



Nkukhu-Box

Grilled Kasi Flavour

FRANCHISE INFORMATION

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Welcome to Nkukhu Box. We have put together a brief guideline outlining key aspects and responsibilities that will assist in a successful and smooth opening of your Nkukhu Box Fast Food Store.

These guidelines takes the format of FAQ's that in our experience arise during a project and should be addressed prior to the commencement of a new Nkukhu Box store.

This document should be studied carefully as it will assist you the franchisee to make an informed decision. Any other questions that may arise can be addressed immediately, via our Business Development Team.

This document covers the following areas:

- 1. Introduction of the concept**
- 2. The name Nkukhu Box**
- 3. Our Customers**
- 4. The Brand**
- 5. Financial**
- 6. Legal**
- 7. Development**
- 8. Staff & Training**
- 9. Support Structures**

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1. Introduction

Nkukhu Box is a recently founded company to serve a purpose in the African township fast food industry. We offer high quality grilled chicken products that are on par with international standards and other big brands.

Nkukhu Box is created to embrace African flavours, culture, lifestyle and fashion through food.

2. What we do

Nkukhu Box is a home of grilled chicken embracing Kasi “township” flavours and lifestyle. We bring quality food and flavours’ originating from our own Kasi’s, inspired by our own stories and origin. We are a proud fast food brand born from African township “e’Kasi”, with an understanding of the township pallet and needs.

Nkukhu Box is a well supported grilled chicken fast food franchise brand. Our menu is developed with a clear understanding of African flavours and preferences. We are a brand that creates and cherish food memories. We not only we serve amazing, tantalising quality food, but we provide an eating experience.

The name “Nkukhu”

The name “Nkukhu” is a well known name in most African languages meaning “chicken”

The Name “Kasi”

“Kasi” is a slang word meaning “township”

3. Who are our customers?

Our customers are primary and high school pupils seeking a quick light meal or refreshing drink or ice cream after a long day at school; parents that come home after work seeking a family meal for supper & younger kiddies that are attracted by the toys they get when a kiddies meal is purchased. The later is our primary daily customers. Secondary customers are the taxi drivers that operate within the township; the unemployed individuals, home caretakers and non-frequent visitors to the township.

Offering delivered lunch meals to local employees, e.g. local school teachers, municipal workers, police station members and other township offices, they too are our primary daily customers.

Many of these individuals view takeaway foods as a treat and will buy them mostly in the evenings or during the weekend. Our longer trading hour’s strategy will also cater for people going or leaving local clubs, sheebens and bars.

Minimum recommended trading hours are from 9:00 am to 10:00 pm Monday to Wednesday; 9:00 am to 12:00 pm Thursday to Saturday and 09:00 am to 09:00 pm on Sunday.

4. Our Brand

Our logo is well designed to appeal to a wide demographic, across many age groups and backgrounds. It appeals to children as well as adults, thus extending our brand message to a wider audience. The name 'Nkukhu' meaning chicken is identified by many African languages and cultures. The logo and our tag line "Grilled Kasi Flavour" is easily noticeable and sends a positive message to our potential customers.



NKUKHU-BOX

Grilled Kasi Flavour

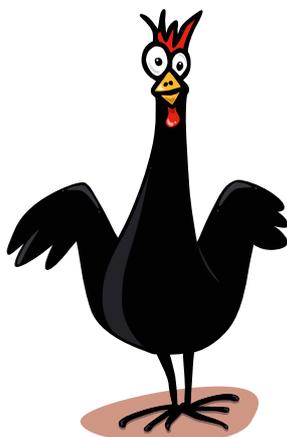
Portrait Logo

NKUKHU-BOX

Grilled Kasi Flavour



Landscape Logo



Character "Nkukhu"

5. Financial

What does my joining fee cover?

This fee covers the following aspects of opening a Nkukhu Box store.

- Brand name and use of associated Intellectual Property of the brand;
- Franchisee & Employee Training Manuals;
- Store Operations Manual;
- Menu Product Preparation Manual;
- Recipe Costing Formulas
- Daily Stock Counting & Admin Sheets
- Assistance in negotiating Land Use Agreements
- Head Office Website link.
- Company Stationery, e.g. Business Cards & Email Signatures

How much does it cost to open a Nkukhu Box Franchise shop?

You will operate a fully equipped, branded and stocked up store at a total investment of R 1 182 000 (excl. VAT) based at an average of 250 sqm open land. Please note that this cost may vary depending on the location, size and initial condition of the site.

The total franchise setup cost includes all development costs from project initiation, site preparation, landscape design, franchise & staff training, and uniform, initial stock, fully fitted equipment to store launch promotion. This cost also includes the Franchise Joining Fee of R 150 000.00 (excl VAT).

A deposit amount of R 236 400 (excl VAT) is required by head office upon approval of your application. The balance is due prior to store construction and upon signing of the Franchise Agreement.

How much money can I make as a Nkukhu Box franchisee?

Our observations and careful feasibility studies show that on a carefully selected site for your store, and how well you manage it. Return on Investment (R.O.I) is reached in 16 - 20 months. This minimizes the risk factor and enables you to expand to other sites in just over one year. With the flexibility of a movable store, a positive ROI is almost guaranteed, caused by having an option to move to other sites should your initial one not be suitable.

How much is the monthly royalty fee?

A royalty of 7% of turnover is payable to Nkukhu Box Head Office on a monthly basis. This fee includes a Marketing Contribution which is required for national brand development and local marketing.

Financing Requirements

Our financial model recommends a maximum business gearing of 80%. This means that a potential applicant must have at least R 236 400 (excl VAT) unencumbered funds to invest in the initial set-up costs, to ensure a successful application.

Profitability

Nkukhu Box store enjoys an average gross profit of 60% on chicken products and 50% on other menu products.

6. Legal

Can I negotiate my franchise agreement?

Your franchise agreement runs for a term of 5 years. After this period, renewal negotiations will take place. It is important that you understand the terms and conditions of your franchise agreement and have your legal representative check the document on your behalf to advise you of your implications and obligations as a franchisee.

7. Development

Does Nkukhu Box Head Office assist in finding a site and what sites are ideal?

It is our number one priority to assist you in finding the perfect site. A site selection manager will work hand in hand with you in finding a suitable site. You as a franchisee, you are also encouraged to suggest a site that you may have identified. A feasibility study will then be conducted on your proposed site and it will have to be approved by Head Office before committing to it. It is not Nkukhu Box Head Office sole responsibility to find you a site; we merely assist with the process.

An ideal site is a vacant piece of land, minimum length of 25 meters and width of 10 meters. There should be easy access to municipal drainage system and electrical power. Extra space for customer parking is an added benefit. These premises should be situated in a highly visible location, preferably a corner site. Easy pedestrian access with a constant high volume of foot traffic is essential. Target areas are those with high concentration of an emerging market, e.g. the newer sections of the township, with bonded housing.

Who helps with the site acquisition and agreements?

The Nkukhu Box development team will assist you as our franchisee with the following negotiations with potential land owners, land use negotiations & legal agreement drafting, where applicable.

However the onus is on the franchisee to ensure that all necessary council submissions and permissions are obtained from the relevant local authorities. Nkukhu Box Head Office will merely be an advisor on how to go about it. We will gather as much information as possible as to understand the Council Bylaws and establish good relationships with the relevant authorities.

Who draws the plans for the store?

Base plans are supplied to the franchisee by Nkukhu Box appointed architect or designer. These plans will serve as reference when all council submissions are to be done.

Who gives me a final costing of the project?

The development team prepares a comprehensive costing pack for the complete turnkey operation.

Who appoints and supervises the contractors?

Nkukhu Box Head Office will appoint an experienced project manager to ensure that contractors complete the work timeously and to specifications laid out by the brand.

Where does the equipment come from?

All in store equipment supplied and fitted by contractors are appointed by the brand.

How long does the whole shop set-up project take?

The construction of a store takes approximately 8 weeks from full payment date & signature of all relevant documentation, provided all requirements have been met.

8. Staff & Training

Who recruits my staff?

The franchisee is responsible for the recruiting of all staff members; the franchisor may offer assistance in the matter, however the onus is on the franchisee to recruit and select his crew. Head Office will assist in conducting interviews.

Who can work at a Nkukhu Box outlet?

Provided the employee has passed the interview and all training pertaining to their job function they may work within the outlet.

Do I have to pay staff whilst they train?

Yes, payment of crew on training is subject to the basic conditions of employment act.

How long is training?

Minimum training periods is 2 (two) weeks for management and kitchen crew.

Where does training take place?

Training is done at designated training store and at head office premises.

As owners what training do I have to attend?

Owners are required to attend management training course which covers but not limited to the following:

- General Take-Away Management
- Food Costing
- Stock Control
- Income Statement
- Raw Material Management
- General Management
- Importance of Leadership
- Product Preparation and Presentation

9. Support Structure

Does the Nkukhu Box franchise system offer support?

Yes, the Nkukhu Box Franchise group has an extensive support structure in line with international standards that offer franchisees support in the following areas:

- **Operations**

Each Franchisee store has an allocated franchise consultant who will assist in the opening and ongoing operations of the store. The franchise consultant adds value to the franchisees, both from an operational as well as financial aspect. The franchise consultant does not only assist the franchisee but also ensure that the brand integrity is maintained across all franchise outlets thereby protecting all our franchisees and the brand.

- **Marketing**

The brand has appointed a professional marketing company that plans and executes all advertising initiatives as well as care taking the brand and ensuring return on the advertising investment.

- **Wholesale/Distribution**

The brand offers a comprehensive range of specified products required to run a Nkukhu Box outlet. Most products will be purchased from Nkukhu Box Central Kitchen.

The company negotiates bulk purchases with suppliers and ensures a consistent supply of quality input products delivered to your store at a competitive price.

Will I get on-going support from the head office?

As a franchisee, you will be issued with a full Operations Manual that details how you should run your store, including supporting documents like stock sheets, service manuals, employee contracts and etc. This will be your step by step manual on how to optimally run your store.

On store opening, a team of experienced individuals from head office will spend 1 (one) week at your site, assisting and training you and your staff members.

Furthermore, head office will send out a team to your store regularly to help in any aspect and ensure that your store is running smoothly and food quality together with customer services is adhered to. So, yes there is a team of experts on standby to assist you on regular basis.

We hope this info will assist you in making an informed decision. Please visit our website for added info, menu, store pictures and available sites.

We look forward in you joining our family.

From:

The Nkukhu Box Team.

THANK YOU

Thank you for taking the time to go through our information.

If there are any questions or comments, please feel free to contact us.

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