

# FAQs

## WHAT ARE THE SITE CRITERIA?

The selection of our sites is paramount to the success of the business. Our criteria demands a high street venue with good visibility, into and out of the store, to passing trade. In addition the site must be at street level with good proximity to convenient parking. The size requirements vary between 300m<sup>2</sup> and 450m<sup>2</sup> (square meters) with an additional 80m<sup>2</sup> – 120m<sup>2</sup> outside seating.

## WHAT SITES ARE AVAILABLE?

One of the factors attributing to the success of News Cafe has been the marriage of the operator to the right site. As Franchisor we will select, assess and approve all sites that we have acquired through various landlords and agents. We will also entertain proposals for new sites that are presented to us by prospective Franchisees, provided the site meets all the relevant criteria. Great sites are limited and in order to establish strong brand presence in any area we would rather take the necessary time to secure the best site for our News Cafe Franchisees.

## HOW MUCH DOES A NEWS CAFE COST?

The average set up cost of a News Cafe is between R 5.5 – R6 million depending on the size and location of the store. This excludes any potential Tenant Installation (TI) allowance received from landlords. This is for a 'turn-key' operation, excl VAT and exclusive of franchise sign-up fee, opening stock, any form of deposit (landlord etc.)

## WHAT ARE THE FRANCHISE AND ROYALTY FEES?

The upfront Sign Up Fee is R300 000  
The monthly Royalty Fee is calculated on 6% of turnover.  
The monthly Marketing Fee is calculated at 3% of turnover.  
(All amounts quoted are exclusive of VAT)

## DO I NEED RESTAURANT EXPERIENCE?

Preferably, our requirements are not only for restaurant or culinary experience but also for strong management and business experience. Our brand is about people and it requires you to give it personality. We need people with passion, drive and commitment. Operating a News Cafe is glamorous but it also involves hard work and long hours from people that are self-motivated achievers to ensure success.

## WHAT ARE THE BASIC CRITERIA?

**Owner Operator** – Operator of the store has to be at least a 25% shareholder in the business.

**Finance** – 50% of the set-up cost needs to be unencumbered.

**Sites** – These will be agreed upon by yourself as well as Fournews

If you meet the above criteria, and you're excited about the prospect of owning a News Cafe franchise, fill in the online application form. In doing so, you are under no obligation to proceed with a franchise.

Once you have completed and submitted the information request below, you will be contacted by a member of the Head Office Team who will be in touch to arrange an initial interview.