

12 Gemini Street, Cnr Gemini & Milkyway, Linbro Business Park,
Frankenwald Ext 3. Sandton, 2065

- Office: 011 608 1999
- franchise@tasteholdings.co.za



ZEBRO'S INFORMATION PACK

Thank you for enquiring information about "Taste Holdings" new brand "Zebro's".

Zebro's are well known for premium quality chicken and chips with a generous serving of sauce on top, at an affordable price which represents great value for money. Our meals are available either as a take away or eat in meal. Our unique and value for money product, combined with the backup and support of the Franchisor, is undoubtedly Zebro's' competitive advantage.

Vision:

- We are a successful Braai Chicken Franchise and a significant role player in the Fast Food and Take Away industry in South Africa.
- Our success is driven by providing unique and healthy products through friendly effective service.
- As partners in Growth both the Franchise and Franchisee benefit by achieving an above average return on investment.

Values which we uphold:

- We are who we are because we care for our clients.
- We serve the best quality product at a competitive price.
- Our staff are the backbone of our business and as such, deserve our respect.
- We treasure the value of our Partnerships to guarantee our future.
- Our Stake holders and Product and Service Providers are treated with respect and honesty.

For more information please contact us at 011 608 1999, visit our website @ www.zebros.co.za

Kind Regards

Zebro's Team

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Step By Step Process of Zebro's.

Step by Step Process of opening Zebro's:



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ZEBRO'S

The Step by Step Process of opening a successful Zebro's Franchise:

(Please read through the following process to better understand, how the franchise works)

STEP 1: ENQUIRY

- VISIT our website @ www.zebros.co.za
- EMAIL an enquiry to franchise@tasteholdings.co.za

STEP 2: APPLICATION

How to Apply:

- Fill in the Application Form, Letter Of Intent attached to the Information Pack (Remember to initial the bottom of every page).
- Send a copy of your ID Document, Proof of Address, company documents if applicable, bank account details on a bank statement, letter of consent and a tax certificate with the Application Form and Letter Of Intent to the Head Office.
- Once the forms have been received an email is sent on confirming your approval.

STEP 3: DEPOSIT

- The **deposit is R 170 000**, which is included in the cost of the franchise.
- We will approve and confirm the security deposit. (Please send proof for our records)
- Fully refundable R 170 000 is required to progress the application to the next step.
- The proof of payment can be sent along with the application form:
- Can be emailed to zelneri@tasteholdings.co.za
- Can be personally delivered to **12 Gemini Street, Cnr Gemini & Milkyway, Linbro Business Park, Frankenwald Ext 3, Sandton**

2065STEP 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. - Resale's (Take over an existing Zebro's store). - We work on the FIFO-Principal (First In, First Out). - View the requirements of a site in the INFORMATION PACK.

STEP 6: SITE APPROVAL - We will send one of our Regional Managers to visit the site, inspect it and then approve/decline it.

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-A full feasibility study is completed on the space on a micro and Macro level. - The lease will be signed in your own Capacity to secure your space, please be aware the landlord will require a deposit for the allocated space and Surety will need to be signed.

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 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

-it is advisable that you have 50% unencumbered Cash available on hand when requesting funding from 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 11: RECEIVING OPENING STOCK - Is received TWO DAYS PRIOR to the STORE OPENING

-Surety ship will be signed for Stock to be released from our Distribution Centre (Buon Gusto)

STEP 10: CONSTRUCTION - Construction begins once all previous steps are completed.

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.

Zebro's Banking Details

The Deposit amount is R170 000.00 (Refundable less any direct cost incurred). Once the deposit is made, the proof of payment needs to be sent through to the Head Office.

In order for the Zebro's team to decipher who deposited the amount, please use your **NAME, SURNAME and TELEPHONE NUMBER** as a reference. Please find our Bank account details below;

Account Name: Zebro's Development
Branch Name: RMB Corporate Banking, a division of FNB
Branch Code: 255005
Account No: 62457666653

Once deposit has been paid, be sure to send the proof of payment to

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Contact Person: Zelneri van Zyl

Email: Zelneri@tasteholdings.co.za

Kind Regards

The Zebro's Team

Zebro's 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 70m² - 100m²
2. Rental payable of (TBC) per square meter with escalation of 7% - 8% per annum
3. A 30 - 45 day rent free period in order to complete building and shop fitting
4. A five-year lease with the option for a further five years renewal
5. 3 phase distribution board, 125 amps per phase
6. 125 amp breaker in DB, 35mm, 4 core cabling
7. Shop fronts to be min 1200mm wide (excluding door)
8. Geyser fitted
9. Hand wash basin fitted
10. Ablution facilities if non in the building
11. Fresh air reticulation
12. Make-up air (optional)
13. Floor drains (optional)
14. Back-up power (optional)
15. White Box Specifications
 - a. Standard ceilings fitted throughout entire store
 - b. Standard light fittings throughout entire store
 - c. Extraction exit from building
 - d. Standard screed floors (no floor and/or wall tiles or carpets)
 - e. White base coat painted on all internal walls, facades

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 trust the above is in order and anticipate a favourable response as soon as possible. Please also note that this is a preliminary approval subject to space and surrounding tenants.

Yours sincerely,

Zebro's Team

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FRANCHISE APPLICATION FORM

Dear Prospective Franchisee

Thank you for your valued enquiry into **Zebro's** .

We pride ourselves on having a simple operational structure which is easy to run more than one store. We have become well known for premium quality chicken and chips with a generous serving of sauce on top, at an affordable price which represents great value for money. Our meals are available either as a take away or eat in meal.

By joining **Zebro's**, you will benefit from the vast team of highly motivated and dedicated operators who have a successful track record in both the fast food and the Franchise industry. All the pitfalls with regard to opening a franchise are well known to our team of directors at **Zebro's** and everything possible is done to ensure that the opening and development of your franchise is as trouble free as possible.

The fully completed franchise application form must be returned to the office at the below address;

12 Gemini Street, Cnr Gemini & Milkyway, Linbro Business Park, Frankenwald Ext 3 Sandton, 2065

Or alternatively the forms along with the proof of deposit payment can be emailed to:

zelneri@tasteholdings.co.za

We at **Zebro's** understand that a franchise company is only as strong as its weakest franchise. Consequently great care is taken when selecting prospective franchisees. The selection process is strict, but is for the benefit of all concerned.

It is a well-known fact in the franchise industry that phenomenal growth is regularly achieved in businesses that are "owner run" and we hope to achieve that same success by applying this philosophy to our brand.

We look forward to receiving your application and we assure you that we will contact you as soon as your application has been processed.

Yours Faithfully

The **Zebro's** Team

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FRANCHISE APPLICATION FORM

ID Number: _____ (Attach Copy of ID document)

Title: _____ Name: _____

Surname: _____

Cell phone number: _____

Home: _____

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: _____ Date: _____

Earliest date of involvement in store: _____

Other Parties involved:

Spouse/ Partner / Silent partner / Manager

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]

SITE INFO:

PROPERTY DETAILS	FRANCHISEE	
Do you have any geographical location preferences? (Please be specific)	Yes	No
First Choice		
Second Choice		
Third Choice		

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PLEASE DO NOT SECURE A SITE OR SIGN ANY DOCUMENTATION FOR A SITE WITHOUT THE KNOWLEDGE OF THE BRAND. WE NEED TO APPROVE ALL SITES FIRST.

IF you have a specific site interest please complete:

Size of premises:	m ²	
Landlords name:		
Landlords address:		
Landlords telephone number:		
Has the rental been negotiated?	Yes	No
If yes, what is the anticipated monthly rental?	R _____ p/m	
General information on the site:		

Who do you know in the group: _____

Where did you hear of us: _____

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PERSONAL FINANCIAL POSITION

Bankers: _____ Branch : _____

Acc. No: _____

(I hereby authorize Zebro's to contact my bankers, who may disclose confidential information regarding my financial position, and provide you with a financial statement)

Type of Account: _____

ASSETS & LIABILITIES

ASSETS: TOTAL R _____

FIXED PROPERTY MARKET VALUE

Residential Property & Buildings R _____

Business Property & Buildings R _____

ASSETS: OTHER

Cash on Hand R _____

Other Investments R _____

Shares R _____

Pension R _____

Other Assets R _____

Sureties / Guarantors R _____

LIABILITIES: TOTAL: R _____

Bond Over Residential Property

(Bond Holder?) R _____

Total of any Other Liabilities: R _____

NET ASSETS/LIABILITIES R _____

MONTHLY NET PROFIT EXPECTANCY: R _____

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LETTER OF INTENT & CONFIDENTIALITY

UNDERTAKING I.R.O ZEBRO'S

FRANCHISE FOR SOUTH AFRICA

The hereinafter mentioned Prospective Franchisee ("the Applicant") has expressed interest in acquiring Zebro's Franchise from Taste Food Franchising (Pty) Limited ("Zebro's").

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

DETAILS OF THE APPLICANT:

Name of Principal Shareholder, Member or Sole Trader:

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

Description of area of where you are interested in opening a store:

Email Address:

AMOUNTS PAYABLE

Franchise fee **R849 000.00 (Incl. Vat)**

Payable as follows:

1. On signature hereof a refundable deposit: R 170 000.00

2. Balance to be paid prior to construction and/or commencement: R 679 000.00

All payments are required to be made into the following account and proof of payment must be emailed through to the Head Office. Please use the Applicant's **name, surname and Telephone Number** as reference.

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Account Name: Zebro's - Development

Bank: RMB Corporate Banking, a division of FNB

Branch code: 255005

Account no: 6245766653

The proposed commencement of the franchise business by the Applicant shall be within 3 (three) months of receipt of the deposit 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.

ROYALTIES AND MARKETING CONTRIBUTIONS PAYABLE

The Applicant will be liable for the payment of:

1. Royalty fees are 4% of Turnover Rental, payable to Zebro's and/or its authorised agents/representative in terms of the Franchise Agreement;
2. Marketing fee are 2% of Turnover Rental, payable to Zebro's and/or its authorised agents/representative in terms of the Franchise Agreement.

This Applicant's intention to purchase a Zebro's franchise outlet is subject to the following terms and conditions:

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

In the event that Zebro's 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 .

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Should Zebro's 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 reasonable expenses which may have been incurred by Zebro's in such event, the deposit is to be paid to the following account:

Account Holder:

Bank:

Branch:

Branch Code:

Account Number:

CONFIDENTIALITY

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

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 Zebro's 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 Zebro's.

Signed at _____ on _____ day of _____ 201_.

_____(signature)

Name: _____

Identity Number: _____

PLEASE ENSURE EVERY PAGE IS INITIALED AND COMPLETED IN FULL.

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

<u>Documents:</u>	
1. Application form	
2. Letter of intent	
3. Proof of payment	
4. Company docs (if applicable)	
5. ID copy (of all members in the case of company)	
6. Proof of address (utilities account will suffice and must provide for all members in the case of a company)	
7. Bank statement	
8. VAT certificate (In the case of a Company)	
9. Resolution (In the case of a company with more than one director)	

I will be making use of (please check the option applicable) to pay for the full amount to build:

- 1) Funding
- 2) Own cash contribution

I am interested in a site in:

- 1) Province: _____
- 2) Area: _____
- 3) More specific details if you already have a site in mind: _____
- 4) Do you require assistance with finding a site?

Yes	No
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Kindest Zebro's regards.