

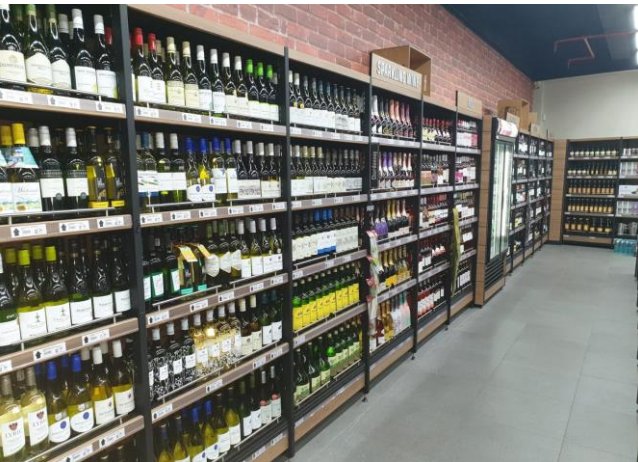


Leaders in retail franchising!



The OK Franchise Division is proud to present you with the opportunity to own an OK Liquor store, a branded liquor outlet designed to assist its members who wish to open their own off-sales liquor outlet to offer favourable prices and have benefits of incentives.

The OK Liquor store can be a stand alone store, but also functions very well as an add-on to any of our existing formats as it affords customers the convenience and ease of a one-stop-shopping experience. In doing so, it cultivates long-term brand loyalty and ultimately serves to improve your bottom line.



REQUIREMENTS TO OWN AN OK LIQUOR STORE

- The franchisee must have the appropriate liquor license.
- It must have a minimum trading area of 100 m² and must comply with certain minimum standards and requirements.

SET-UP COST

The OK Franchise Division endeavours 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.



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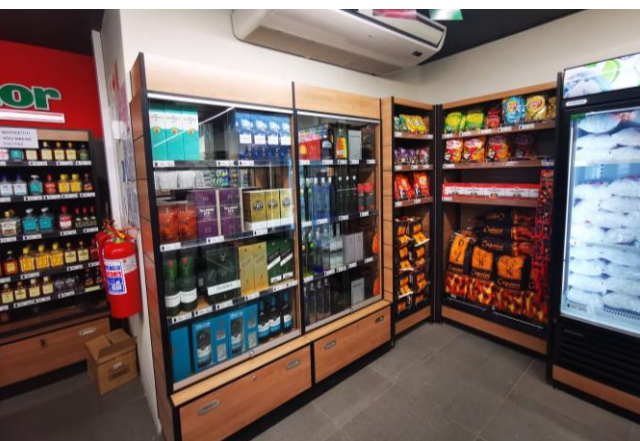
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COMPETITIVE ADVANTAGE

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

- **Price benefits:** Franchisees enjoy a tremendous benefit over competitors as they acquire goods at Shoprite/Checkers negotiated prices on a national and regional basis.
- **Simple accounting:** OK Liquor 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 Liquor 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.
- **Supply chain and distribution centres:** Franchisees are serviced through the group's world class supply chain and distribution centres network.



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- **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.

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



- **Marketing and advertising:** Campaigns and promotions are supported by leaflet advertising, social media and digital campaigns, in-store screens as well as national television and radio commercials within selected promotional periods.

- **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.

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

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