



Prospectus





About Fifi's Fresh Fish

KZN has been hiding one of the oldest Fish and Chip stores in the country. This gem was hidden in Hibberdene since 1965. With 56 years of experience in the art of making fish and chips to perfection, it has become time to share the success with Franchisees. Customers come from far just to enjoy the freshest fish and chips on the South Coast. One can visit Fifi's fresh fish for takeaways to picnic on Hiberdean's main beach or a casual sit-down lunch at the diner in Port Shepstone. Fifi's is a popular destination for locals and tourists to the KwaZulu Natal South Coast and their menu is crammed with delicious options and alternatives.

Well established, Fifi's Fresh Fish and takeaways is a family run business under the ownership of the Defilippi Family from 1995 but the business was established in 1965. Gavin opened a Fifi's Fresh Fish Diner in Port Shepstone in 2013 and relocated to a new premises in Port Shepstone in



2017. The proven track record of over 50 years of experience can be shared with other entrepreneurs in a franchised system. In September 2021 the decision was made that they will Franchise the Business and started the journey of setting up all the systems and policies needed to become a Franchise business or which the same was completed.





Menu



Fiji's fresh fish

"Always fresh"

CALAMARI
FRIED TEMPURA CALAMARI RINGS

1/4 Portion (125g)	R42.50
1/2 Portion (250g)	R85.00
Full portion (500g)	R165.00

PRAWNS
CRUMBED BUTTERFLIED PRAWNS

6 Prawns	R40.00
12 Prawns	R75.00

RISSOLES
6 X CHEESE & JALAPENO R50.00
6 X SHRIMP RISSOLES R65.00

MUSSELS
GRILLED CRUMBED GARLIC MUSSELS

6 Mussels	R28.50
12 Mussels	R55.00

BURGERS

Calamari Burger	R55.00
Calamari Burger with chips	R65.00
Fish Burger	R55.00
Fish Burger with chips	R65.00

OTHER

Vienna	R5.00
Hot Dog	R13.50
Russian	R12.50
Russian roll with cheese	R23.00
Chip roll	R10.00

SIDES & EXTRAS

Buttered Roll	R3.50
250ml Savoury rice	R15.00
500ml Savoury rice	R25.00
Greek salad	R25.00

SAUCES

Sweet Chilli 35ml	R4.50
Sweet Chilli 70ml	R7.50
Tartare Sauce 35ml	R6.50
Tartare Sauce 70ml	R12.00
Garlic Butter	R7.50
Garlic Butter 70ml	R9.50



*PRICES SUBJECT TO CHANGE WITHOUT PRIOR NOTICE



FISH

Fried Baby hake	R129/kg
Fried Hake Fillet	R175/kg
Fried Snoek	R118/kg
Fried Fresh Ski Boat Fish	ON ORDER
FishFingers	R4.00
Fish Cakes	R12.50

CHIPS

Small --	R20.00
Medium	R25.00
Large	R40.00

COMBO'S

C1 L Hake fillet & chips or rice or salad	R65.00
C2 S Hake fillet & chips or rice or salad	R48.00
C3 Hake fillet & salad with chips or rice	R78.00

C4 **R155.00**

Seafood Lunch: Hake fillet & salad with chips or rice & 6 crumbed prawns & 125g calamari rings

C5 **R210.00**

Seafood Platter 2: 2 X Small Hake filets, 6 grilled Mussels, 125g crumbed calamari rings, 6 crumbed prawns & salad with choice of chips or rice.

C6 **R45.00**

2 X Fish Cakes & Salad

C7 **R95.00**

Snack Basket: Fish cake, chips, 4 crumbed prawns & 125g calamari rings

C8 **R105.00**

L Hake fillet, 125g calamari rings & chips or rice



039-6992235
LOT 701, FLYING FISH BUILDING, MARLIN DRIVE HIBBERDENE

Current menu subject to changes in the future.



Franchise Opportunity

By being a Fifi's Fresh Fish Franchise owner, you are not only part of a network of store owners, but also part of a unique and exciting franchise system. Since we started Fifi's Fresh Fish, we have continuously worked on not only improving and refining our procedures, with items such as computerized pricing and management software, but also seeking out ways to better serve our franchise owners as well as continually seeking out additional revenue streams for our Franchise Owners.

You will find that Fifi's Fresh Fish is a people-oriented company; individuals concerned with our franchise owners. We provide an opportunity for you to develop a whole new way of life and take control of your future for the first time. It is an exciting time for Fifi's Fresh Fish, and we hope that you take part in this stimulating and challenging franchise opportunity.

Fifi's Fresh Fish is looking for people who want to make an impact in their local communities. All stores will be conveniently located in high volume emerging market trading areas.

Our operations team will assist you with the entire negotiations required, project management, installations, set up, and assist you with implementing operation systems, training of all staff. Help you with the purchasing of opening stock and help you launch.





Full Turnkey Store Set up:

- ❖ Full store Design, Drawings, Layouts and Turnkey Project Management.
- ❖ Shop-fitting and Corporate Image requirements Signage and design requirements.
- ❖ Set equipment.
- ❖ CX management systems (WIFI and audio solutions).
- ❖ Store opening marketing.
- ❖ All pricing of above is subject from store to store depending on several external factors that will be determined by site selection.

Training & support

The Franchisor undertakes to provide the Franchisee with the adequate and necessary initial training of four weeks, to enable the Franchisee to meet any requirements set by this Agreement, Operations Manual or any related documentation. Trading can commence after **4 weeks of training**. The Franchisee will be responsible for payment of any travel, accommodation, or other expenses to attend the training.

Salient points of Franchise Agreement.

A Franchisee may cancel a franchise agreement without cost or penalty within 10 business days after signing such agreement, by giving written notice to the Franchisor. The franchise agreement and its implementation are subject to all applicable laws of the Republic of South Africa. The complete Franchise Agreement will be sent to you with your disclosure document and once the contract has been signed, you will be supplied an operations and procedure manual.

The franchise documentation contains several franchise obligations and other financial obligations. To understand the precise details and obligations, you will need to refer to the franchise documentation. Here is a summary of the Franchise Fees you must pay to Fifi's Fresh Fish , which we impose upon you, before your business opens.



Any deposits paid by the prospective franchisee will be deposited into a separate bank account and dealt with as provided for in the FASA Code.

Option 1 - Quick Service Restaurant or Express



Fifi's Fresh Fish Express Franchise.

- 5 Years with the option to renew after 5 years;
- Set up Cost R 635,000.00 (Excluding VAT);
- Franchise Fee: - R 75,000.00 (Excluding VAT);
- Royalty fee: - 3% Monthly (Excluding VAT);
- Monthly marketing fee: - 2% Monthly (Excluding VAT); and
- Working Capital suggested: - R80 000.00. This is just an estimate for 6-month costs of running the business.
- **Total Investment R 789,000.00**





Option two- Full sit Down More seating Area



Fifi's Fresh Fish Diner Franchise.

- 5 Years with the option to renew after 5 years;
- Set up Cost R 1,222,000.00 (Excluding VAT);
- Franchise Fee: - R 75,000.00 (Excluding VAT);
- Royalty fee: - 3% Monthly (Excluding VAT)
- Monthly marketing fee: - 2% (Excluding VAT); and
- Working Capital suggested: - R 110 000.00. This is just an estimate for 3-month costs of running the business.
- **Total Investment R 1,407,000.00**





Option 3- Container Franchise



Fifi's Fresh Fish Container Franchise.

- ❖ 5 Years with the option to renew after 5 years;
- ❖ Set up Cost R 439,000.00 (Excluding VAT);
- ❖ Franchise Fee: - R 75,000.00 (Excluding VAT);
- ❖ Royalty fee: - 3% Monthly (Excluding VAT)
- ❖ Monthly marketing fee: - 2% (Excluding VAT); and
- ❖ Working Capital suggested: - R 70,000.00. This is just an estimate for 3-month costs of running the business.
- ❖ **Total Investment R 554,000.00**





Franchisee Attributes Required

- ❖ We are looking for hands-on franchisees who love the brand and would like to work at developing a truly African brand.
- ❖ The ideal franchisee must be motivated, self-disciplined, excellent Communication skills, confident, dependable, an initiative-taker, good leader, and competitive.
- ❖ Our franchisees must also have strong people skills and have a strong work ethic.

What do we expect of you?

- ❖ Franchisee must run the business.
- ❖ A commitment and determination to succeed. Hard work and dedication to grow the business.
- ❖ To communicate challenges and difficulties to franchisor. Direct management and be admin oriented.
- ❖ Loyalty to Fifi's Fresh Fish ideals and objectives.
- ❖ To be committed to growing the Fifi's Fresh Fish brand.
- ❖ A consistent standard of service in the areas of service range, customer relations and efficient service, and
- ❖ Compliance with the franchise agreement and follow our proven blueprint and work closely with head office team for mutual benefit.

Shared Responsibility

While we as the franchisor operate an efficient business system and are ready to assist franchisees in building their Fifi's Fresh Fish franchise business. It is up to you, our franchisee to grow and make your business a success.



Advertising and Marketing

- ❖ Our marketing team focus primarily on digital marketing
- ❖ Our website is updated regularly, and we use social media to drive brand awareness and visibility.
- ❖ Fifi's Fresh Fish App for marketing and collecting contact details for database of customers.
- ❖ The Advertising team meets quarterly to discuss marketing and advertising initiatives going forward.



Store Visits and Meetings

- ❖ Quarterly support visits by the Area Manager Performance over the past business period gets reviewed and support is offered where required.
- ❖ yearly conference will be held to do get to discuss marketing strategies, challenges and strategic organisational plans that will be implemented.





If what you have read thus far sounds like it would be a good fit for you, we invite you to join our winning team and become part of our success story by starting your own Fifi's Fresh Fish franchise.

You will be backed and supported by the management and resolute staff of Fifi's Fresh Fish head office.

Contact

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Thank you for your time.

