



NossA Casa
PORTUGUESE RESTAURANT & GRILL

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FRANCHISE OPPORTUNITY

PROSPECTUS

**BE PART OF THE
NOSSA CASA PORTUGUESE RESTAURANT & GRILL
SUCCESS STORY!**

Traditional Portuguese

We pride ourselves on serving authentic and traditional Portuguese cuisine. Our chefs have mastered the art of preparing classic Madeiran dishes, using traditional recipes and high quality ingredients

Nossa Casa

PORTUGUESE RESTAURANT & GRILL 

TABLE OF CONTENTS

1. Join Nossa Casa Portuguese Restaurant & Grill
2. The Business
3. Franchisee Profile
4. Key Success Factors
5. Turn-key Operation
6. Training & Support
7. Finance
8. Steps to become a Nossa Casa Portuguese Restaurant & Grill Franchisee



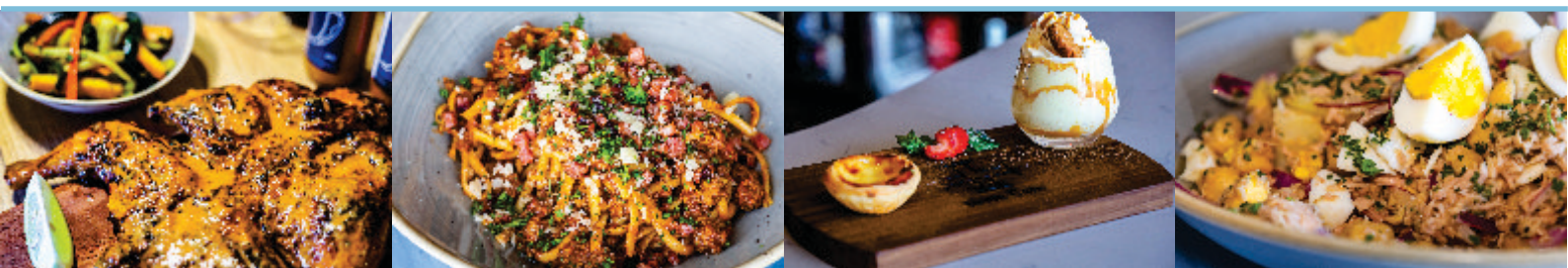
YOU CAN BE PART OF THE NOSSA CASA PORTUGUESE RESTAURANT & GRILL SUCCESS STORY!

Nossa Casa's ambitious expansion plans aim to open 20 new stores in the next five years, with a focus on both full-service restaurants and the exciting Nossa Rapido takeaway concept.

Our unique business model offers franchisees the chance to own a piece of a thriving brand with the flexibility of remote shop monitoring, meaning store owners don't need to be on-site at all times. This approach is perfect for multi-unit franchisees looking to scale their businesses efficiently.

Franchisees benefit from a 5% turnover fee that covers operational support, brand access, and a comprehensive systems platform. Additionally, a 3% marketing fee is applied to fund strategic campaigns, driving brand awareness and customer engagement. This structure ensures that both the franchisee and the brand thrive together, creating a strong and mutually beneficial relationship.

At Nossa Casa, we've carefully cultivated systems that allow for exceptional service delivery, even off-site. Franchisees gain access to a proven model, where everything from stock management to customer service is streamlined and monitored remotely, allowing for efficient operation and scalability.



THE BUSINESS

Nossa Casa is an authentic Madeiran restaurant that aims to bring the rich flavours and vibrant culinary traditions of Madeira to South Africa.

Our mission is to provide a memorable dining experience for our customers by offering a diverse menu of traditional Madeiran dishes prepared with the freshest ingredients and utmost attention to detail. With a warm and inviting atmosphere, exceptional customer service, and a commitment to quality, Nossa Casa aims to become the go-to destination for Madeiran cuisine in South Africa.

Our goal is to ensure steady growth, based on dynamic and progressive management and an exuberant team who are excited and enthusiastic about the restaurant industry and our clients.

We have a deep personal responsibility to our staff and Franchisees. We seek to create and maintain an environment of inclusiveness where everyone is given the opportunity to develop to their maximum potential with a proactive and innovative approach.

The company has accumulated vast experience in the restaurant industry and is expanding the brand in a controlled but aggressive manner to strengthen the brand that is considered one of the best emerging businesses in the industry.

There is a strong demand for Franchises throughout the country, but the growth of the Franchises is controlled to ensure that the Franchisees have the best possible chance of success.

FRANCHISEE PROFILE

Our goal is not to recruit the most experienced restaurateurs. Our goal is to partner with individuals who are emotionally invested, operationally disciplined, and ready to build something iconic—under our guidance, within our systems, and aligned with our mission.

ATTRIBUTE	DESCRIPTION
Entrepreneurial Drive	High energy, ambition and a hunger to build something meaningful.
System Oriented	Executes with precision, respects structure and thrives within proven frameworks.
Freedom Focused	Motivated by ownership, autonomy and the ability to shape their future.
Relationship Builder	Builds trust and loyalty with customers, teams and local communities.
Self-Motivated	Takes initiative, embraces challenges and pursues continuous growth.
Effective Communicator	Speaks with clarity, listens with intent and leads with empathy.
Disciplined Operator	Maintains consistency, integrity and brand standards in daily operations.
Sales Driven	Actively promotes the brand and drives performance through strategic engagement.
Financially Prepared	Has the resources to invest, sustain and scale the business.
Emotionally Resilient	Handles pressure, adapts to change and leads with emotional maturity.
Brand Aligned	Understands and embodies Nossa Casa's values of legacy, leadership and cultural pride.

SELECTION PROCESS

Our process includes:

- Initial interview and brand immersion
- Values-based assessment and operational review
- Final evaluation based on mindset, readiness, and cultural fit

We choose partners who are ready to build something iconic with faith, fire, and full commitment.

CANDIDATE EXCLUSIONS

We do not accept candidates who:

- Seek passive investment without operational involvement
- Resist brand systems or operational discipline
- Lack emotional resilience or long-term commitment
- View franchising as a short-term experiment or fallback option
- Prioritize comfort over growth, or ego over team success

OPERATIONAL EXPECTATIONS

Franchisees must be prepared to:

- Operate full-time and lead from the front
- Implement all brand systems and operational protocols
- Participate in ongoing training and performance reviews
- Maintain high standards of hygiene, hospitality, and customer experience
- Engage in local marketing and community outreach
- Always Protect the integrity of the Nossa Casa brand

KEY SUCCESS FACTORS

The reason why Nossa Casa Portuguese Restaurant & Grill has already achieved success is because of our concept, which represents:

- Strategic Focus (Leadership, Management, Planning)
- People (Personnel, Staff, Learning, Development)
- Operations (Processes, Work)
- Marketing (Customer Relations, Sales, Responsiveness)
- Finances (Assets, Facilities, Equipment)

Adding value to the above, we pride ourselves on:

- Professionalism
- Service excellence
- Experience

Professionalism, service excellence and experience are therefore the driving force behind our success and through extensive research; we have formulated our concept to suit the needs of Nossa Casa Portuguese Restaurant & Grill customers.

Nossa Casa Portuguese Restaurant & Grill is without doubt one of the best emerging franchise concepts in South Africa. It is authentic and offers prospective Franchisees the opportunity to own a tried, tested, and profitable business.

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TURN-KEY OPERATIONS

We offer a full turn-key operation where we assist you every step of the way from opening to establishing and developing your new Nossa Casa Portuguese Restaurant & Grill Franchise.

Our support team excels with energy, and you will enjoy the benefit of their experience in this industry.

TRAINING & SUPPORT

Initial training consists of business setup, systems, policies, and procedural training which includes an overview of the Nossa Casa Portuguese Restaurant & Grill business model, helping Franchisees become proficient in all aspects of operating a Nossa Casa Portuguese Restaurant & Grill Franchise. The importance of thorough training cannot be over emphasised, and it is essential to the success of all.

Nossa Casa Portuguese Restaurant & Grill operations support will continue to support the Franchisees throughout their Nossa Casa Portuguese Restaurant & Grill Franchise ownership.

FINANCE

Set-Up Cost: (Standard 300 m² outlet no extras)

R 5 200 000 (excluding VAT) which includes:

- Initial Franchise Fee
- Initial Training
- Stock
- Full turn-key

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PORTUGUESE RESTAURANT & GRILL 

Initial Franchise Fee:

R 150 000 (excluding VAT) included in the set-up cost.

The Initial Franchise Fee is included in the Set-Up Cost and is paid in consideration for:

- Being granted the right to operate the Franchised Business in the Franchise area for the term;
- The right to use and utilise the Nossa Casa Portuguese Restaurant & Grill System and related intellectual property;
- Any reasonable assistance required from the Franchisor related to the set-up of the Franchise Business.

The Initial Franchise Fee is payable on the signing of the Franchise Agreement and is non-refundable.

The balance of the set-up cost is payable on a date provided by the Franchisor.

Initial Working Capital:

R 1 635 600 (excluding VAT)

Further to the Set-Up Cost, the Franchisee requires approximately

R 1 635 600 (excluding VAT) working capital to cover the first three month's operational expenses which may arise. The Franchisee must make additional provision for any personal expenses incurred.

Total Cost: (Set-Up Cost + Initial Working Capital)

R 6 835 600 (excluding VAT)

On-going Monthly Costs:

5% Management Services Fee of net turnover per month.

2% Marketing Fund Contribution of net turnover per month.

STEPS TO BECOME A NOSSA CASA PORTUGUESE RESTAURANT & GRILL FRANCHISEE.

1

Enquiry

2

Receive Prospectus, application document & Non-disclosure agreement

3

Complete & sign application document & Non-disclosure agreement. Return to Nossa Casa

4

Meet Nossa Casa Portuguese Restaurant & Grill for an interview

5

Receive disclosure document

6

Complete & sign acknowledgement of receipt of disclosure document. Return to Nossa Casa Portuguese Restaurant & Grill. Receive franchise agreement

7

Pay balance of total set-up cost in full on a date provided by the franchisor