



FRANCHISE GUIDE

Telephone:	Landline: 079 834 1448 Cell: 083 893 1924 Fax: 086 230 1461
Contact:	Mr Nkrumah N Phala
Activities:	Convenience supermarkets ranging in size between 60 m ² , and 120 m ² - with a full range.
Member status:	Associate Member of the Franchise Association of Southern Africa, (Membership No. F12/0658)
History:	Started in 2010 - currently 2
Opportunities:	Throughout South Africa, in medium to large towns.
Store Location:	Convenience shopping developments targeted primarily at the L.S.M 1-10 income group.
Franchisee Profile:	Existing store owner/managers or persons with previous retail/own business experience.
Training:	Comprehensive initial 20 day training programme and on-going training/support in all aspects of operating a successful business is provided.
Advertising:	<p>The Franchise store benefits from all advertising carried out by the respective local, national and regionally, in <u>all</u> media.</p> <p>The Franchisee can advertise independently to laid down specs, with approval from head office.</p>
Brand Adherence:	Mandatory use of the Makoya Fish and Chips Brand of promotional signage, uniforms, and name badges.
Insurance:	Insurance cover to be through an Insurer and Broker nominated by Makoya fish and chips.

Source of Supply All purchases of stock to be made via the Makoya fish and chips list of nominated by approved suppliers.

General packaging requirements may be purchased from suppliers of your choice (to a standard approved by ourselves) - but all till packaging will be through nominated suppliers.

Recommended Recommended selling prices will be sent from the Region to the Store electronically. Franchisee undertakes to sell advertised and promotion products at no more than the recommended selling price.

Financial: **SUMMARY OF FRANCHISE SET UP COSTS**

ITEM DESCRIPTION		AMOUNT (R)
Initial Franchise Fee		91 000.00
Access to intellectual property, Training Assisting with setting up of franchise Legal cost Menus Products		
Establishment Cost		334 000.00
Fixtures, Fittings, Equipment, Computer Equipment Set-up Costs Electrical Plumbing Working drawing Fernridge site assessment Operations Manuals Uniforms Pre-opening Operating Expenses		
Total Investment Required		425 000.00
Initial Fee (IF)	91 000	
Establishment Cost (EC)	334 000	

NOTE: These costs are estimates based on actual costs incurred and may vary depending on size and location of store

Floor Layout/Design Planning to be done by the Corporate Franchise Division

What now? If you meet the above criteria, and are still interested, E-mail a detailed proposal for each intended Partner in the business and the area you are interested in trading in to info@makoyafishandchips.co.za