination we’ve developed only promises to see more Wok Box locations for more communities to enjoy!”.

So, what’s next for Hardik and his supporters? A third location in Winnipeg, Manitoba. Slated to open its doors later this year, it’s just one more step for Hardik in reaching his goals of expanding the Wok Box brand with Box Concepts Food Group.

By: Carmen Vogel

ABOUT WOK BOX

Since 2004, Wok Box, a Canadian owned and operated franchise, has been serving up an exciting, flavourful, and affordable menu to customers across Canada. Inspired by over 10 different Asian countries, Wok Box’s iconic takeout boxes are brimming with fresh and distinctive customized noodle and rice dishes as well as wings, tenders, and Asian street fries. Each delicious meal is cooked right in front of the customer’s eyes and enjoyed in a casual and friendly quick-service (QSR) atmosphere.

INTERESTED IN OWNING YOUR OWN WOK BOX FRANCHISE?

Visit us at wokbox.ca/franchises or contact us at franchising@wokbox.ca. Go ahead and think inside the box and taste the endless possibilities that Wok Box can offer you.



wokbox.ca

WOK BOX

wokboxsocial
 wokbox

wokboxcanada
 wokbox