



Chickenbar[®]

JOINING OUR
FRANCHISE FAMILY

ABOUT US

ChickenBar® was born out of the desire to create and build A long term profitable sustainable business. Our first, and flagship store, was opened in 2019 in Mthatha, Eastern Cape, South Africa. During the time of our very successful first year of operation, we have had numerous people Asking to be part of our brand.

Our plan was that we want to operate for a full year to have a tangible, sustainable business model before we can have Franchisees. In September 2020, the decision was made that we will Franchise the Business and we started the journey of Setting up all the systems and policies needed to become a Franchise business or which the same was completed. The new budding brands. Unique African inspired design and delicious made to order meals captured the markets attention and they never looked back.



Asanda Maqabuka
Co-Founder & C.E.O

FRANCHISE OPPORTUNITIES

By being a ChickenBar® Franchise owner, you are not only part of a network of store owners, but also part of a unique and exciting franchise system. Since we started ChickenBar®, we have continuously worked on not only improving and refining our procedures, with items such as computerized pricing and management software, but also seeking out ways to better serve our franchise owners as well as continually seeking out additional revenue streams for our Franchise Owners.

You will find that ChickenBar® is a people-oriented company; individuals concerned with our franchise owners. We provide an opportunity for you to develop a whole new way of life and take control of your future for the first time. It is an exciting time for ChickenBar®, and we hope that you take part in this stimulating and challenging franchise opportunity.

ChickenBar® is looking for people who want to make an impact in their local communities. All stores will be conveniently located in high volume emerging market trading areas. Our operations team will assist you with the entire negotiations required, project management, installations, set up, and assist you with implementing operation systems, training of all staff. Help you with the purchasing of opening stock and help you launch.

THE FULL TURNKEY SETUP

- Full store Design, Drawings, Layouts and Turnkey project management.
- Shop-fitting and Corporate Image requirements signage and design requirements.
- Set equipment.
- EX management systems (WIFI and audio solutions).
- Store opening marketing.

TRAINING AND SUPPORT

The Franchisor undertakes to provide the Franchisee with the adequate and necessary initial training of four weeks, to enable the Franchisee to meet any requirements set by this Agreement, Operations Manual or any related documentation. Trading can commence after 4 weeks of training. The Franchisee will be responsible for payment of any travel, accommodation, or other expenses to attend the training.

SALIENT POINTS OF FRANCHISE AGREEMENT

A Franchisee may cancel a franchise agreement without cost or penalty within 10 business days after signing such agreement, by giving written notice to the Franchisor.

The franchise agreement and its implementation are subject to all applicable laws of the Republic of South Africa. The complete Franchise Agreement will be sent to you with your disclosure document and once the contract has been signed, you will be supplied an operations and procedure manual.

The franchise documentation contains several franchise obligations and other financial obligations. To understand the precise details and obligations, you will need to refer to the franchise documentation. Here is a summary of the Franchise Fees you must pay to Chicken Bar, which we impose upon you, before your business opens. Any deposits paid by the prospective franchisee will be deposited into a separate bank account and dealt with as provided for in the FASA Code. You will require the following information to do the feasibility:

CHICKENBAR FRANCHISE



- 5 Years with the option to renew after 5 years;
- Set up Cost: R1,400 000.00 (Excluding VAT)
- Franchise Fee: R 100,000.00 (Excluding VAT)
- Monthly management fee: 5% Monthly (Excluding VAT)
- Monthly marketing fee: 3% Monthly (Excluding VAT); and
- Working Capital suggested: R50 000.00. This is just an estimate for 6-month costs of running the business.
- Store Franchise: 90sqm - 120sqm stores
- Total Investment: **R1,500 000.00**

CHICKENBAR CONTAINER FRANCHISE



- 5 Years with the option to renew after 5 years;
- Set up Cost: R1,684 000.00 (Excluding VAT)
- Franchise Fee: R 100,000.00 (Excluding VAT)
- Monthly management fee: 5% Monthly (Excluding VAT)
- Monthly marketing fee: 3% Monthly (Excluding VAT); and
- Working Capital suggested: R70 000.00. This is just an estimate for 6-month costs of running the business.
- Total Investment: **R1,854 000.00**

FRANCHISEE ATTRIBUTES REQUIRED

- We are looking for hands-on franchisees who love the brand and would like to work at developing a truly African brand.
- The ideal franchisee must be motivated, self-disciplined, excellent communication skills, confident, dependable, an initiative-taker, good leader, and competitive.
- Our franchisees must also have strong people skills and have a strong work ethic.

WHAT DO WE EXPECT FROM YOU

- Franchisee must run the business.
- A commitment and determination to succeed.
- Hard work and dedication to grow the business.
- To communicate challenges and difficulties to franchisor. Direct management and be admin oriented.
- Loyalty to Chicken Bar ideals and objectives.
- To be committed to growing the Chicken Bar brand.
- A consistent standard of service in the areas of service range, customer relations and efficient service, and
- Compliance with the franchise agreement and follow our proven blueprint and work closely with head office team for mutual benefit.

SHARED RESPONSIBILITY


While we as the franchisor operate an efficient business system and are ready to assist franchisees in building their Chicken Bar franchise business. It is up to you, our franchisee to grow and make your business a success.

ADVERTISING AND MARKETING

- Our marketing team focus primarily on digital marketing
- Our website is updated regularly, and we use social media to drive brand awareness and visibility.
- Chicken Bar App for marketing and collecting contact details for database of customers.
- The Advertising team meets quarterly to discuss marketing and advertising initiatives going forward.

STORE VISITS AND MEETINGS

- Quarterly support visits by the Area Manager Performance over the past business period gets reviewed and support is offered where required.
- Yearly conference will be held to do get to discuss marketing strategies, challenges and strategic organisational plans that will be implemented.



If what you have read thus far sounds like it would be a good fit for you, we invite you to join our winning team and become part of our success story by starting your own ChickenBar® franchise. You will be backed and supported by the management and resolute staff of ChickenBar® head office.

Contact:

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THANK YOU FOR YOUR TIME



Chickenbar®

