

#braai

#braai

For more information or to book your own #braai consultation session,
contact us at +27 72 706 7709 | admin@braai.org.za



CURRENT #BRAAI LOCATIONS | Middleburg, 5 Walter Sisulu Road, +27 83 360 0303 - Witbank, KG Mall,
Shop 118, Corner Matthew Phosa & N4, +27 64 091 3646 - City deep, City deep truck stop, Corner New Coch &
Vickers Roads, +27 84 432 6073

COMING SOON | Thula mall, Bushbuckridge - Nigel - Naboomspruit - Springs - Acornhoek - Willows, Pretoria



THE HOTTEST
DEAL
34⁰⁰
PAGES
ON BUYING
YOUR FRANCHISE

YOUR NEXT GENERATION FRANCHISE



#braai

No pre-cooked, liquid patties, "secret" recipes, over-promised-under-delivered portion sizes, squeezed margins, watered down profits or unattainable franchise goals!

We stand for real, and everything we do at **#braai** is real and unique! We cut through the fluff, straight to the bone. And we believe that our '**real and unique**' take on food and franchising is what challenges the 'status quo' franchise model.

We offer a restaurant idea that is **unique** in concept, **affordable** to join and **easy** to sustain through maximum **franchisor support** – the result is a fast-growing chain that happens to sell great tasting food, a unique customer experience, and a profitable turn-around for our franchisees.

Want in?

WE BELIEVE IN REAL

REAL MEAT, BRAAIED WITH REAL FLAMES USING REAL CHARCOAL.
THAT'S IT.



THIS IS US

THE INGREDIENTS OF SUCCESS

An authentic South African brand with a unique vibe & distinctive taste - braai passion is our game, quality obsession is our trade. We serve great food, and even greater customer experience (our top secret ingredient for our success by the way).

Charcoal is our goal - we pride ourselves in the fact that all our meat is grilled on a real braai. This means you get the real braai taste, without the effort. A truly South African experience, boxed and delivered at your convenience.

BRAND VALUES

We are South African - a warm, interactive, quirky an on-trend brand, with our customer-centric focus driven by passion and humor. We cater to the entirety of the LSM 3-10 South African market. We embrace 'ubuntu', loving and feeding all our multi-cultural foodies with great food, the original braai taste & a bit of humor on the side.

VISION

We aim to fill every town with the authentic experience of #braai - convenience, great taste and a feel good outing, all on your doorstep! Yes, we are that friendly neighbour that invites your entire family to the braai!

#braai

FIRESTARTER

OUR OFFER - MORE THAN JUST A FRANCHISE

It's simple - we've got a business that works, and we give you the opportunity to get in on the action!

Few things in this beautiful country sells like authenticity - we can sugar coat this franchise proposal with our local chutney, spice it up like biltong, or park it in front of our tourist-raving meccas and justify a ridiculous price spike... but we believe in the power of 'real'. **Just real meat, with real figures.**

At #braai it's all about 'the meat', 'the eat', and 'the market' - so what we offer is the authentic braai experience, *packaged, marketed and ready* for you to cash in on. What does this mean? It means that you can go from fired, to starting your own fire? Here's the dish, you decide...

OUR STAPLES

IT'S WHAT WE DO - AND WE DO IT REALLY WELL!

We pride ourselves in our **#braai** franchise staples - menu, support & marketing - and the fact that we do them really well... And we definitely know it!

From take away to sit-down, from peckish to stuff-it-in-my-face-hungry, our menu covers all kinds of meaty appetites. And it's not just our perfect ratios of portion to profit that gets our franchisees great turn-around and customer loyalty, but our **quality products**, brand & franchise **support**, and fully assisted **marketing** contributes to the success and growth of our **#braai** franchises.





PRODUCT

IT'S ALL ABOUT THE MEAT

By now it's quite evident that we do meat, and we do meat really well... or medium or rare, depending on our customers' taste. And not just any meat!

Distribution of top quality, locally sourced meat, means around-the-clock freshness at all times. We believe that the proof is in the pudding, and in our case, it's all about the taste of fresh South African meat. We don't do 'okay' or 'almost', we do 'all the way perfection', especially when it comes to what we sell to our #braai customers.

With extensive experience in distribution and logistics, we offer support and on-time distribution to all our franchises. Our Gauteng region even gets daily stock deliveries - the fresher the product, the greater the profit! It's all about customer-return and loyalty, and ensuring excellent quality throughout - this covers a third of our business model.

SUPPORT

THE FIRST COAL IS ON US!

We love our brand even more than we love a good braai. And seeing our brand succeed, means that we have a direct and invested interest in seeing you succeed as a **#braai** franchise owner. Our support extends from 'start-up' to 'on-going', and Franchisor Support involves the following:

• **Strict selection criteria for new franchisees** - this means that as a current franchisee, you are protected by the standards of our brand. We won't allow anyone on the team, meaning that your investment remains an investment. We know the importance and success of ensuring implementation and living out the passion of our brand within our franchisees' stores. We won't allow anything less!

• **Location scouting** - At **#braai**, we know that it's not just what you eat, but where you eat, that really makes a difference. Location is key, and selecting a prime spot for your franchise can be quite the science, being one of the prime factors in setting up your franchise for an epic fail or a huge success. Luckily for you, our team has got years of joint-experience in the restaurant and fast food

industry, meaning that they scout the best possible location for your franchise, tailored specifically to you and your market, and backed by research analysis - less on your shoulders, more on ours. Just another way of how we support our franchisees through all the start-up steps.

• **Negotiation support** - **#braai** will assist and support all negotiations involved in your franchise management. Start-up negotiations involve assistance during location scouting and lease agreements. Long-term negotiations involve stock suppliers and wholesale level pricing to ensure the best possible gross profit.

• Our well **experienced** restaurant franchise team provides solid **support in Management, Logistics, Operational** and **Training** aspects within the industry to ensure ongoing success for all **#braai** franchisees.

• **Staff training** - We train your crew to ensure that they understand and live the **#braai** brand. This means a crew that is energized, equipped, informed and trained to provide excellent food with great customer service.

• **Brand & Marketing support** - In-depth brand analysis and across-the-board consistency makes for a strong and sustainable franchise business. Aggressive Brand building and Marketing activities are conducted by the **#braai** franchisor team to ensure that your franchise remains current and relative, with longevity of brand and product at top of mind. We offer you a strong, fresh and vibrant brand that is easy to sell to our target market. With our focus on the 'nitty-gritty', you can channel your focus on the customers!

Our support umbrellas you under a brand that believes in building long term customer loyalty through quality products, friendly service, but most of all consistency - as franchisor we ensure support on all levels to substantiate and sustain our brand.

MARKETING

WE SPEAK BRAAI IN ALL 11 LANGUAGES

Few franchisors care about your success once you sign that dotted line. We care. Correct marketing analysis and strategies from 'start-up phase' to 'on-going phase' is a service that we as the franchisor offer you. Marketing support is a key differentiator for the success of your #braai franchise.

All #braai marketing is managed by our #hashtag agency. The social brain behind almost 100 of our local brands on all platforms social and digital, and with a fast growing reputation of guaranteed results and successful target rate, your franchise will be marketed and pushed by industry fundis.

ANALYSIS AND MARKETING

- **START-UP MARKETING** - Involves aggressive digital marketing managed on the franchisees behalf to assist in customer education, branding and targeted branding.
 - Targeted Facebook Marketing within the new or revamped store area, 2 weeks prior to the store opening / relaunch
 - Great Opening Specials to launch the new store once operations has settled in
 - Brand activations and Menu Tastings within the centre. Activations in conjunction with key tenants and partners in the centre.
 - Once off menu drops in the area, within 6 weeks of the store opening
 - Digital pre-launch campaign
- **ON-GOING MARKETING**
Involves a three month period of on-going marketing support, with additional marketing packages on offer after the three month period to sustain your franchise marketing strategy.



OPPORTUNITY

GET IN ON THE ACTION

With franchises spreading like a, dare we say, wild fire, across Gauteng, you can get in on the heat, and become part of the hottest brand in the fast food industry.

South Africans love to eat, and they love to braai - it's easy to sell something that everyone loves, right? So here it is, cut to the bone facts that gets your hands on your very own #braai.

SETUP COSTS - At what price do we offer all of this?

All #braai outlets are individually costed on their size and specs. An average of **R8 500 per square meter excluding vat** can be expected on an average outlet. A **joining fee of R100 000** gets you started.

Additional franchise costing will include **Royalties of 4% excluding VAT** on net turnover; and an **Advertising fee of 2% excluding VAT** on net turnover.

We offer **competitive pricing** on our product and franchises, which means that you get premium, and profit, at a fraction of the cost!



THE #LOOK

THE NEXT GENERATION FRANCHISE



All #braai franchises are fitted with our braai lights, iconic flame & brand colours - the #braai interior is contemporary, premium and inviting.



*"I work as a 'Cashier',
because I love the people,
but I can do anything here."*

Ntombi - Trained in Customer Service
and general shopkeeping



Our delivery bikes take the **#braai** brand out on the roads – more exposure followed by quick delivery, results in customer loyalty.



Every component of the brand receives the iconic **#braai flame**, from our interior, to our staff, to our eco-friendly recycable packaging – it's our stamp of approval.



We carry the **#braai** logo with pride and passion - our brand stands out from the crowd, and we ensure that we carry that through in all our franchise signage.

A close-up, high-contrast image of the "#braai" logo. The text is white with a slightly distressed or hand-painted texture. A vibrant red flame icon is positioned above the final 'i'. The background is a dark, blurred gradient.

In-store branding extends to all invitational elements - windows and doors are branded with the **#braai** logo to create ultimate exposure for your franchise.

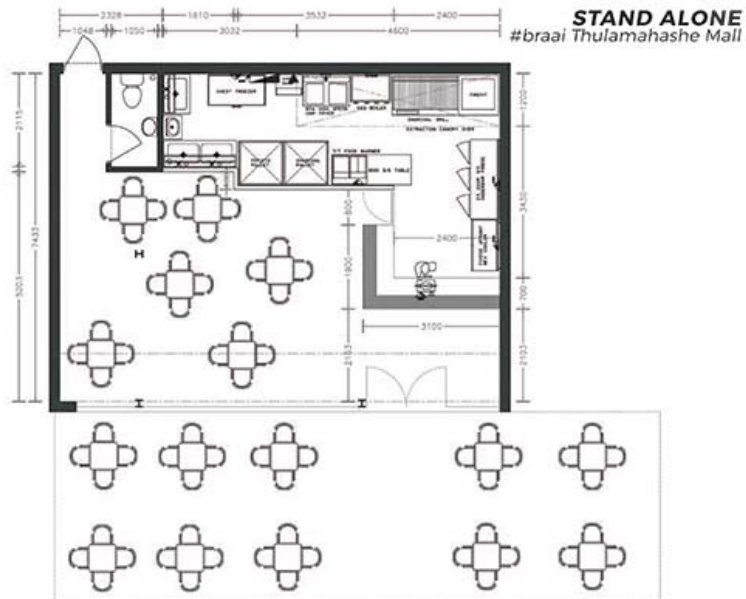


Our iconic **#braai** icon forms an integral part of our in-store branding. We love our iconic flame and all that it represents within the **#braai** brand!

A contemporary industrial in-store look brings warmth and texture to our **#braai** restaurants. It's all about the richness of raw textures that supports our belief in 'real'.

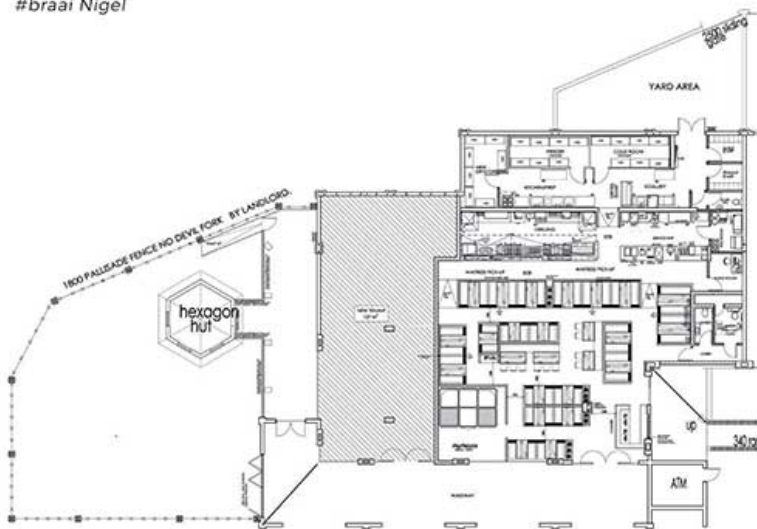
THE PLAN

STORE LAYOUTS

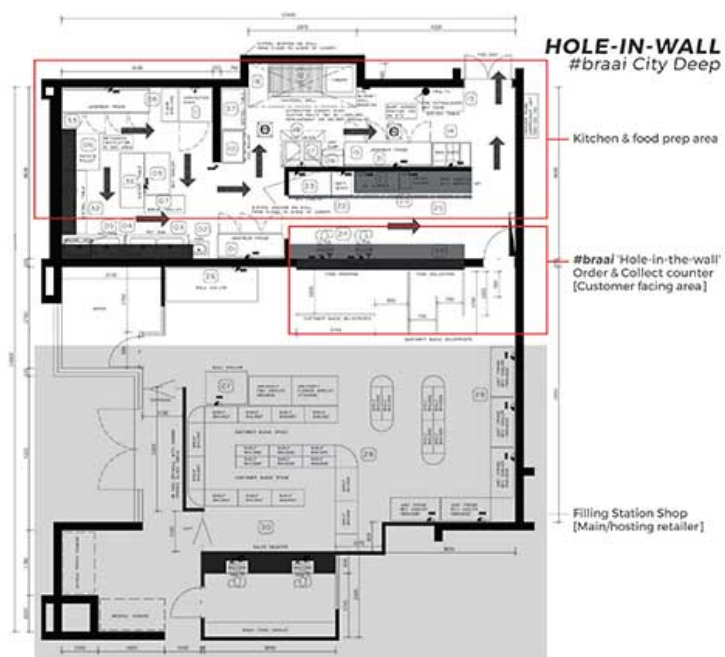


We offer various floor layout options for our franchisees, depending on retail space & specs. This is an example of a 80sqm sit-down franchise in Thulamahashe Mall, Middelburg, with an inside & outside seating area.

SIT-DOWN #braai Nigel



We also offer really big, full sit-down restaurant options. Our #braai Nigel restaurant is a 477sqm that seats about 166 patrons. We cater to the full spectrum of restaurant sizes, all depending on our franchisees.



We also do 'Hole-in-a-wall' franchises, which is a really innovative and cool addition to your filling station 'one-stops'/existing retail space. These 'Hole-in-a-walls' offer franchisees with limited retail space, a full-functioning take away option.



THE REAL DEAL

LASTLY, CAN I REALLY MAKE MONEY?

With anything, true success really lies in the drive of a franchise owner, but for everything else, we've ensured that all bases are covered to ensure a healthy profitable business for our franchisees. How do we do that?

- **Through a unique concept**, tapping into customer curiosity and eagerness to experience something new and different. **#braai** is a concept based on bringing braai meat like you would have at home, as a restaurant take away option.
- **Extensive market analysis and research** into all our franchise locations, taste profile and menu offering, guides our reach to a large target in the higher LSM - our unique offering and **#braai** experience ultimately increases the spend per customer on every transaction.
- **Quality and great tasting ingredients** in all our food items ensures customer loyalty. Customer loyalty ensures profit.
- Our **extensive experience** in various **Management, Logistics, Operational and Training aspects** within the industry are the business factors that consistently guides the **#braai** brand and franchisees to success.
- **Franchisor Support** ensures maximum business and profit growth.
- **Aggressive Brand building and Marketing** activities ensures a franchise that works for you as much as you work for it.
- **Gross profit** is in line with industry standard at 60%, with a quarterly review on input pricing to ensure that we remain competitive in the market, as well as profitable.

NOW WHAT?

A STEP IN THE RIGHT DIRECTION

So you love the idea of owning your very own **#braai** - then let's get you started with our **3-step** start-up implementation!

And if you're still unsure, just know that we know, that any start-up venture can be quite daunting. The start-up period is usually the make or break of any franchise, either resulting in a *"I regret my life"*, or *"the best decision I've ever made"* moment... we aim for the latter. Having a passion for our brand, a love for our product and invested interest in our franchisees, we take the step of your 'big brother' in braai. Guiding you step-by-step with our **3-step start-up plan**, to ensure that your franchise actually works for you, and not the other way around.



- Meetings with landlords
- Sign Franchise Agreement
- New Supplier Agreements

STEP 1



- Build & brand new store
- Train a top-notch crew
- Menu introduction

STEP 2



- Digital pre-launch campaign
- 'New kid on the block' Launch
- Product & Service Guarantee
- Build customer database

STEP 3

Make an appointment with one of our awesome **#braaiers**. We will tailor a meeting specifically for you, with all the info you will possibly need to make an informed decision.



"I like to work at #braai... I learn about all the meat & the sauces, and how to grill the different meats."

Tinashe - Trained #braai Griller & Meat Enthusiast

A close-up photograph of a person's hand holding a clear glass cup filled with a latte. The latte has a light brown color and a white foam top with intricate latte art. A stream of white milk is being poured from a metal pitcher into the cup, creating a small peak in the foam. The background is dark and out of focus, showing the handle of the pitcher.

#COFFEE

SO YOU WANT MORE?

We offer selected franchises the option of an additional coffee corner – this means great additional income incorporated into your **#franchise**.

The **#coffee** management team successfully rolled out 16 coffee franchises in the Eastern Cape Region. Their unique coffee blend is now finally extending their rich caffeine aromas to the **#braai** family, and we are offering you a chance to be part of it!

If you want more info, contact our **#braai** team for a consultation.