



Leaders in retail franchising!



The OK brand is well established in the retail industry and has been known and loved by consumers for many decades. OK Express is managed and supported by the OK Franchise Division as an exciting smaller forecourt format, which offers a convenience range for customers on the go. This is in addition to the family of established OK Foods supermarkets and OK MiniMark convenience outlets. This provides a golden opportunity for existing and new fuel station operators to build a business under the dependable OK banner. OK Express owners benefit from the Group's skills and experience in the retail industry.



TARGET MARKET

OK Express stores are convenience outlets, located at fuel stations to attract customers in need of a quick bite, thirst quencher and/or other convenience items.

RANGE AND NUMBER OF LINES CARRIED

An OK Express forecourt outlet will carry a limited assortment of grocery and non food products with a bakery and fast food department and limited fruit & veg and fresh meat. At least 4000 basic lines are carried.



STORE SIZE

The stores have a trading area of approximately 150m².

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SET-UP COST

The OK Franchise Division endeavors to keep the cost of establishment as low as possible by means of thorough planning and making use of the low prices on capital and other goods afforded to the Shoprite/Checkers group.

IMAGE AND LAYOUT

OK Express convenience stores portray a modern, aesthetically pleasing and service-orientated image. The layout of each outlet is planned in a cost-effective way. The aim of this thorough planning is to exploit every possible sales and profit opportunity through optimum customer product exposure. It also takes the ergonomics of the store into account and contributes to the productivity of the staff. The layout furthermore plays a role in the creation of a practical and convenient store for the customers.



COMPETITIVE ADVANTAGE

A comprehensive package has been structured to help franchisees manage a sound and profitable business.



- **Price benefits:** OK Express franchisees enjoy a tremendous benefit over competitors as they acquire goods at Shoprite/Checkers negotiated prices on a national and regional basis.

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- **Simple accounting:** OK Express Franchisees deal with a single account, comprising a consolidation of the normal and the net account. Payment is within 30 days of statement.

- **Incentives:** Minimum throughput requirement through the OK Franchise Division account is 65% of total purchases to qualify for the OKFD incentive scheme. Incentives, terms and rebates have been structured to afford every OK Express franchisee with the maximum opportunity to add extra value to the bottom line. The OKFD incentive scheme is one of the best in the FMCG business.



- **Access to the latest operational efficiencies:** Drawing on a combination of our own expertise, feedback from external experts and international developments, we aim to keep abreast of the latest market trends to continuously improve our operational systems.

- **State of the art management control systems:** OKFD has made significant investments into the development of sophisticated software and other administrative systems and procedures to assist franchisees with effective cash handling, banking, stock management, ordering, shrinkage control and management accounts.



- **Supply chain and distribution centres:** Franchisees are serviced through the group's world class supply chain and distribution centres network.

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- **Merchandising and advice on ranging:** OKFD uses an in-house merchandising service to support franchisees with merchandise planning, product ranging and product displays.

- **E-learning:** All franchisees and their staff members have access to our E-learning portal. Training modules are designed to increase staff efficiency, knowledge, confidence and customer service levels.

- **Marketing and advertising:** Campaigns and promotions are supported by leaflet advertising, in-store screens as well as exciting supplier driven promotions and competitions.

- **Count On loyalty programme:** Our loyalty programme do not only provide owners with insights and shopper data, it also has amazing benefits for customers, including cashback rewards, entries into competitions etc.

- **Ongoing operational support:** The OKFD team will provide continuous support when it comes the operations of your business and will offer advice and guidance with regards to finance, IT, marketing and human resource management. human resource issues.

WE GO THE EXTRA MILE TO SUPPORT OUR FRANCHISEE IN THEIR BUSINESSES

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