



HOTPLATE GRILLHOUSE
ZIMBABWE
COMPANY PROFILE

Who We Are



Hotplate Grillhouse Zimbabwe is a new concept in Restaurant market that aims to satisfy all clientele that enjoy the unique flame grilled and African cuisine offering that appeals to all.

Our unique menu caters for lovers of traditional flame grilled meats by remaining loyal to our Zimbabwean & African heritage and has been designed to fulfil this demand in a formalised environment.

We aim to provide employment and franchising opportunities in Zimbabwe by giving entrepreneurs the necessary guidelines and mentorship as owner-operators of their stores, thus facilitating the opportunity to become successful business people.

This exciting new brand will empower local communities and provide support through numerous Corporate Social Investment initiatives.

Director Benson Muneri who is proudly Zimbabwean & his team of experienced supporting senior operations managers are truly committed to his vision of taking the Zimbabwean Heritage to the rest of the world. He is confident that Hotplate Grillhouse Brand will make its mark in all countries, starting within the diversity of Zimbabwe by offering a unique flame grilled and African cuisine experience to all.

Franchising

Hotplate Grillhouse offers fantastic franchising opportunities in Zimbabwe and other African countries.

What makes us different

Unique and exclusive African taste guaranteed to satisfy taste buds with original authentic African recipes.

- . Great value, generous portions and superior quality that appeals to all clientele in the tough economic climate.
- . Unique African theme for each site and branded uniforms for staff members.
- . The franchisor has more than 22 years of vast experience with multiple famous local & international brands at senior operational level.
- . We have an experienced team of regional managers that oversee the running of stores and give constructive feedback to our franchisees.
- . Direct supply from approved suppliers on a weekly basis with negotiated headoffice pricing structure which benefits the franchisee.
- . Secure point of sale with web reporting for any franchisee to access store info when required.



Reasons to choose us

- . A site feasibility study is available on request at NO cost to the franchisee.
- . The franchisor will assist in securing top sites and negotiating to the best possible rentals with landlords.
- . Project management is available for any shop set up.
- . New stores are set up and completed within 30 working days after full payment is received. Barring any unforeseen circumstances like pandemic lockdown restrictions and or border closures.
- . Operations support is offered for the first 7 days of a new shop opening & on an ongoing basis as required.
- . We do monthly store inspections and provide on the ground support.
- . Bookkeeping services are available on a monthly basis at a minimum extra cost. (Optional)
- . Halaal store concept available.
- . Franchisee input & suggestions are welcome on new menu items or in-store specials, subject to approval from headoffice.

How to go an extra mile

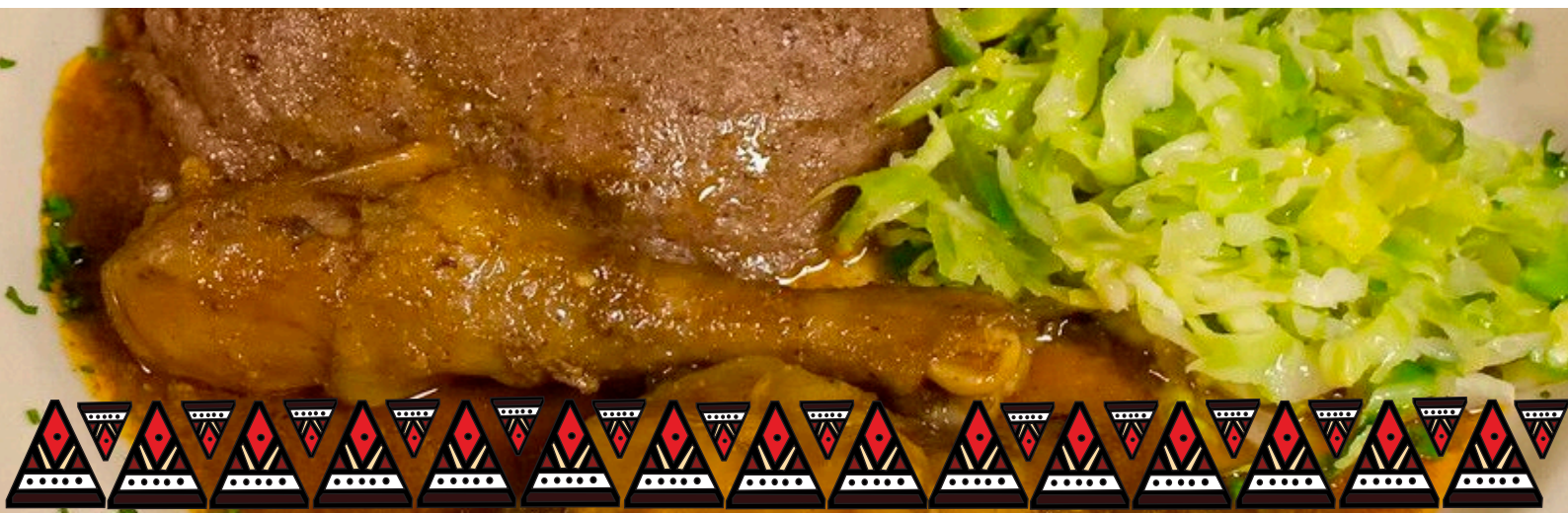
- We assist in analysing and counting both the pedestrian and auto mobile traffic in front of our new upcoming best locations and set them as an ideal standard for your new operation.
- . While engaging landlords prior to store openings, we ensure we define easy access and visibility of our locations. Points such as store access, egress, visibility, parking, support, signage, services & proximity to anchor tenants or a food court are carefully considered.
 - . We determine the Zimbabwean theme for each specific site depending on the area to appeal to the relevant desired market.
 - . 2 full weeks of training are provided by the franchisor before any new site opens and all staff and management are certified competent before a store can open.
 - . Lastly we assess how economic indicators may impact your site and set menu prices that are affordable and appealing to all clientele. This allows us to determine our projections and average price point per head as a guideline for our franchisee's operations.

Site Selection

LOCATION is the most critical point to the success of any restaurant business!

Depending on the size of the available site, there is an option of a fully-fledged fine dining restaurant or a normal QSR (Quick Service Restaurant), more commonly referred to as a take-away.

Requirements for shop sizes are from 100m/2 to 150m/2 depending on the concept



Site Selection

Our site selection criteria is based on the following:

- . Viable anchor tenants surrounding proposed site.
- . Customer profile and make-up of your most successful operations surrounding the available site.
- . Analysis of competitors in the current market to create a demographic profile of the site's best possible clientele.
- . Assessment of whether or not there is cluster effect of competition stores surrounding the proposed site. A cluster effect can help build demand and brand awareness in some instances but may represent a genuine risk of investment in others.
- . Determining customers access to these locations, centres or stand alone sites. Bus? Car? Train or Walk-Ins?

Some franchisors may feel that the effort in finding the right site for a particular unit is unnecessary, that the franchise system is strong enough to withstand even a so-so location. But in our extensive experience, this is not the case and can be risky oversight that we cannot afford.

Set up Costs

Shop set up costs range from US\$45 000 to US\$120 000 excl. VAT depending on shop size. This Amount is due and payable before the store is set up.

- * Minimum opening stock order of US\$2000 over and above set up costs.
- * Fixed royalty is 3% of turnover or fixed US\$550 (Which ever is the greatest) per month for the first two years of franchise agreement.
- * Each store to be responsible for its own marketing in the first two years
- * Marketing guidelines will be provided on a monthly basis.

Franchisees to arrange own accommodation for outlying stores.

Ultimately, we understand that franchisees are not coming to a new franchise organisation solely on a "gut feeling". This is why we work tirelessly to ensure that all our new franchisees have a return on their investment in due course.

We spend quality time analysing franchisee performance and give ongoing operational support to ensure that successful relationship is cemented from the word "GO".

Welcome aboard and let's be part of our Zimbabwean grass-roots together !



Our Menu



Great Meals

Matemba & Sadza / Isitshwala
Fish Meal
Maguru / Ulusu Meal
Mazonzo / Amanqina Meal
Warrior Meal (1/4 chicken, sadza, cabbage, gravy)
Wors Meal
Madora / Amacimbi Meal
Road Runner Meal (Available on selected days)
Steak Sadza / Isitshwala & Relish
Steak, Chips & 330ml Drink
Oxtail Meal With Rice Or Sadza
(Available on selected days only)
Hunger Buster Meal (300g Ribs, pork chop, wors sadza & relish)
Family Hunger Buster Meal
(2 Wors, 1/2 Chicken, 2 Steaks, Sadza & Relish)
Black Diamond Meal (2 full chicken, 2 steaks, 2 wors, 4 rolls, 3 sides & 2ltr drink)

Chicken

1/4 Chicken
1/4 Chicken & Chips
1/2 Chicken
1/2 Chicken & Chips
Full Chicken
Chicken Shawarma/Pita
Chicken Wrap

Burgers

Beef Burger 100g
Beef Burger & Small Chips
Chilli Beef & Cheese Burger
Cheese Burger
Beef Burger & Small Chips & 330ml drink
2 Great Burgers
Beef Cheese Burger, Chips & 330ml drink

Hot Grills

Fish & Chips (Tilapia)
Hotplate Box (1/4 chicken, wors, sadza & relish)
Steak & Small Chips
1 Piece Pork, Relish & 330ml Drink
300g Ribs & Chips (Subject to availability)
Buddies Combo (2 Steak, wors, 1/4 chicken & small chips)
Meat Lovers Box (1/4 chicken, wors, 125g steak sadza & relish)
Meat Platter (2 wors, steak & green salad)
600g Ribs & Chips (Subject to availability)
Grillhouse Meal (Full chicken, sadza, gravy medium chips & 2 sides)
T Bone Steak & Chips/Sadza
Super Box (Steak, Wors, Chips/Sadza)

Stews

Beef Stew, Sadza / Isitshwala & Relish
Chicken Stew
Gango Meal
Road Runner, Sadza / Rice

Sausages

Russian 80g Only
Butchers Wors 150g
Russian & Small Chips
Russian, Small Chips & 330ml Drink
Wors, Chips & 330ml Drink

Breakfast (Served 8am to 11am)

Early Bird Bun (Portuguese roll & scrambled egg)
Day Starter Breakfast (Russian, 2 eggs, 90ml tub baked beans, port roll & small chips)
Coffee
Tea

Salads

Coleslaw
Potato Salad
Green Salad



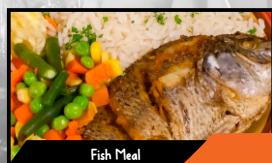
Legendary Grillhouse

Chips

Regular Chips
Medium Chips
Jumbo Chips

Extras

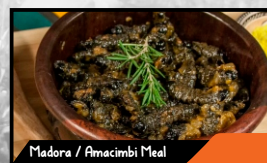
White Sadza / Isitshwala
Cabbage
Veggie
Sorghum Sadza / Isitshwala
Samp
Rice Dovi
Beans
Rice
Garlic Roll



Fish Meal



Road Runner Meal



Madora / Amacimbi Meal



Mazonzo / Amanqina Meal



Beef Stew Meal



Steak Meal



Burger Meal



Chips Meal



Chicken Shawarma/Pita



Pork Chop



Meat Platter



Russian Sausages

Unique Flame Grilled and African Cuisine

Our Shops



Our Shops



Shopfitting



WHO ARE WE

At AHP Shopfitters we firmly believe that Together Everyone Achieves More and are proud to possess a quality TEAM that has intense exposure to in African Countries cultures which helps us do jobs that go hand in hand with that country's culture.



MISSION

Leaders and preferred Choice in the industry of Shopfitting, Construction Branding, Plumbing, Electrical, Fabrication & Consultancy



VISION

To be supplier & installer of choice regionally



OUR VALUES

What we do is important, and how we do it is even more so. Guided by our values of integrity, innovation and investment, we work hard to earn the high regard of our partners, investors and other stakeholders



WHY US

Purity | Performance in all conditions | Innovation





We specialise in All shopfitting & Branding for

- Restaurants
- Canteens
- Quick Shops
- Food Trailers
- Fuel Service Stations
- Corporate Offices

Among these are also do structural repairs and civil works

We supply and fit as well as offer quality manpower on any kind of shopfitting and setting up of business premises. Our scope of works are:

- Carpentry
- Tiling
- Drywalling
- Brickwork
- Painting
- Roofing
- Plumbing
- Electrical
- Ceilings
- Welding
- Extractor Fan Systems
- Refridgeration & Coldrooms
- Signage & Branding
- Interior Deco
- Sound Sytems
- CCTV
- Alarms
- Plans and Layouts
- Supply of ALL restaurant equipement
- Warehouse Contrsruction
- Civil Works
- Office Set up and renovations
- 4POS Systems

We boast of an experienced team who has been in the shopfitting, Signage & branding and food business since 2012 and is proudly associated with many major projects in southern africa

- South Africa
- Botswana
- Zimbabwe
- Zambia
- Lesotho
- Mozambique



info@africanhotplate.co.za | 0782 244 400 | 0777 121 938
www.africanhotplate.co.za



@Hotplategrillh1



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hotplategrillhousezimbabwe