



PREMIUM BURGER
THE BEST INGREDIENTS FOR A
FRANCHISE BURGER BUSINESS

RESTURANT FRANCHISE MODEL: 2024

Own Your Piece of Burger Bliss: Become a Burger Joint & Grill Franchisee!

Ever dreamt of being your own boss and sizzling up delicious success? We can help you make that dream a reality! At Burger Joint & Grill, we're passionate about great food and empowering passionate franchisees. This guide takes you step-by-step through the exciting journey of becoming part of our burger family.

Step 1: Express Your Interest

Simply submit a Letter of Intent (LOI) along with some key documents to get started. Our team will carefully review your information and answer any questions you might have.

Documents Needed:

- **Identification copies** (all parties involved)
- **Company/Trust documents** (if applicable)
- **Proof of residence** (all parties involved)
- **Recent bank statements** (typically 3 months)
- **Shareholder certificates** (if applicable)
- **Spouse ID** (if married in community of property)
- **Power of Attorney** (for multiple directors)
- **CVs of owners and manager**

Owning a Burger Joint & Grill franchise comes with clear financial benefits. Here's a transparent breakdown of the investment required:

- **Franchise Fee (R46,500 excl. VAT):**

This fee secures your entry into the Burger Joint & Grill family and grants you access to our proven business model and ongoing support.



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- **Ongoing Fees:**
- **Royalty Fee (6% of monthly net sales):** A percentage of your monthly revenue that contributes to ongoing brand development and marketing efforts.
- **Marketing Fee (3% of monthly net sales):** This dedicated marketing fee ensures your local Burger Joint & Grill benefits from national marketing campaigns.
- **Optional Restaurant Set-up Cost (Gauteng Excluded):**

For locations outside the Gauteng province (200km+), we offer an optional restaurant set-up service to help streamline the process.

The cost varies based on size (90sqm-120sqm) and typically ranges from R550,000 – R600,000 (excl. VAT & extras).



RESTURANT PAY POINT & ORDER COUNTER



RESTURANT PAY POINT & ORDER COUNTER ENTRANCE DESIGN 4

Once you've submitted your LOI and reviewed the investment details, our friendly team will be in touch to discuss your goals and guide you smoothly through the application process. Let's get grilling together!

Ready to accelerate your success? Let's get grilling!

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