

Yellow Auto Company

History

Yellow Cab is a chain of pizza stores that started in the Philippines, and expanded to USA, Qatar, and Malaysia. They serve customers in their restaurants and also deliver pizzas. They needed a good way to collate customer information, manage orders and ensure faster deliveries.

Yellow Cab Pizza Company is a chain that retails fast food, primarily pizza. Founded in 2001, the chain operates in the Philippines, the United States, Guam, Malaysia and Qatar.



Conclusion

Because of having 'yellow cab' in its name, many thought of the company as a taxi business. But the name is actually a reference to the way it frequently uses the colors black and yellow, a pattern seen on taxi cars. While much of the ingredients to their pizzas come from the Philippines, the cheese is purchased from either Australia or New Zealand. The company's delivery service uses Vespa scooters. In addition, Yellow Cab operates a sister restaurant called Army Navy Burger Burrito, which specializes in hamburgers and burritos with a military motif. Some branches of Army Navy are designed to resemble a Quonset hut.

Owners

In 2006, Roy Quejada was at a career crossroads. Having risen the ranks of a leading hamburger joint since he started as a service crew member when he was just a freshman in college, Quejada seemed destined to grow old with the fast-food company and was, in fact, in the running for training manager when he found himself in talks with the group behind Yellow Cab Pizza Co.

Involvement in motorsports

Yellow Cab Pizza Co. sponsors a team that participates in auto racing. Members of the team include actor Ryan Agoncillo and Alex Perez, who has won three racing titles. The chain's founder, Eric Puno, is a fanatic of racing.

They endorse contestants in motorcycle racing. Among them is Glenn Aguilar, an 11-time national champion.

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