

**EVERYTHING
YOU NEED TO KNOW
ABOUT BECOMING A
FRANCHISEE**



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ARE YOU OUR NEXT FRANCHISEE?

**DO YOU HAVE PASSION AND DRIVE?
FANCY YOURSELF A BIT OF A
COMPETITIVE GO-GETTER?
GREAT! BECAUSE WE'RE LOOKING FOR
OUR NEXT FRANCHISEE AND IT COULD
JUST BE YOU!**

Should you desire to be apart of the growing Captain Dorego's Family and are successful upon application, you need to have a fairly good understanding of business principles and what it takes to run a successful one, secondly we require a non-negotiable, hands on approach to your business in order to ensure you achieve the latter and lastly our 3 golden rules, 1) Location, 2) Consistency, 3) Passion!

If this sounds like an opportunity your entrepreneurial mind would revel in, then get in touch with us and let us make you our next success story.

THE ESSENCE OF THE BRAND

Conceptualized almost half a century ago by the Dorego's Brothers, our fast food restaurant saw its first doors officially open in 1971 at the historic Groote Schuur Hospital in Cape Town, South Africa. After many years of hard work and dedication, triumph came when the initial concept saw the restaurant transform into a franchise in 1993 and remarkably, established 8 stores upon its launch.

Fast forward to the year 2018, the brand was consolidated and embraced by new owners. Evolving from humble beginnings and growing up in the food industry himself with his late dad at the helm, the Brand CEO, Kiran Moodley has always had an inexplicable zeal for business as it came so effortlessly to him and even at a young age it has always been a dream of his to one day own a brand of this magnitude. Having had this dream materialize many years later after the passing of his dad has been a bittersweet victory but waking up every day loving what he does is the way he pays homage to his dad, never forgetting the sacrifices made and lessons taught.

Since its inception Captain Dorego's was and still is a family run business, taking over the brand gave us the necessary latitude needed to evolve and take this brand to another level. With franchisee partnerships lasting over 25 years, we pride ourselves on being one of the oldest QSR multiprotein brands in South Africa! We boast 30+ stores both nationally and internationally, our owner operated brand has undergone a transformative change, bringing it to a level 1 BBBEE rating.



WHAT SETS US APART?

At Captain Dorego's we pride ourselves on offering value and variety for your money without compromising on quality.

Our quality control is out of this world, and our customer service is unmatched. That's right, all our customers can experience the Captain Dorego's difference – with every bite, and in every scrumptious meal!

Not only are our meals prepared with our secret blend of spices but our menu offers a diverse selection to satisfy any craving from chicken to fish and even burgers – it's your one stop, with all the choices but none of the added stress.

We not only serve scrumptious meals but an experience, the Captain Dorego's way so come on give us a visit, you won't regret it!

With us, you'll certainly find a meal you'll love.

WHO ARE OUR CUSTOMERS?

For us, the words customer and family are interchangeable; with that being said we service a customer base almost as diverse as we are. At Captain Dorego's we know that our customers appreciate good quality, and 'value for money' meals with customer service that's second to none. We cater for consumers across a wide range of the LSM* (Living standards measures) 4-5.

HARD WORKING

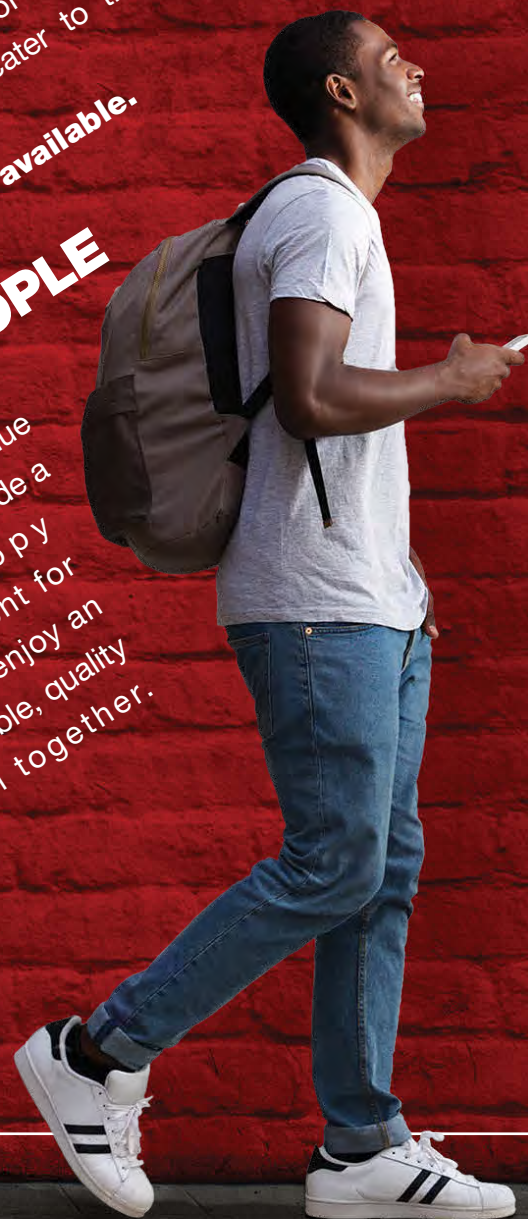
Work is an essential but sometimes stressful part of life. We keep our atmosphere light, our food affordable, and our services top-notch – one less stress to worry about.

PEOPLE ON THE MOVE FAMILY PEOPLE

The hustle and bustle of today's life is something we fully understand at Captain Dorego's and are constantly finding new ways to better our services.

VALUE TRADITION

We understand the importance of tradition amongst our customers and cater to their specific needs.
***Selected Halaal stores available.**



**THE PERFECT
PLACE TO
SPOIL
YOUR FAMILY!**



CORE VALUES WHAT WE VALUE MOST

**OUR MISSION IS TO PROVIDE GOOD
FOOD AND GREAT SERVICE TO EVERY
PERSON THAT WALKS THROUGH OUR
DOORS AND ULTIMATELY GIVING
THEM AN EXPERIENCE THAT WILL BE
REMEMBERED.**



COMMUNICATION/ HOW WE COMMUNICATE

Our communication is clear, open, honest, and remains this way across all levels of the organization. From top to bottom, we're always open!



CONSISTENCY

Not just with our food, but how we act and in how we portray our brand image. With every customer. Every franchisee, Every time.



PARTNERSHIPS

When it comes to partnerships and working together, we know no bounds and work seamlessly with all partners involved to compete with the best and to bring you the best of what the QSR industry has to offer. From franchisees to customers, from supply partners to our hardworking staff; we do our best to work together and achieve one goal – unmatched food with an unmatched experience.



CARING

At Captain Dorego's we are family and family means looking out for each other, we like to show we care through demonstrating our empathy for one another, be it with our customers or sponsoring the local school sports kit in our community or partnering up with our awesome service providers and helping the less fortunate.



CONNECTION

In this fast pace world where technology is evolving at a rapid rate and causing less and less need for human interaction, we at Captain Dorego's firmly believes in the human connection, and genuinely care about the communities in which we serve. We are fully committed to forming part of these communities and are dedicated to giving back, as the great Helen Keller once said; "Alone, we can do so little, together we can do so much"

THE PERFECT PRESENTING.

Bright. Colourful. Our striking store designs and trademarks are hard to miss, achieving swift recognition by the public. Every Captain Dorego's store is carefully planned so that our customers are comfortable and our work is efficient.



TASTE TINGLING FLAVOUR FEAST



QUALITIES OF A CAPTAIN DOREGO'S FRANCHISEE

Well-positioned in the QSR segment, Captain Dorego's has more than 35 stores open locally, and another 80+ under development across Southern Africa, and throughout the African continent.

Intending to grow our footprint each year, we seek to partner with potential multi-unit franchise operators. These would be passionate and focused individuals, who share our food-forward mission and commitment to giving back into the communities we serve.

Sound like you? Then keep reading!

OUR IDEAL PARTNER:

1.

**ENTRENCHED IN
THE COMMUNITY**

2.

**OPERATOR
MENTALITY**

3.

**CULTURE OF
HOSPITALITY**

4.

**FEARLESS
LSM**

5.

**ABILITY TO BUILD
AWARENESS**

6.

**COMMITMENT
AND TENACITY**

7.

**RESPONSIBLE AND
ACCOUNTABLE**

8.

**TEAM
PLAYER**

WHAT KIND OF ROI (RETURN ON INVESTMENT) ARE YOU LOOKING AT?

As with everything in this life your personal return depends on several variables. These include, but aren't limited to; where you're located, the economic conditions in your market and your willingness and ability to adhere to our business system and dedication. Currently, our average ROI is between 18 and 24 months.

AND THE FEES?

Franchise fees: 4%

Marketing fees: 2%

WHERE YOU'LL MAKE MASS PURCHASES?

To keep costs low, we encourage our franchisees to purchase from the central kitchen, simply because combined purchasing increases buying power and ensures our product quality remains consistent and ultimately gets you the best prices for quality products.

WHAT ARE THE MINIMUM PREMISES REQUIREMENTS?

A minimum of 60 to 120 sqm is required, and 3 phase power at 100 to 125 amps per phase.

DO WE OFFER TRAINING?

Yes, we offer staff and owner/operators a mandatory 4-6-week in-depth training course that covers our business systems and brand identity.

HOW DO I START MY JOURNEY TOWARDS BECOMING A CAPTAIN DOREGO'S FRANCHISEE?

STEP 1:

Evaluate your capital funds for investment.

STEP 2:

Apply! Simply complete the application included in this brochure and mail it to admin@doregos.co.za. To speed up the process, you can also complete the application online at www.captaindoregos.co.za/franchise.

STEP 3:

Await approval, and join the team! It's that easy! The approval process takes about 1-2 weeks during which time our development manager will be in touch.

Upon successful approval, a joining fee of R60 000 excluding VAT will be due. At this point, you can start looking for locations, if you haven't already. A world of opportunity awaits! All you have to do is make the decision.

We're looking forward to hearing from you soon!

CHICKEN • FISH • BURGERS



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IT'S ALL GOOD SINCE 1971