

Old Fashioned Fish and Chips

remains a hit with South Africans

Who remembers buying a parcel of fish and chips, wrapped in a page of the weekend's Sunday Times or Argus newspaper, with that 'just fried' aroma mixed with vinegar, oozing its delectable way through sheets of old news? That parcel felt warm in your hands. Your taste buds ran ahead of your feet as you made your way back to the office so that you could peel back the layers of paper, allowing the trapped heat and delicious aromas to fill the air around you...

The Old Fashioned Fish and Chips rage was in 1928 by Harry Ramsden, an unemployed family man living in London but the concept soon found its way to South Africa.

The dream of local businessman, Alfredo Perreira, an Old Fashioned Fish and Chips shop around every corner was still quite a while in coming until, after forty years of hard work, his niece, Emily de Sousa, managed to turn the business into what is today: one of the fastest growing franchises in South Africa.

With competitive prices, customers can have lunch for as little as R12 and feed a family for under R50, with affordable well-sized portions that have never been available as an all in one package at most 'takeaways'.

Old Fashioned Fish and Chips has found that by sticking to basic

fundamentals, the supplier-customer relationship is much closer. In the food industry, good relationship with your customers is the key to success. Quality, quantity and service make them unique and they can boast an 11-month average return on investment.

While Old Fashioned Fish and Chips aims to give the customer the original, delicious fish and chips taste experience, they can ascribe a lot of their success to the most modern and extremely hygienic settings.

The aim of the franchise is to bring back that 'fish and chips shop on the corner' that we all have such fond memories of, with its friendly service along with implausible quality and pricing.

The benefits of owning Old Fashioned Fish and Chips franchise is that along with the low set up costs, there are also very low monthly royalties.

Upon payment, you will receive a turnkey operation, from floor to ceiling tiling right through to having unskilled employees trained to the highest level of hygiene, customer service, presentation and goal driven ambition to ensure the store expands and franchisees operate independently.

The franchisor has no intention of deducting a percentage of a franchisee's turnover that has been known to reach percentages as high

as 9-12%. Royalties are rather set at a low, fixed rate to ensure a stable turnover and financial forecast for the franchisees. There is also no monthly marketing deduction as with the modern franchise this fee has the potential of exceeding a deduction of 6% on the monthly turnover.

The Old Fashioned Fish and Chips headquarters promotes the brand and supports the franchisee, voiding the need for a franchisee to become 'brand managers'.

With clinically clean stores, the open-plan kitchen, high standard in hygiene and food preparation, high standards are maintained with routine inspections.

Old Fashioned Fish and Chips, as an established concept reborn, has taken it a step further in using organically sourced products, adding a traditional secret spice based batter to the fish with chips made from the best "A" grade potatoes in the country as an accompaniment.

The sale of any product begins at a visual level and ends with an experience. Here's an opportunity to make it happen for you as a franchisee while offering a wonderful 'old fashioned' meal to the public – guaranteed to jog many a memory and to win new customers daily.

Old Fashioned Fish and Chips

Cost : R456 000 inc VAT

Year Started: Flag ship Store 2003 with franchise start-up in 2005

Royalties: R2500 – R5000 fixed

Marketing Contribution: R1500

Training Provided: Yes

Contact details:

Head Office

Tel: (086) 1333 433

Email: info@fishandchips.co.za

Website: www.fishandchips.co.za

