

OBCTM CHICKEN AND MEAT

SAY HELLO TO ONE OF SOUTH AFRICA'S FASTEST GROWING RETAILERS.



Hello there. It's our pleasure to introduce you to OBC Chicken. We're one of South Africa's fastest growing retail brands, with a mission to support the low to mid market sector by providing quality, affordability and convenience.

While we don't like to fluff our tail feathers too much, our story is one we're really quite proud of. You see, in 25 years OBC Chicken has grown to a network of over 50 stores and a solid foundation which is now ready for rapid nationwide expansion. We did it by thinking about the everyday needs of ordinary South Africans. Positioning OBC stores strategically near to mass market communities and transport nodes, we offer convenient access to frozen chicken, fish, red meat, processed meat and other essential grocery items to a growing market.

CONSISTENCY, COMPETITIVENESS & CONVENIENCE.

The pride we take in the quality of our food is echoed in the care we take with our brand. A proud FASA member, we've invested in our success through sustained, effective advertising and painstakingly built one of the most recognised and well-loved names within this segment.

This is part of the reason that OBC Chicken has become the tenant of choice in the chicken and meat segment. In fact, many stores that undergo conversion to OBC, experience an overnight uptick in trade immediately after the OBC branding goes up.

Wherever people love good food, they love OBC.

FEEDING A GROWING SUCCESS STORY SINCE 1987.

At the heart of the OBC success story is a set of strong family values, coupled with a powerful business model and a well-established brand.

We offer smaller store owners the benefits of belonging to a large retail group, with all the advantages that it brings. Including bulk-buying, reliable, consistent deliveries, competitive pricing, aggressive marketing, access to finance and auxiliary services such as cash collection services, as well as more competitive group banking fee structures and group assurance products.

In our time, we've grown into a self-contained and efficient franchise operation. Providing a core range to the franchise network through 2 distribution centres and a dedicated delivery system. Ensuring all our shelves are always stocked with the products our customers crave.

It's a model that has fed our success for decades and helped us grow to more than 50 stores nationwide. Not only do we nurture our quality and our products. We nurture the entrepreneurial spirit of South Africa's hard-working people. Enabling smaller store owners to compete with larger chains and achieve their business dreams. It's taken hard work and dedication, but today we've succeeded in establishing a foothold in almost every region. With stores in Gauteng, North West, Northern Province, Free State, Mpumalanga, Kwa-Zulu Natal and the Northern Cape Provinces. Bringing success and attracting foot traffic to communities and centres wherever we go.

In the retail game, success is measured in shelf space. Stock-outs and other setbacks can severely hamper any store's prospects for success. Customers who don't find what they want, simply don't come back.



GEARED TO SATISFY A GROWING HUNGER FOR OUR PRODUCTS.

OBC has put supply and distribution at the core of our business model. Ensuring that our nationwide footprint of stores always has access to the products their customers crave.

We buy in bulk to secure competitive prices. We consistently maintain optimal stock levels in our two highly optimised distribution centres and we operate a dedicated fleet of trucks serving our stores daily.

This distribution support structure ensures that stores can limit stock levels to a 5 day supply, secure in the knowledge that our much loved products are always within reach of a hungry population.

This system eliminates much of the complexity for store owners who no longer need to place many orders from different suppliers. Apart from a few items such as Dairy and Processed Meats, which are obtained from outside suppliers, most of our core products can be ordered through head office. Store owners place orders with one call and products arrive via one or 2 deliveries.

THE COLD STORAGE CENTRE.

Our cold storage centre stocks and supplies perishable products. This centre maintains the freshness and quality of products such as chicken, meat, fish and cheese, ready to deliver to stores on demand. Which means we can take advantage of local or imported opportunities as they arise.

THE DRY GOODS CENTRE.

The Dry Goods Centre stocks a wide range of groceries ranging from rice, oil and baked beans to many other South African daily essentials.



There are many issues that may affect the sustainability of a store, from Point of Sale systems to maintaining acceptable hygiene levels. But no franchisee needs to feel alone when facing challenges with the OBC Operations team by their side.

With over 25 years in business, OBC has mastered the operational complexities that ensure the success of every franchisee. Moreover, OBC has a vested interest in the success of all of our stores, which is why we believe in the importance of operational assistance to ensure every franchisee is given all the possible support they need to thrive.

STARTING UP.

The OBC Operations team has overseen the successful establishment of over 50 stores. Mastering the art of taking willing entrepreneurs to thriving OBC franchisees via the shortest route possible.

Decades on the front line of the retail game have taught us the best practices in countless retail touchpoints. From optimised store layouts that lead customers to the products they're looking for, to accounting and management issues. We give entrepreneurs the tools to ensure their success.

Every new franchisee receives everything they need to get set up and get up and running from the word go. From shop fitting and merchandising, to computer system installation and on-site training for all staff and managers, OBC provides the support that will give new store-owners the best chance of success regardless of their experience in the retail environment.

ONGOING SUPPORT.

Once operational, OBC provides excellent day-to-day support for all our stores. Our operations team will assist franchisees with ongoing advice and expertise in terms of store management and merchandising. Our head office provides IT support to ensure the critical point of sale and stock control systems remain online and stable. And of course, our distribution system is optimised to keep shelves stocked with the products that keep customers coming back for more.

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QUALITY CONTROL.

In addition, OBC has laid out strict quality standards to safeguard the reputation of our stores and the quality of our goods. We conduct regular quality inspections to ensure stores are up to scratch in terms of cleanliness and hygiene levels. A factor which is vital to an operation handling perishable food goods. We ensure all our stores are layed out correctly and that products are packaged, displayed and merchandised according to our guidelines. If any of our stores fail to meet our standards, the operations team will assist them to get back on track.

A STRONG FOOTING FOR GROWTH.

Finally, as an established retail group, we offer franchisees the advantage of a large well-resourced support structure. This depth of resource that means stores can enjoy unlimited growth. As our stores grow, we grow with them and help them retain the values that make the brand what it is, no matter how big they get.

PRODUCTS SO GOOD, WE PUT OUR NAME ON THEM.

OBC's range of house brands has grown to encompass many of South Africa's most sought-after products, which we are able to provide at a lower price point than other premium stores.

By paying particular attention to quality and consistency, OBC has built a strong reputation of our own brands. By maintaining control over the

product, we are able to deliver the same quality year in and year out.

Not only do our products compare favourably to the most well-established branded products, but they are more affordable for our customers. Building a trust and loyalty in our brand, that keeps customers coming back to our stores.

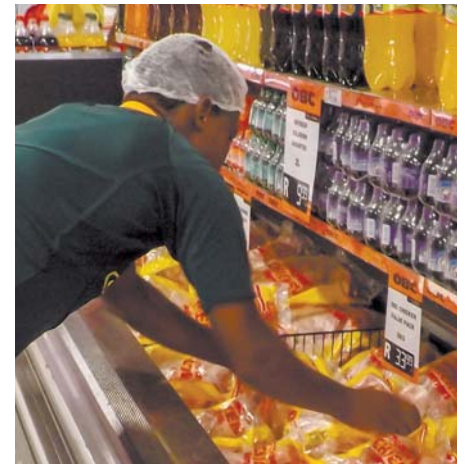
These products serve to add value to our customers. Most importantly, they carry our name into the homes of South Africans country-wide. Reinforcing our message and turning OBC into a household name for our vast target market.



FEEDING A STRONG BRAND.

A strong brand is always fed on a healthy diet of brand building awareness and effective promotion. OBC maintains a very strong presence in the mass market segment, thanks to decades of effective, consistent advertising and promotional activity.

Through 25 years of marketing the OBC brand, the marketing department has fine tuned its activities to ensure maximum exposure. Continuing to build a stronger brand through flyers, newspaper adverts, store-front signage and other promotional activities. OBC currently prints and distributes in excess of 1 million leaflets per month through our distribution partners. Carrying our offers directly to the consumer.



To meet the marketing needs of our stores, OBC has established an in-house design department manned by an experienced team who understand the OBC brand. This department has the expertise and experience to help store owners to develop their own promotional material, branding and advertising campaigns. Assisting franchisees to build their brands and drive sales. The results speak for themselves. Today, OBC stands as one of the most recognised brands in the lower end of the market. OBC's brand values of consistency, competitiveness and convenience are well-entrenched in the minds of consumers. In fact, the OBC name is so well-respected that many stores who undergo conversion to an OBC franchise experience a remarkable increase in sales overnight. This is testament to the trusted name that OBC has become.

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Contact us.

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