

- 12 Gemini Street, Cnr Gemini & Milkyway, Linbro Business Park,
- Frankenwald Ext 3.Sandton, 2065
- Office: 011 608 1999
- [zelneri@tasteholdings.co.za](mailto:zelneri@tasteholdings.co.za)



## The Fish and Chip Co Information Pack

Thank you for enquiring about *Fish and Chip Co*. We are always excited to welcome New Members to the family.

Please find below the process flow, application form and banking details.

Kindly fill in this application form and send it back to our offices in order to start the application process for you.

Please feel free to make contact with us should you have any questions. We are more than willing to assist.

\*In the Case of a Change of hands where you want to purchase an existing outlet – please skip directly to the application forms. The process flow will be applicable up to the approval step. After this step we will communicate the next steps directly with you.

### **Reasons to invest in The Fish & Chip Co.**

- Low fixed Royalties.
- Lowest Set Up Cost of approximately R 699 000
- It appeals to largest South African consumer group.
- Part of “Taste Holdings”.
- Full member of FASA.
- Simple operations.
- Multiple stores ownership is promoted.
- Group Buying Power.
- Part of a listed company.
- Marketing support.
- Secured fish supply.
- 30 days to pay opening order.

Kind Regards  
The Fish and Chip Co Team



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#### STEP 1: ENQUIRY

- VISIT our website @ [www.fishandchipco.co.za](http://www.fishandchipco.co.za)
- EMAIL an enquiry to [franchise@tasteholdings.co.za](mailto:franchise@tasteholdings.co.za)

#### STEP 2: APPLICATION

##### How to Apply:

- Fill in the Application Form and Letter Of Intent attached to the Information Pack (Remember to initial the bottom of every page).
- Send a copy of your ID Document and Proof Of Address with the Application Form and Letter Of Intent to the Head Office.
- Once the forms have been recieved an email will be sent with arrangements for the next step.

#### STEP 3: DEPOSIT

- The deposit is R 140 000, which is included in the cost of the franchise.
- The proof of payment can be sent along with the application form:
  - *Can be emailed to [zelneri@tasteholdings.co.za](mailto:zelneri@tasteholdings.co.za)*

- *Can be personally delivered to :*  
12 Gemini Street, Cnr Gemini & Milkyway, Linbro Business Park, Frankenwald Ext 3. Sandton, 2065

#### STEP 4: APPOINTMENT

- Once the deposit has been confirmed, an appointment will be set at our Head Office.

#### STEP 5: FINDING A SITE

- There are many different ways of finding a site for your store:
  - Find your own site.
  - We ASSIST with Finding a site, but cannot be guaranteed.
  - Resales (Take over an existing store).
- View the requirements of a site in the INFORMATION PACK.

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#### STEP 6: SITE APPROVAL

- We will send one of our Regional Managers to visit the site, inspect it and then approve/decline it.
- Please refer to the **INFORMATION PACK**, where it states the **NECESSARY REQUIREMENTS** for the process of inspection to take place.

#### STEP 7: FRANCHISE AGREEMENT

- The Franchise Agreement must be signed **TWO WEEKS PRIOR** to the commencement of **CONSTRUCTION**.

#### STEP 8: FULL PAYMENT

- **PRIOR** to the **CONSTRUCTION** of the store, the full amount of **R699 000. 00** needs to be **PAID IN FULL**.
- The full payment as well as a signed Franchise and Lease Agreement must be present before commencement of construction.
- The balance can either be cash or financed through any institution of your choice. If assistance is needed with balance that is financed, we will provide a Business Profile, which is a requirement of the bank.

#### STEP 9: TRAINING

- Training is only scheduled once the Franchise **AND** Lease Agreement were signed **AND** full payment was made.
- You will be allocated with training dates.
- You will need to book **TWO SETS OF TRAINING**: Franchisee Training and Staff Training
- **NO** store will be allowed to open without fully understanding and passing of the training courses for owners and their staff.

#### STEP 10: CONSTRUCTION

- It takes approx 14 days to build a store.
- Refer to the **INFORMATION PACK** to find out the **SITE PREREQUEST**.

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#### **STEP 11: RECEIVING OPENING STOCK**

- Is received **TWO DAYS PRIOR** to the **STORE OPENING**.

#### **STEP 12: OPENING OF THE STORE**

- Simple operational structure – easy to run more than one store.
- Once all 12 steps are completed, the store is then opened.
- Will receive assistance by a Kitchen Facilitator for **5 DAYS FROM OPENING**.

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### The Fish and Chip Co. Banking Details

The Deposit amount is R140 000. Once the deposit is made, the proof of payment needs to be sent through to the Head Office. In order for the, Fish and Chip Co to decipher who deposited the amount, please use your **NAME** and **SURNAME** as a reference. Please find our Bank account details below;

**Account Name:** The Fish and Chip Co.  
**Branch Name:** FNB Greenstone  
**Branch Code:** 201510  
**Account No:** 62341248187

Once deposit has been paid, be sure to send the proof of payment to Zelneri van Zyl.

**Email:** [Zelneri@tasteholdings.co.za](mailto:Zelneri@tasteholdings.co.za)

Kind Regards



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## The Fish and Chip Co Shop Spec:

Find detailed below our building and lease requirements, which need to be discussed in order to finalise the lease negotiations.

1. The lease area being approximately 50m<sup>2</sup> - 100m<sup>2</sup>
2. A 30 - 45 day rent free period in order to complete building and shop fitting
3. A five-year lease with the option for a further five years renewal
4. 3 phase distribution board, 125 amps per phase
5. Aluminium shop fronts to be min 1200mm wide (excluding double door)
6. Electrical power supply to external lightbox signage (as per Signage Criteria Document)
7. First fix plumbing
8. Geyser fitted (150 litre)
9. Hand wash basin fitted
10. Ablution facilities (per Local Municipal regulations)
11. Fresh air reticulation
12. Building suitable for installation of extraction ducting
13. Floor drains (optional)
14. Back-up power (optional)
15. White Box Specifications
  - a. New 600mm x 1200mm suspended grid ceilings fitted throughout
  - b. Covered recessed fluorescent light fittings throughout
  - c. Standard screeded floors (no floor and/or wall tiles or carpets)
  - d. White base coat painted on all internal walls

Please take note that as this is a turnkey business proposal we have a set budget to construct a store with. **Should any costs occur that is not covered by our budget or the budget has a short fall it will be for the applicants own account. These costs will however be brought under the franchisees attention as soon as the brand gains knowledge of these additional costs. We recommend that you budget for additional costs.**

We trust the above is in order and anticipate a favourable response as soon as possible.

Yours sincerely,  
The **FISH AND CHIP CO** Team

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## **FRANCHISE APPLICATION FORM**

ID Number: \_\_\_\_\_ (Attach Copy of ID document)

Title: \_\_\_\_\_ Name: \_\_\_\_\_

Surname: \_\_\_\_\_

Cell phone number: \_\_\_\_\_

Home: \_\_\_\_\_

Fax: \_\_\_\_\_

Work Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Residential Address: \_\_\_\_\_

\_\_\_\_\_

Town / City: \_\_\_\_\_

How Long at this address (yrs.): \_\_\_\_\_ Rented/Owned: \_\_\_\_\_

Postal address: \_\_\_\_\_

Previous address: \_\_\_\_\_

Present occupation: \_\_\_\_\_

Own Business experience: \_\_\_\_\_

Age: \_\_\_\_\_

Marital status: Single / Married / Married out of community / Married in community of property.

Date Married: \_\_\_\_\_

Spouse name: \_\_\_\_\_

Spouse contact number: \_\_\_\_\_

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Previously Sequestered: Yes / No

Date: \_\_\_\_\_

Rehabilitated: Yes / No

Date: \_\_\_\_\_

Earliest date of involvement in store: \_\_\_\_\_

**Other Parties involved: (Please send their ID and proof of residence as part of the application).**

Spouse/ Partner / Silent partner / Manager / Other: \_\_\_\_\_

Name: \_\_\_\_\_

Surname: \_\_\_\_\_

Contact number: \_\_\_\_\_

Email: \_\_\_\_\_

Address:

\_\_\_\_\_

Present occupation: \_\_\_\_\_

Own Business experience:

\_\_\_\_\_

Academic qualification:

\_\_\_\_\_

I/ we would like to apply and open a store as a Sole Proprietor/ Partnership /Close Corporation / PTY (LTD) [Please select by circling]

**SITE INFO:**

PROPERTY DETAILS	
Do you have any geographical location preferences? (Please be specific)	
First choice	
Second Choice	
Third Choice	
<b><i>In the case of a Change of hands – Store name:</i></b>	

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**PLEASE DO NOT SECURE A SITE OR SIGN ANY DOCUMENTATION FOR A SITE WITHOUT THE KNOWLEDGE OF THE BRAND. ALL SITES ARE SUBJECT TO BRAND APPROVAL.**

**If you have a specific site interest please complete:**

Size of Premises:	M <sup>2</sup>
Land Lord / Leasing agent / Centre manager name:	
Contact number:	
Site address:	
Have you negotiated any terms on this site?	
If so, what is the anticipated monthly rental amount?	
General information on the site	

Do you know someone in the group? \_\_\_\_\_

Where did you do your research / hear of the brand?

Magazine: \_\_\_\_\_

Website: \_\_\_\_\_

Word of mouth: \_\_\_\_\_

Customer at a branch: \_\_\_\_\_

Referral: \_\_\_\_\_

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**PLEASE ALSO ATTACH YOUR LATEST PAY SLIPS.**

**PERSONAL FINANCIAL POSITION**

Bankers: \_\_\_\_\_ Branch: \_\_\_\_\_

Acc. No: \_\_\_\_\_  
*(I hereby authorize The Fish & Chip Co to contact my bankers, who may disclose confidential information regarding my financial position, and provide you with a financial statement)*

Type of Account: \_\_\_\_\_

Monthly Income (Rands)			
		Self	Spouse
Salary			
Allowances (incl Petrol card)			
Commissions			
Investments / Rental Income			
Other - (please specify)			
<b>Total Income</b>			
Annual Performance Bonus			
Monthly Expenses (Rands)			
		Self	Spouse
Tax – PAYE/SITE			
Pension			
UIF			
Medical Aid			
Other Payslip Deductions			
<b>Total Deductions</b>			
<b>Net Salary</b>			
Rent / Bond payments			
Hire Purchase instalments / Leases			
Other Loan repayments			
Insurance premiums (Short Term)			
Life assurance premiums (incl RA's & Endown)			
Electricity and water			
Rates & Taxes			

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Estate Levies			
Telephone & internet			
Cell Phone			
Security (alarm, response)			
TV rental/M-Net/DSTV			
Domestic / Garden help			
Alimony / Maintenance			
Planned savings			
Credit card accounts			
Education – school fees, books, etc.			
Clothing & clothing accounts			
Groceries			
Entertainment			
Medical expenses - not covered by Medical Aid			
Transport cost / car expenses (petrol, parking etc.)			
Vehicle Tracking			
Gym subs			
Donations / Tithes			
Bank Charges & OD Interest			
Other (specify)			
<b>Total Expenditure</b>			
<b>Surplus Available</b>			
<b>Combined Surplus Available</b>			

- 

Please describe in as much as possible detail why you think you would make a success of The Fish & Chip Co. and why you think you should be a franchisee.

This image shows a full page of blank white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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- **Please provide us with a recent Curriculum Vitae (To be attached as part of your application).**

I hereby declare that all the information contained in this document and supporting documents is to the best of my knowledge true and correct)

Signed at: \_\_\_\_\_ on day of \_\_\_\_\_ 20\_\_\_\_

In the presence of the following witness:

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Cell: \_\_\_\_\_

Applicant Signature: \_\_\_\_\_

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**LETTER OF INTENT, CONFIDENTIALITY & CONSENT UNDERTAKING I.R.O THE FISH & CHIP CO. FRANCHISE FOR SOUTH AFRICA**

The hereinafter mentioned Prospective Franchisee ("the Applicant") has expressed interest in acquiring The Fish & Chip Co. Franchise from Taste Food Franchising (Pty) Limited ("The Fish & Chip Co.").

Should the Applicant be successful in his/her application and a Fish & Chip Co franchise outlet be granted, the Applicant will be granted the non-exclusive rights to trade under the name, logo, style and colours of The Fish & Chip Co. and shall be bound by the Fish & Chip Co franchise agreement (the "Franchise Agreement") once signed, and will be required to promote Fish & Chip Co brand and the products and services offered by The Fish & Chip Co. in terms of the Franchise Agreement.

**DETAILS OF THE APPLICANT:**

Name of Principal Shareholder, Member or Sole Trader:

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Name of the entity in whose name the business is to be registered *where applicable and available*):

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Description of area where you would like to open:

---

Email Address:

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#### **AMOUNTS PAYABLE FOR A NEW FRANCHISE OUTLET:**

***Approximate*** Franchise fee = R699 000.00 (Incl. Vat)

Payable as follows:

1. On signature hereof a refundable deposit: R140 000.00 +
2. Balance to be paid prior to construction and/or commencement : R559 000.00

All payments are required to be made into the following account and proof of payment must be emailed to [zelneri@tasteholdings.co.za](mailto:zelneri@tasteholdings.co.za) Please use the Applicant's **name** and **surname** as reference.

Account Name: The Fish & Chip Co

Bank: FNB Greenstone

Branch code: 201510

Account no: 62341248187

The proposed commencement of the franchise business by the Applicant shall be within 3 (three) months of receipt of the deposit, depending on site availability, and shall be subject to the payment of the balance of the franchise fee and the Applicant's entering into and executing a written franchise agreement.

Should the commencement of construction occur later than 3 months from signature hereof, additional costs may be applicable as inflationary increases are imposed by third party suppliers. All applicants who make use of funding are advised to apply for a "buffer" amount should there be an increase in the price or additional costs associated with the build of the store and for working capital, that falls outside the set budget.

#### **AMOUNTS PAYABLE FOR AN EXISTING FRANCHISE OUTLET:**

The joining fee amount of **R140 000** will be payable by any applicant applying for an existing franchise outlet. The purchase price can be negotiated with the seller of an outlet once you have been approved as a franchisee.

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## **ROYALTIES AND MARKETING CONTRIBUTIONS PAYABLE**

The Applicant will be liable for the payment of:

1. a weekly Royalty fee of R732.05 (excl. VAT), payable to the The Fish & Chip Co and/or its authorised agents/representative in terms of the Franchise Agreement;
2. a weekly Marketing fee of R732.05 (excl. VAT) payable to the The Fish & Chip Co and/or its authorised agents/representative in terms of the Franchise Agreement .

Both fees recorded above shall be subject to escalation of 10% per annum or CPI whichever is the greater as more fully recorded and/or detailed in the Franchise Agreement.

This Applicant's intention to purchase a Fish & Chip Co franchise outlet is subject to the following terms and conditions:

1. The Fish & Chip Co. has the right to accept or decline the Applicant, within its sole and absolute discretion.
2. The Applicant submitting to the Fish & Chip Co. all relevant financial and personal information necessary for the Fish & Chip Co. to assess the Applicant as a possible franchisee.
3. The Applicant authorising the Fish & Chip Co to conduct the necessary credit checks that may be required by the Fish & Chip Co, within its sole and absolute discretion.

In the event that The Fish & Chip Co. accepts the Applicant as a franchisee, a standard formal and comprehensive Franchise Agreement will be entered into and the parties will be obligated to one another once the Franchise Agreement has been signed.

Should The Fish & Chip Co. decline the Applicant as a franchisee, for any reason whatsoever, the Applicant shall be entitled to request a return of the deposit paid, less any direct expenses which may have been incurred by the Fish & Chip Co. In such event, the deposit is to be paid to the following account:

Account Holder: .....

Bank: .....

Branch: .....

Branch Code: .....

Account Number: .....

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### **CONFIDENTIALITY**

The Applicant, by his or her signature to this document, confirms that any and all information disclosed to him/her by the Fish & Chip Co. regarding the proposed Fish & Chip Co. franchise is confidential in nature and is proprietary the Fish & Chip Co.

The Applicant undertakes to treat all information disclosed to him/her, which is not presently in the public domain as strictly secret and confidential and will not divulge

Same to any other person whatsoever, unless specifically authorised by the Fish & Chip Co. or until it is in the public domain.

The information may only be disclosed to those who have a genuine need to be informed thereof, provided that such parties are likewise bound to treat the information as secret and confidential.

The Applicant will not utilise the information for his/her own benefit or for the benefit of any other party in any manner other than in terms of a written agreement to be entered into with The Fish & Chip Co.

Signed at \_\_\_\_\_ on \_\_\_\_\_ day of \_\_\_\_\_ 201\_\_.

\_\_\_\_\_ (signature)

Name: \_\_\_\_\_

Identity Number: \_\_\_\_\_

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**Please confirm with the below checklist that all the requirements are met for the application**

<b><u>Documents Checklist:</u></b>	
1. Application form	
2. Company docs (if applicable)	
3. ID copy (of all members in the case of company)	
4. Proof of address (utilities account will suffice and must provide for all members in the case of a company)	
5. Bank statement	
6. VAT certificate (In the case of a Company)	
7. BEE certificate	
<b>CHANGE OF HANDS</b>	
<ul style="list-style-type: none"> <li>• Sales agreement – you will need to enter into a Sales agreement with the seller once you have been approved.</li> <li>• Lease agreement – once you are approved you will have to negotiate a new 5 year lease with the land lord.</li> </ul>	

**Summary:**

I will be making use of: (please check the option applicable)

- 1) Funding through (specify source) \_\_\_\_\_
- 2) Own cash contribution of R \_\_\_\_\_

<input type="checkbox"/>
<input type="checkbox"/>

I am interested in a site in:

- 1) Province: \_\_\_\_\_
- 2) Area: \_\_\_\_\_
- 3) More specific details if you already have a site in mind: \_\_\_\_\_

End – Thank you.