

# THE GROWTH NEVER STOPS

**Consumers** may be a difficult bunch at times, but if you give them a consistently good product at an excellent price, they are bound to return. It is this seemingly simple recipe for success that “Old Fashioned” Fish and Chips has perfected to make it South Africa’s fastest growing franchise.

Since the brand was established less than a decade ago it has grown to 254 stores over five regions, with many more to open their doors soon.

“The brand originally targeted consumers from a low LSM [living standards measure] group. We became so popular due to the great quality food and service that we began to attract a much broader market,” says Operations and Marketing Director Nicolas De Sousa. “As a result, there are still huge opportunities for us to continue to grow year on year. The target is to open 310 stores before March 2012.”

In addition to increasing its local footprint, “Old Fashioned” Fish and Chips also has plans to expand into other countries. While their local target is nothing short of extraordinary, the first international store should open its doors in the coming year.

Given the brand’s proven ability to transcend all boundaries, there is little doubt the bold expansion plans will be a success.



“Old Fashioned” Fish and Chips Directors

“We aim to give each and every customer that original, delicious fish and chips taste experience and bring back the old corner chippie that we all loved, but with friendly service and better pricing,” says De Sousa about the brand’s ability to find mass appeal.

“We only use organically sourced products at “Old Fashioned” Fish and Chips and have our own traditional secret recipe for the spiced batter to coat the fish. We scour South Africa to find the best A Grade potatoes for our fresh-out cut chips.”

It is not only the customers who are happy with the brand. Franchisees benefit from an attractive package where return on investment is often realised within the first 11 months of operation. The company offers strong support from head office to assist operations in the individual stores.

Unlike many other franchises, the start-up costs do not present a barrier to entry for new entrepreneurs. Each new store costs a total from R450 000 with a minimum deposit of R100 000 required.

“The deposit ensures newly-signed franchisees a hold on their desired area of trade, a five-year contract and the start of negotiations with the landlord of the preferred property,” explains De Sousa. “Work then begins on the store, including floor-to-ceiling tiling, equipment installation, interior and exterior signage, menus, marketing material, and in-depth training for all the newly-employed staff members.”

Franchisees can look forward to welcoming hundreds of pairs of feet through the store from the outset, driven by a tasty and affordable menu, with new introductions added from time to time to expand the “Old Fashioned” offering. **S**