



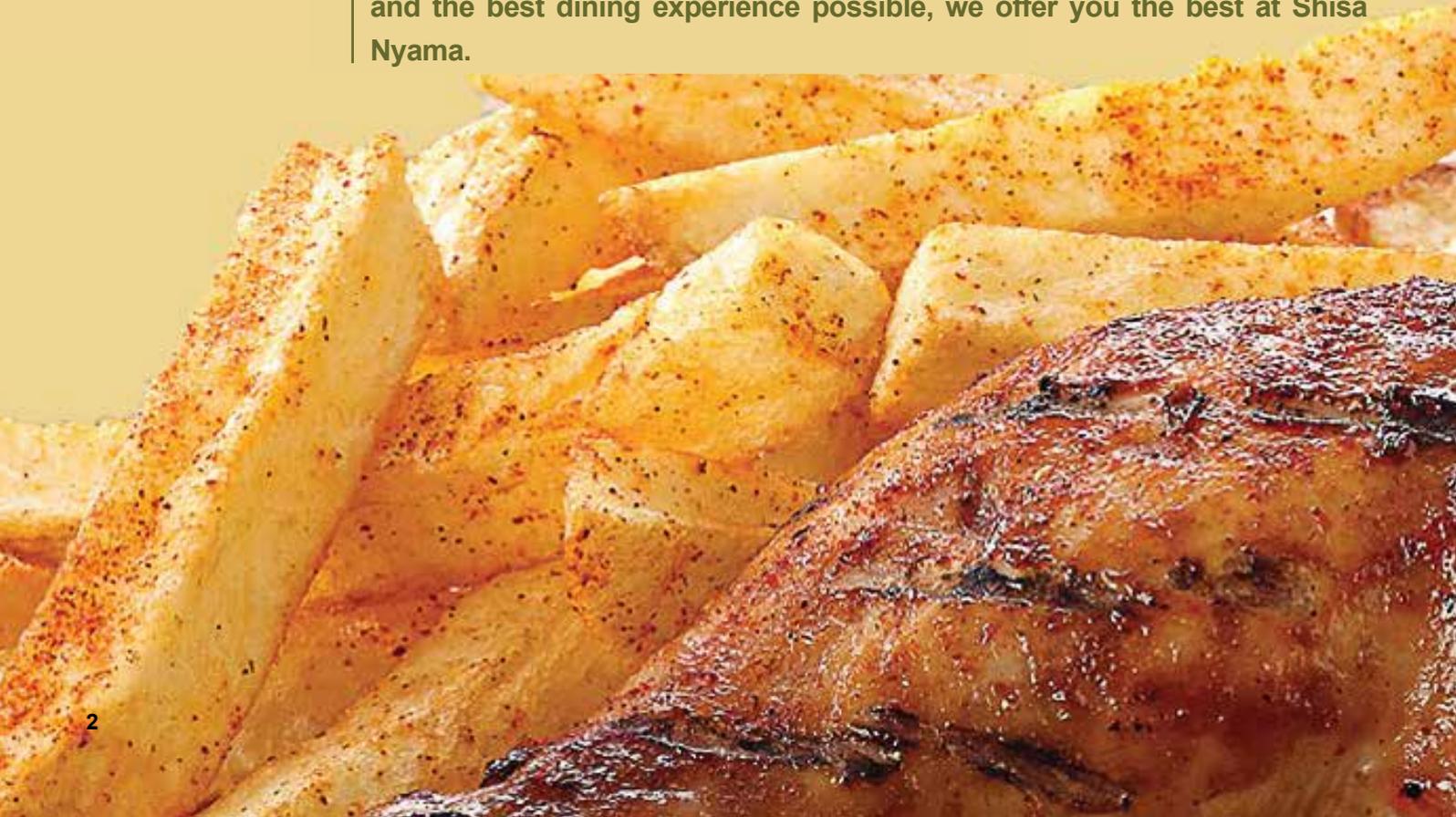
A time to Braai

# Franchise Profile



## INTRODUCTION

Shisa Nyama is as diverse as the vast continent of Africa itself. Combining excellent grades of meat the freshest ingredients and the friendliest service and the best dining experience possible, we offer you the best at Shisa Nyama.



Mix traditional African, Eastern and European flavours, recipes and cultures together, cook for a couple of hundred years and you have the exotic tastes that are modern South African cuisine. The newest must-see fast food attraction, Shisa Nyama is a true representation of something that is genuinely South African. Your modernized “Buy & Braai” Come and taste traditional Shisa Nyama buy and braai fast food cuisine at Shisa Nyama.

Shisa Nyama a slang word in Zulu for “Buy and Braai” has been traditionally practiced in the African culture for years. These days, more and more folks are doing what Africans have traditionally done in their free time and has become a heritage symbol, grilling good old meat, aka Shisa Nyama, What that was once known as buy-and-braai concept that started in South Africa’s townships and has taken off among Johannesburg’s middle class. What started off as a way for township butcheries to increase their weekend sales has grown in popularity, becoming a place where people go to relax and socialise.

From the outset, the founders ensured that they offered the very best service they could, ensuring at all times, that the customer's needs were met. Shisa Nyama a time to braai today still stands testimony to their tradition of great tasting meat, served in a friendly & courteous manner.

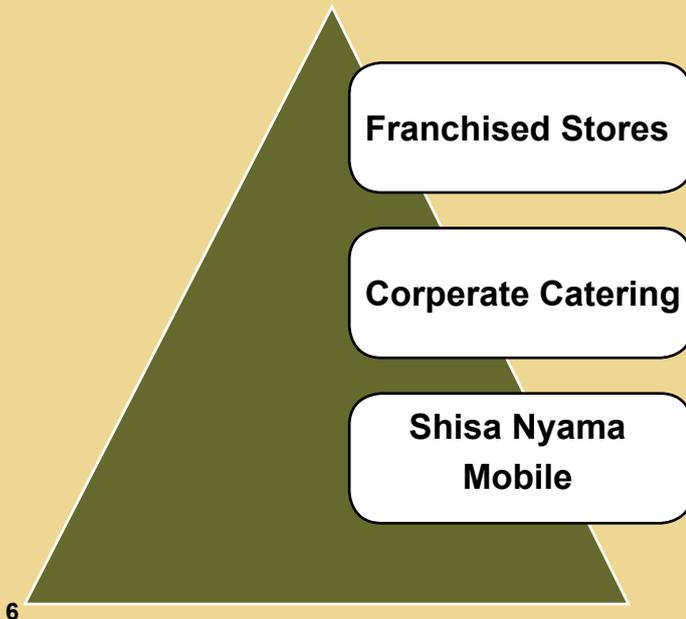
They started the first restaurant in Midrand, Johannesburg IN 2007 focusing on a middleclass to upper class clientele that want to enjoy the townships tradition in the northern suburbs. The restaurant was such a success that they franchised both a restaurant/lounge and fast food outlets setting its first Fast Food Outlet in Swaziland and Pretoria in 2012. It is bringing the tradition to the people where they work and sometimes live, part time or full time. Key focus is on quality of product and service with a smile, food without compromise and an ever-improving ambience.





Shisa Nyama uniqueness lies in them offering top quality meat, which are value for money combined with quality and taste and that is also appealing to all palettes. Utilising special blends of spices ensures top quality flavours in all dishes. Their creative image, standardization of products and their adherence to cleanliness serves as their main competitive advantages. Our customer base comprises of a huge black community but services all races and cultures, but has a great appeal to all culture groups. Shisa Nyama A Time to Braai is divided into a number of business division as per below chart.

## BUSINESS MODEL & DIVISION



**FRANCHISED STORES-** Shisa Nyama A Time to Braai started its first outlet in Midrand, Johannesburg IN 2007 focusing on a middleclass to upper class clientele that want to enjoy the townships tradition in the northern suburbs. The restaurant was such a success that they franchised both a restaurant/lounge and fast food outlets setting its first Fast Food Outlet in Swaziland and Pretoria in 2012. It is bringing the tradition to the people where they work and sometimes live, part time or full time. Key focus is on quality of product and service with a smile, food without compromise and an ever-improving ambience.

## The Brand has Outlets in the following Areas:

- Melville
- Selby
- Rustenburg (North West)
- Manguzi- Kosi Bay (KZN)
- Durban CBD (KZN)
- Estcourt (KZN)
- Klipfontien (Witbank)
- Vryburg (North West)
- East London (Eastern Cape)
- Mbabane (Swaziland)
- Windhoek (Namibia)
- Fickersburg, Maputso (Lesotho)
- Boksburg
- Sunninghill



## UPCOMING

- Lusaka (Zambia)
- Harare (Zimbabwe)

## CORPORATE CATERING

Shisa Nyama A Time to Braai Catering Division caters for Corporates Events, Private Parties, Lunch Meeting. Our core business is Traditional Braai our uniqueness lies in us offering top quality meats red & white, which is value for money combined with quality and taste and that is appealing to all palettes. Utilising special blends of spices ensures top quality flavours in all dishes.

**Beverages:** We are able to provide for both Non-Alcoholic & Alcoholic Beverages of choice to cater for your catering needs.

### Choice of Platters

Lamb; Chicken; Meat Only- Nyama; Lamb & Chicken

\*Create your own platter with our selection of Meats

### Accompanying Sides

- Mini Pap Balls; Rice; Rolls;  
Mini Dumpling; Chips

### Choice of Salads

- Green Salad; Chakalaka; Shatini/Zulu  
Salasa; Coleslaw





## SHISA NYAMA A TIME TO BRAAI MOBILE

The Brand has launched a Mobile Trailer which is currently being trailed for a Franchise Model. The Trailer has a fully equipped Mobile Kitchen aimed to position and corporate/business park, petrol stations, car washes, festivals, outdoor events, food festivals, sporting events etc. The Unit meets all the health and Safety standards required by the Department of Health. The Menu of the Mobile Service Changes depending on the position and audience of Trailer. Our Core offering remains Traditional Braai in this instant “Quick Service” on the Move on in a Rush!!! Menu Options are created per event allowing the diversity of offering to come to life through our Mobile Units:

### EXPRESS MEALS

Nyama Rol  
Chicken Roll  
Beef Burger  
Wors Roll

### SELECTIONS OF MEAT

Brisket  
Chuck  
Shortribs  
Chicken Drumstick  
Boerwors

### SIDES

Pap  
Chips  
Dumpling  
Bread Slice

### SALADS

Chakalaka  
Shatini/  
Hot Zulu Salasa  
Curry Cabbage



