



Landlord Presentation



Who Are We?

The John Dory's brand embodies the wonder of discovery and adventure – embracing new experiences, new learnings, gaining a deeper appreciation for our oceans and understanding the importance of sustainability.

When customers want to celebrate with family and friends, experience something different and exciting, or simply treat themselves to something special, we want John Dory's to be the brand that comes to mind.

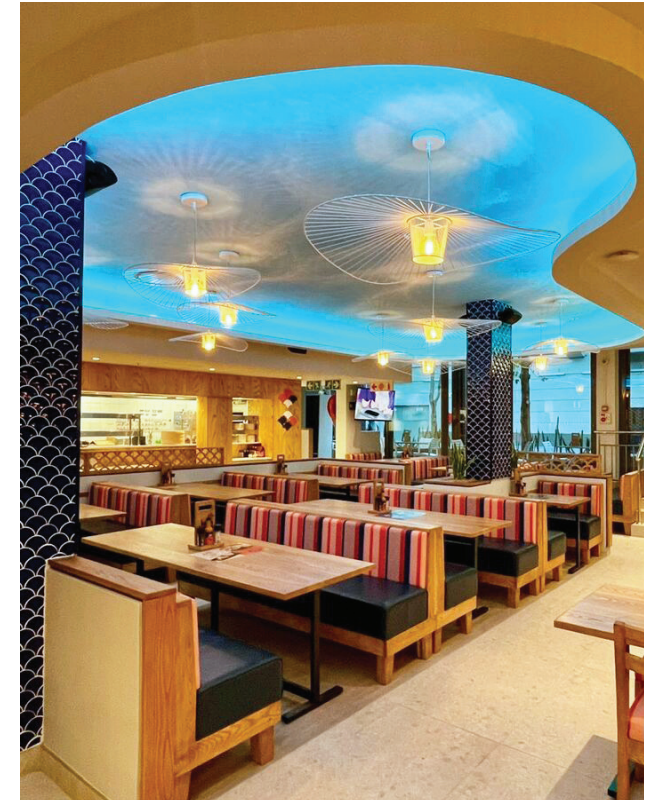
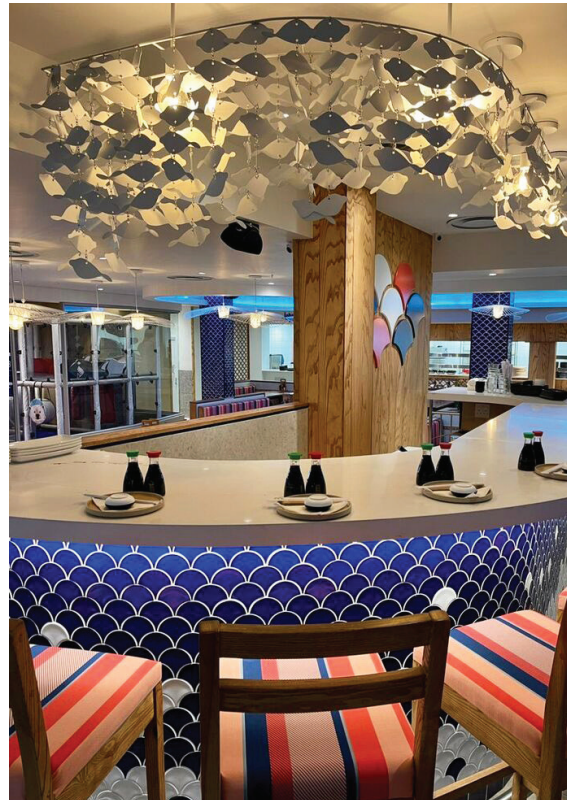
Our Vision

To be the first-choice seafood, sushi & grill restaurant in South Africa, offering great value, quality, sustainable meals in a family-friendly environment.



Store Design

The store design has a distinct sense of the underwater world, ocean exploration, and seaside charm, accented by elements of ocean textures. It connects customers to our menu offering, bringing them into our world of discovery, while highlighting our commitment to sustainability and the fight to preserve our oceans' resources for future generations. Everything is brought to life through a colour palette that reflects the vibrancy of the ocean and the life it sustains.



Financial Overview

Setup Cost:	± R4.5 million (site dependent)
Unencumbered Funds:	50% of total investment
Mandate:	Must be Owner-Operator run (Minimum of 10% shares for the Owner-Operator)
Average Turnover:	R928 000 per month
Average Spend Per Head:	R160 net
Trading Density Average:	R33 745
Average Seats Per Restaurant:	190
Average Restaurant Size:	280m ² 30 – 50m ² mall spillage
Average % Net Profit:	14%

Budgeted costs/forecasts set out above do not amount to a warranty, assumption of any liability or guarantee by Spur Group (Pty) Ltd, whether expressed or implied, as to the suitability of location, turnover, profits, success or otherwise of the restaurant.

Fish & Sushi

Over the last period, we have been exploring opportunities to expand our footprint, reach a broader audience, and better serve our loyal customer base. We are proud to introduce our latest innovation:

John Dory's Fish & Sushi

Market trends

Quick Service & Delivery

The demand for restaurant experiences continued to grow in 2023, but within the comfort of consumers' homes.

Convenience

Convenience is of utmost importance. Customers expect quick service, quality offerings, and value for money.

Eco-friendly

Is your packaging recyclable and bio-degradable? What is your brand's commitment to the environment and surrounding communities? Evidence shows that customers will switch to brands that genuinely support environmental and community initiatives.

Conscious Consumption

As a seafood brand, it's essential we offer plant-based options to meet the growing demand of conscious consumption - a trend especially resonant with the values of the 'woke' Gen Z generation.

Fish & Sushi

John Dory's Fish & Sushi aims to capture the imagination of new customers, with a strategic focus on building brand sentiment, expanding our footprint, growing our customer base, and sharing our delicious offering with a wider audience.



Investment:

R1.2 – R2.2 million

Unencumbered Funds:

Minimum of 50%

ROI Period:

36–38 months

Ideal site:

75m² counter

120–180m² in smaller towns





Contact Us

We'd love to hear from you!



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