



An introduction to Senhor Calisto's Portuguese Restaurant

Thank you for your recent enquiry regarding the Senhor Calisto's Franchise. In order to speed up the process, we have listed below the most frequently asked questions for your reference.

What is Senhor Calisto's?

Senhor Calisto's launched its first store in 2012, and stems from the original Calisto's Portuguese restaurant which was founded over 2 decades ago. You can now enjoy the same authentic Portuguese cuisine with the added convenience of fast dining. The brand is defined by our commitment to serving high-quality, great-tasting, affordable food using premium ingredients partnered with friendly service and a casual environment in multiple outlets throughout the country.

Our meals are freshly prepared in the traditional Portuguese way using only the freshest, finest ingredients available with our speciality in flavourful flame grilled Portuguese chicken, delicious Prego's, mouth-watering burgers and family meals, all prepared with the Senhor Calisto's touch.

Our Philosophy

Our primary focus is to make sure our guests are excited about the experience and the service they receive. Our vision is to be the best fast casual dining Portuguese restaurant that delivers an authentic experience with great value and real Portuguese flavours. It is preferred franchises must be owner operated as we entrust the representation of our brand to the owner or franchisee only.

What are the site criteria?

The selection of our sites is paramount to the success of the business. Our criteria demand a location with good visibility, into and out of the store, to passing trade. In addition the site must be in close proximity to convenient parking. The take away element demands a site that has convenient access to the parking or high street or in a busy food court area. The size requirements vary between 80m² and 150m² with an additional outside seating if possible.



What sites are available?

One of the factors attributing to the success of Senhor Calisto's has been the marriage of the operator to the right site. There are many available but our team works hard to secure the best site for our Senhor Calisto's Franchisees. We will entertain proposals for new sites, provided the site meets the basic criteria, the rental is reasonable and both Franchisor and Franchisee are confident that it is a great site.

How much does a Senhor Calisto's cost?

The set up cost of a Senhor Calisto's is approximately R1,5 million **depending on the size and location of the store**. This excludes any potential Tenant Installation (TI) allowance received from landlords. This is for a 'turn-key' operation exclusive of Franchise Fee, opening stock, any form of deposit and VAT.

Cash Flow Needed is as Follows:

(These figures are estimates and are all exclusive of VAT)

R1 400 000 (ex vat)	Cost of Store
R 75 000 (ex vat)	Sign Up Fee
R 75 000 (ex vat)	Initial Stock
<u>R1 550 000</u>	

R800 000 of these funds must be unencumbered funds.

Unencumbered means shareholders capital that is not subject to any creditor claims or liens and is usually the shareholders contribution from savings.

When are funds needed?

- When you sign up R75 000 ex VAT is required.
- 50% of the design fee is then payable to commence with design.
- Once design is complete the store will be costed. Only once the franchisee is satisfied with the costings, they are signed off and 50% of the total set up cost is then payable to various contractors to commence work.
- The balance remaining to be paid 2 weeks before opening of the store.



What are the Franchise and Royalty Fees?

- The upfront Franchise Fee is R75 000 ex VAT, payable on signature of the Franchise Agreement.
- The monthly Royalty Fee is calculated on 5% of turnover with a minimum of R7 500 ex VAT.
- The monthly Marketing Fee is calculated at 3% of turnover.
- (All amounts quoted are exclusive of VAT)

Do I need restaurant experience?

Preferably, restaurant or culinary experience is always beneficial but not essential. It is more important to have strong management and business experience. Our brand is about people and it requires you to give it personality. We need people with passion, drive and commitment. Operating a Senhor Calisto's can be fun but it does involve hard work from people that are self-motivated achievers... are you one of those people?

If so, and you're still excited about the prospect of owning a Senhor Calisto's please feel free to contact our Franchising team to set up a mutually convenient appointment.



For more information contact Barbara or Manny on (011) 452 8770 ([More contact info](#))

We look forward to hearing from you.

Regards,

Manny Nichas

Executive Manager – New Business Sales

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