Date : April, 01 , 2009 Publication : Entrepreneur - Be your own boss Page Number: 26

BeYouiOwnBos s TASTE HOLDINGS PROMOTION

ESTABLISHED & REPUTABLE BRANDS
TASTE HOLDINGS PRESENTS THREE OF SOUTH AFRICA'S MOST
HIGHLY REGARDED FRANCHISE CHAINS.

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aste Holdings, a South
African based management
group invested in a portfolio
of franchised, category
specialist and formula driven, quick
service restaurant and retail brands,
aims to become one of the largest
integrated franchise companies in
Africa by 2010, driven by organic
and acquisitive growth.
At this year's International
Franchise Expo, Taste Holdings will
be represented at stands for each
of its franchise chains, namely
food brands, Scooters Pizza
and Maxi's Restaurants and the
jewellery brand, NWJ
In the past 12 months, Maxi's has
become a unique and competitive
brand due to a repositioned growth
strategy and an above-the-line
marketing campaign. The brand's
awareness has grown amongst key
stakeholders including entrepre-
neurs, potential franchisees, con-
sumers, landlords and developers.
During 2008, Maxi's converted
eight BJ's national highway sites to
Maxi's restaurants, namely Maxi's
The Bridge in Midrand, Ventersburg,
Bloemfontein, Harrismith East,
Harrismilh West and Polokwane.

An additional 15 new outlets were
opened in 2008. adding to the
58 existing outlets. More than
50% of Maxi's stores have been
converted to the new store image
in just 18 months.

Growth at Maxi's
Maxi's has reported turnover growth
of more than 25% in 2008, which
has in turn increased franchise
profitability and ensured that
Maxi's remains a sound investment
opportunity. The franchise has
planned many new sites which will
increase the brand footprint and will
have far-reaching benefits in terms
of brand awareness and exposure.

Scooters Leads the Way
As one of the fastest growing pizza
delivery chains in the country,
Scooters Pizza is a local franchising
success story, having grown from
one store in KwaZulu Natal in
2000 to 150 stores today, with the
ultimate aim being around 200
stores nationwide.
Scooters Pizza has a dedicated
management team with a hands-on
approach to the business. Its top
priority is franchisee profitability.

Scooters Pizza capitalises on the
vast experience and knowledge
that its management has to offer,
ensuring a recipe for success.
"Comprehensive site feasibility
studies, state-of-the-art investment
in equipment, advanced food
technology and an overall marketing
driven approach keeps Scooters 39
steps ahead of the rest. Our home
delivery strategy is a world leader.
At Scooters we consider ourselves
a fun, young-at-heart brand with
a passion for pizza," adds Lee van
der Walt, marketing manager of
Scooters Pizza.

Whilst trading conditions will
continue to be challenging in
the twelve months ahead, recent
research conducted by the brand
has confirmed that home meal
replacement has become a way of
life. Through customer relationship
building initiatives and many other
innovations that lie in the pipeline
for 2009, Scooters Pizza will ensure
that it maintains the high levels
of customer loyalty the brand has
enjoyed since its inception.

NWJ - A Golden Opportunity
NWJ, which began in 1983 as
a small store off West Street,
Durban, now has over 75 branches
countrywide. NWJ's positioning
in the middle to upper-end of the
market, combined with its majority
cash sale policy, puts it in a strong
position to weather any market
slowdown.
The only franchised jewellery re-
tail chain in South Africa, NWJ's sue
cess is built on its commitment to

supporting owner-operator franchi
sees who have a vested interest in
growing their businesses. The com-
pany puts great effort into promotinr
the product range and offers better
service levels than the company-
owned stores of competitors.
Other key differentiators are that
NWJ has its own factory, enabling
control of the manufacture, supply
and retail of products, and the NW.
- SABS guarantee of gold content.
Says Bernie Madden, Marketing
Manager of NWJ: "Franchisees invesl
in a fully-operational jewellery shop
that includes stock, shop fitting and
computers, and they are supported
by comprehensive product knowledge
and systems training, advertising and
marketing. NWJ also helps find the
best site and the most qualified staff,
leaving franchisees free to focus on
their store and sales."

Variety of Options
Taste Holdings offers something
for everyone in terms of a whole-
some family brand with Maxi's, a
takeaway option from Scooters Pizza
and even a dessert option with the
tantalising jewels of NWJ. Little won
der that all three brands prove to be
very popular in their locations, i

VITAL STATS

COMPANY: Taste Holdings
BUSINESS DESCRIPTION:

Established and respected
franchise opportunities in
the restaurant, fast food
and retail sectors.
EST. IN: 1996
NO OF FRANCHISES: 247

(total outlets: 262)
MINIMUM INVESTMENT:
• Maxi's R1,8 million
• Scooters Pizza R900 000
• NWJ R550 000
CONTACT: +27 11 608 1999

www.tasteholdings.co.za
INTERNATIONAL FRANCHISE

EXPO: See us at this year's
IFE expo 2-4 April

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