



Maphitha Butchery Franchise 'An Opportunity To Own Your Business'



Background

- The Brand originates from the name “Family Cottage at Longwoods” which is the holding company name with several subsidiaries trading under it known as Maphitha Abattoir, Maphitha Butchery and Maphitha Consultants.
- Our journey in the meat industry dates back to the year 1993 along the Mame Area prior to relocating the establishment to Ulundi.
- This consistently developing business venture took off the ground through a family farm feedlot that paved its way into the supply chain sector.
- Maphitha Butchery is a youth & 100% black owned commercial meat retail store located in the rural region of Zululand, in Ulundi town.
- The business was founded by Mr. D.M Sithole who had the vision of offering the community a reliable source of high quality, locally sourced meat products and fresh produce.



The Brand

- The business has been serving customers for over three decades and is now led by Mr. N.K Sithole who has sufficient local and international training and experience in the meat supply value chain & animal production, as well in fuel retail under Total garages & Engen. He as an entrepreneur demonstrates a strong commitment and passion in the business.
- Maphitha Group is recognized for freshness, taste and trustworthiness. And since the business has a large and varied customer base they've aimed to be suppliers of the entire value chain of the red meat sector, thus the experience extends beyond the butchery store, it goes way back to animal production, feedlots and running an abattoir business.
- The vibrant youthful son of Mr. Sithole desires to continue to supply meat products to butchers, street vendors, franchises (garages), wholesalers, traditional restaurants and entities in the public & private sector not just locally but throughout the entire Zululand region and beyond.



You Wish to Become a Franchise Owner

Advantages of Maphitha Butchery Franchise

1. Known for quality and affordability
2. Tested business system reduces risks
3. Training and ongoing operational support
4. Centralised supply ensures consistency
5. Generates regular cash flow
6. Access to established marketing
7. Strong local community loyalty
8. Assistance with site selection
9. Opportunities for business expansion

The Ideal Franchisee:

- Possesses an entrepreneurial spirit combined with a collaborative approach
- Dedicated to a long-term investment commitment
- Energetic and persistent, willing to work extended hours when necessary
- Excellent communication skills and able to inspire others
- Willing to learn & training new team members efficiently
- Approachable and patient in customer interactions

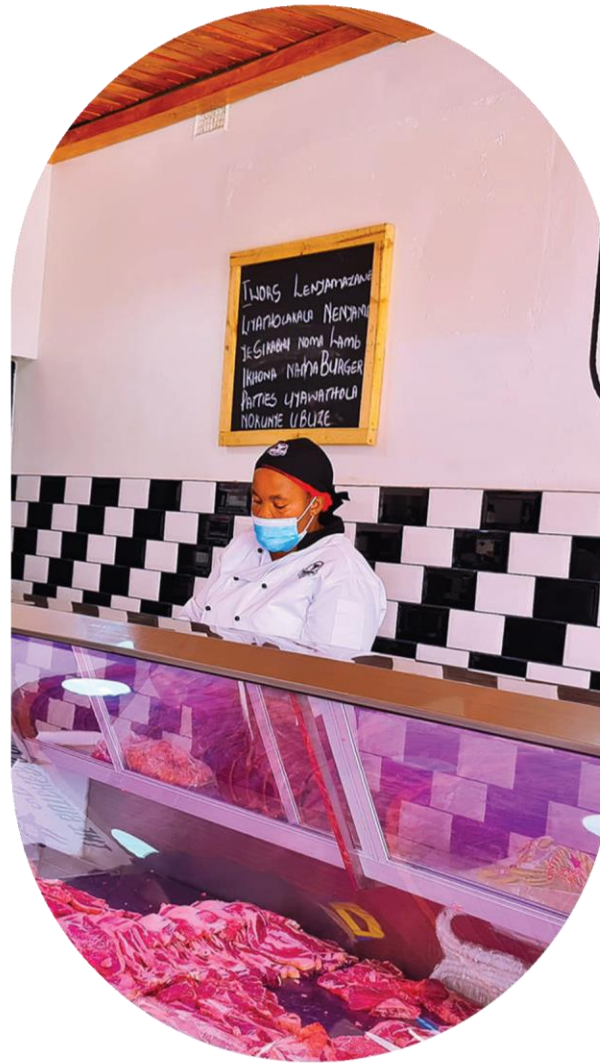


What it takes to become a Franchise Owner

Franchise Entry, Setup Costs & Fees

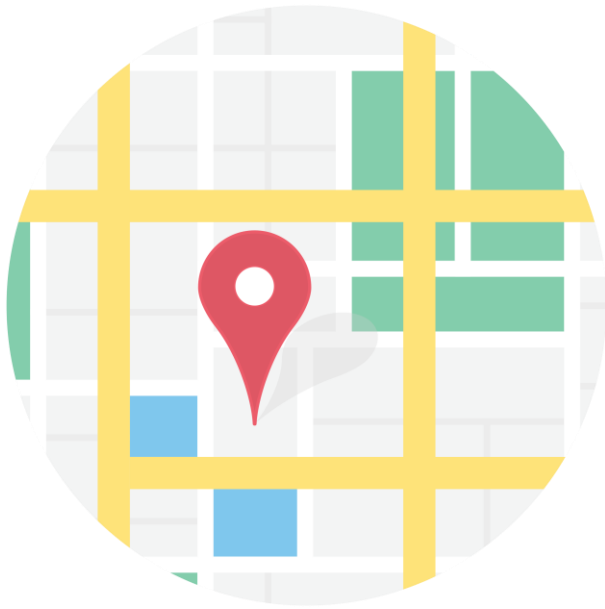
1. Franchise fee: R75 000 (incl. VAT) (Initial Building Plans, Legal Agreements, License Approvals, Engagement Meetings)
2. Establishment/build-out: R1 000 000 to R3 000 000
3. Recommended working capital: R500 000 to R1 000 000
4. Costs may vary for smaller outlets
5. Scale and complexity affect total expenses
6. A Royalty & Marketing fee of 5% to 7% of monthly turnover







STORE CONCEPTS / PLANS /LOCATION

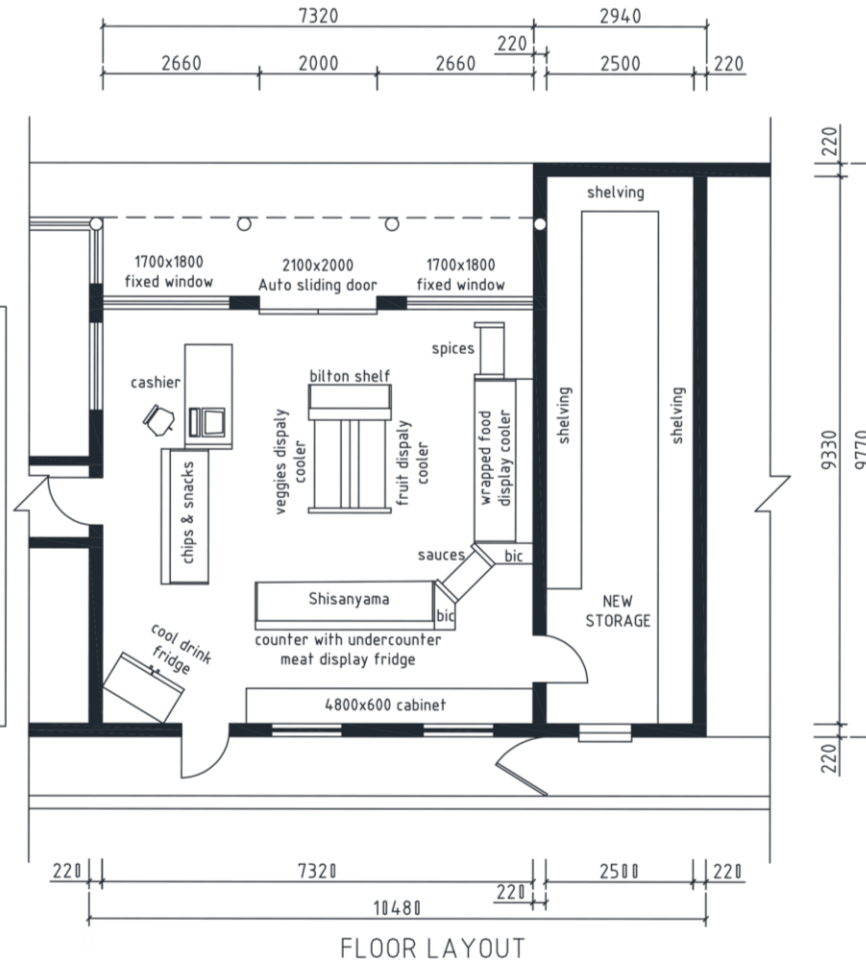


- When selecting a concept for a store, location plays a crucial role. We will carry out our own market research, evaluate local demand, and analyse the competitive environment.
- Furthermore, it is essential to confirm that the chosen concept is scalable and capable of generating profit while upholding the expected standards of quality and customer experience.

STORE CONCPPTS / PLANS

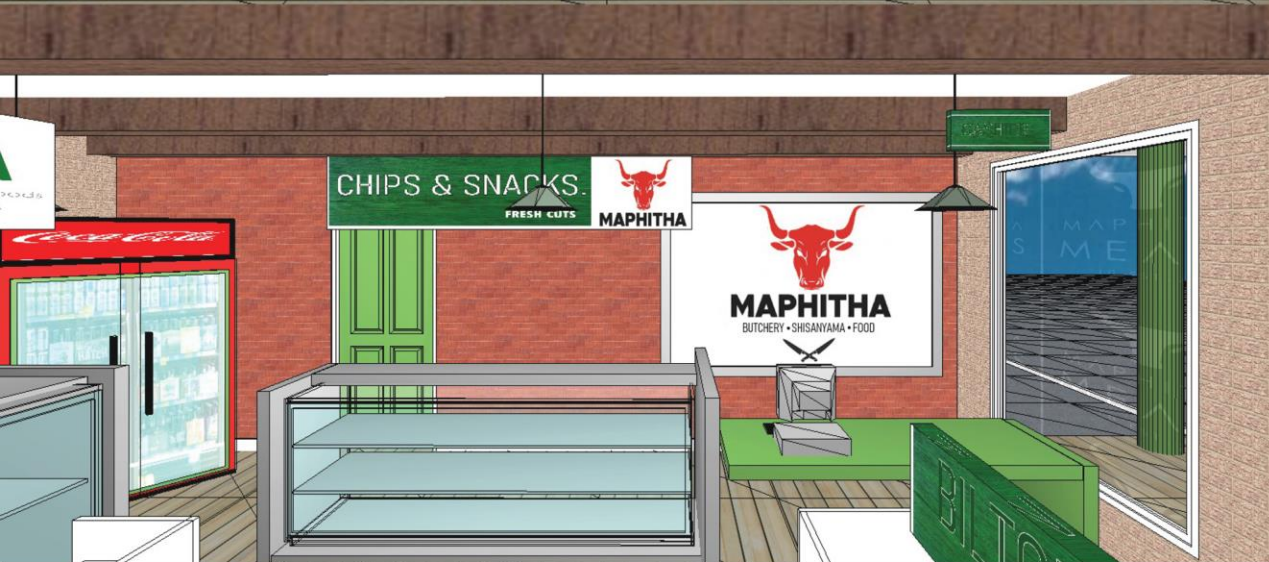
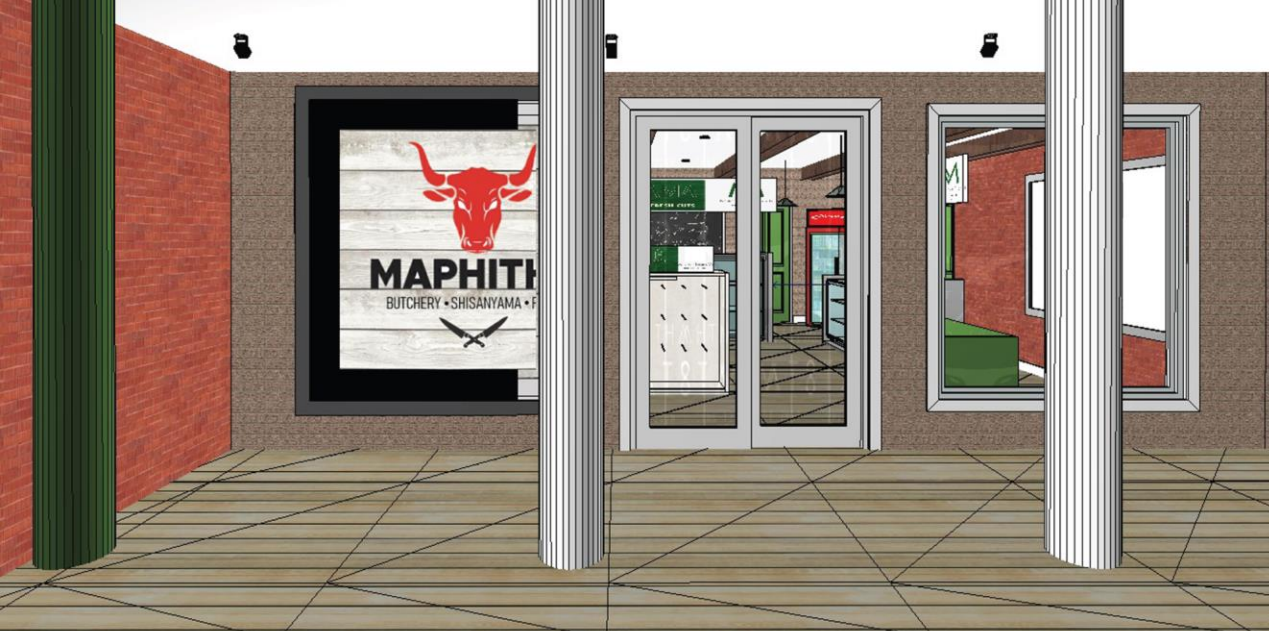
DISCRPTION & DIMENSIONS	
Cashier's counter	1700x650x800
Chips & Snacks shelf	2300x800x1200
Shisanyama Counter	300x800x1200
Sauces & Spices	960x400x2000
Bic 1	450x350x2000
Bis 2	650x350x2000
Biltong Shelf	1400x600x1000
Veggies & Fruit coolers	600x1580x950
Wrapped food displace	1000x2800x2000
Cabinet	4800x600x900

Notes:	
-	All Counter tops to be granite stone
-	Plug points recommended on f.f.l under every counter or coolers
-	Main Floor Area = 51.64m ²
-	New Storage Area = 23.32m ²
-	Total Area = 74.96m ²



FLOOR LAYOUT







Financial Projection

- Detailed financial projections, including revenue forecasts, operations expenses and anticipated return on investment.
- (Projected Cashflow is generated for each store)
- An expected total turnover of average R450 000 to R1 000 000.
- Expecting a 40% to 50% G.P–7 %
- The group's model is designed to ensure profitability for both the store locations and the overall network.

Maphitha Butchery Ulundi G.P Report

Trading GP	
Cost of Sales	262 989.64
Gross Sales Excl	445 218.99
Trading GP	182 229.35
Trading GP%	40.93
Sales Rebate	0.00
Trading GP (Sales Rebate)	182 229.35
Trading GP% (Sales Rebate)	40.93

Support

- MAPHITHA will offer a range of resources, support, and ongoing assistance to store locations.
- Training and guidance: Comprehensive training programs will be provided to ensure that stores and their staff fully understand the operational procedures, processes, and standards upheld by the stores group.
- The training will encompass meat cutting techniques, food safety, inventory management, customer service, and marketing.
- Store setup and design: Support and advice will be given in designing the layout and interior of the butchery stores, along with sharing standardized plans, equipment recommendations, and specifications to maintain consistency across all locations.
- Supply chain management: To ensure consistent product quality, sourcing will likely be centralized, guaranteeing uniformity in meat quality, taste, and presentation throughout all stores. This consistency fosters brand trust among customers by setting clear expectations.
- Marketing and advertising: Stores will benefit from the Group's marketing campaigns and digital strategies aimed at promoting the butchery outlets.
- Technology and systems: We will provide software and systems designed to streamline store operations, improving efficiency and enabling effective business management.
- Quality control and standards: Stores will leverage the Group's established reputation and adherence to high-quality standards.





T/A Maphitha Butchery

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