

JOHANNESBURG OFFICE

BALLYOAKS OFFICE PARK, BUILDING B, 35 BALLYCLARE DRIVE, BRYANSTON EXT 7  
P O BOX 3044, RANDBURG, 2125  
TEL: +27 11 513 -1450 FAX: +27 11 463-2771

PORT ELIZABETH OFFICE

57 FIFE AVENUE, ROWALLAN PARK, PORT ELIZABETH, 6025  
P O BOX 505, HUNTERS RETREAT, 6017  
TEL: +27 41 371-5298 FAX: +27 41 371-5151

WEBSITE: [WWW.WHOOWNSWHOM.CO.ZA](http://WWW.WHOOWNSWHOM.CO.ZA)  
REG No: 1986/003014/07

---



Essential Business Information

## RESEARCH REPORT

on

### **Restaurant and Take-Away Franchises**

SICCODE: 6420a

Report Date: February 2011

Compiled By:  
**Shona Kohler**  
[research@whoownswhom.co.za](mailto:research@whoownswhom.co.za)

## **Report Index**

INTRODUCTION .....	4
DESCRIPTION OF THE INDUSTRY .....	4
➤ Industry Supply Chain .....	5
SIZE OF THE INDUSTRY .....	5
STATE OF THE INDUSTRY .....	11
➤ Local .....	11
Provincial Focus .....	12
Corporate Actions .....	16
Regulations .....	17
Black Economic Empowerment .....	19
➤ Regional .....	20
➤ International .....	20
INFLUENCING FACTORS .....	21
➤ Economic Environment .....	21
➤ Rising Input Costs .....	23
➤ Labour Resources .....	23
➤ Opportunities in New Markets .....	24
➤ Government Support .....	25
➤ The Shift to Healthy Eating .....	25
➤ The Export and Import of Franchising Concepts .....	26
COMPETITION .....	27
➤ Barriers to Entry .....	27
SWOT ANALYSIS .....	28
FUTURE OUTLOOK .....	29
INDUSTRY ASSOCIATIONS .....	30
REFERENCES .....	30
➤ Publications .....	30
➤ Websites .....	30
ORGANOGRAM .....	32

### **Companies Profiled**

Adega Restaurants Cc .....	34
Chickenland (Pty) Ltd .....	35
Co-To-Co Supply Chain Management (Pty) Ltd .....	36
Dulce Milkwood (Pty) Ltd .....	38
Famous Brands Ltd .....	40
Gc Fast Foods Franchising Cc .....	43
Golden Fried Chicken (Pty) Ltd .....	44
Greenfields Cafe Holdings Cc .....	46
Hentiq 2517 (Pty) Ltd .....	47
Hot Dog Café (Pty) Ltd .....	48
Imperium Franchise Holdings (Pty) Ltd .....	50
Java Brands (Pty) Ltd .....	51
Kerbyn 133 (Pty) Ltd .....	53
King Consolidated Food Services (Pty) Ltd .....	54
King Pie Holdings (Pty) Ltd .....	56
Krugkor Franchise (Pty) Ltd .....	58
Mcdonald's (Sa) (Pty) Ltd .....	59

---

Mochachos Franchise Management (Pty) Ltd.....	61
Nino’s Group (Pty) Ltd .....	62
Ocean Basket Franchise Company (Pty) Ltd.....	63
Original Fishmonger Franchise Holding Company (Pty) .....	65
O’hagan’s Franchising (Pty) Ltd .....	66
Parello Foods Cc .....	67
Primi World (Pty) Ltd .....	68
Retsol Stores (Pty) Ltd .....	69
Spur Group (Pty) Ltd.....	70
Streamline Brands Cc.....	73
Taste Holdings Ltd .....	74
Tuscan Bbq Holdings (Pty) Ltd.....	77
Yum! Restaurants International (Pty) Ltd .....	78