BB LIQUORS

PASSION FOR LIQOUR

brownbag_liquor

Brown Bag Liquor

COMPANY PROFILE & FRANCHISING INFORMATION 2025



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ABOUT US

LAS BROWN BAG LIQUORS (Pty) Ltd is a company dedicated in franchising and distribution of liquor outlets in South Africa.

MISSION

Our mission is to forge and nurture sustainable partnerships, creating a supportive environment for our clients. We are committed to upholding the highest standards of ethical practice and responsible corporate citizenship.

STRATERGY

We aim to provide a cost-effective business model that ensures the profitability of our clients' outlets while opening new market opportunities for emerging entrepreneurs.

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EXECUTIVE SUMMARY

BUSINESS OPPORTUNITY

BBLIQUOR™ offers an exceptional business opportunity with access to the liquor market industry. We provide highly competitive set-up costs and impressive projected returns on investment.

CENTRALIZED SUPPORT

Our comprehensive franchising model eliminates operational hassles through centralized services, including distributor management, marketing, eCommerce tools, licensing, leasing negotiations, store branding, product pricing, employee training, and administrative controls.

- Distributors engagement and relationship management
- Marketing and Advertising
- eCommerce tools and software
- Licensing requirements and maintenance
- Leasing negotiations
- Store installations and Branding
- Pricing and Product Mix
- Employee training
- Administrative Controls and Code of Good Practice

Our dedicated BBLIQUOR™ team ensures you receive comprehensive support from store setup to ongoing operations. With a dedicated Key Accounts Manager, we guide you through every step, ensuring your business succeeds.



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FRANCHISE AGREEMENT

GENERAL TERMS OF OUR FRANCHISE AGREEMENT

We commit to thoroughly reviewing the franchise agreement with our clients.
Clients are encouraged to seek the assistance of a legal practitioner to fully understand the terms.

THE BASIC TERM AND FEES

- Initial Term: 5 years with an option to Renew.
- Initial Fee: R 150 000.00
- Monthly Franchise Fee: 5% of Net Profit.
- Monthly Marketing Fee: 3% of Net Profit.

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SITE IDENTIFICATION & LEASING

STORE LOCATION AND LEASE TERMS

Location and Size:

- Store locations are crucial for obtaining liquor licenses.
- Recommended store size: Minimum of 200 square meters, important for license approval.
- BBLIQUOR™ assists in site vetting and selection.

Lease Terms:

- Leases are held and signed by the franchisee.
- Minimum lease term: 5 years.
- Initial deposit required by the landlord (terms may vary).
- Other terms and conditions are negotiated with landlords.

LIQUOR LICENSING

Licensing Requirements for Owning a Liquor Outlet

Key Documents Required by Liquor Boards:

- Company CK documents
- SARS tax clearance
- Signed lease agreement
- Business plan
- ID documents of all directors

BBLIQUOR™ Assistance:

- BBLIQUOR™ facilitates the entire licensing process upon receipt of all necessary documents.

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SETTING UP COSTS

BBLIQUOR™ Franchise Payment Structure

Total Purchase Price: R500,000 (Excl. VAT)
Payment Schedule:

1. R150,000.00 Initial Commitment Fee:
   - Paid upon signature
   - Includes business plan compilation, site selection and vetting, market research, and feasibility study

2. Brief Break-Down of Initial Commitment Fee:
   - Initial Fee: R100 000.00
   - Commitment Fee: R30 000.00
   - Legal Fees: R20 000.00

Detailed Cost Breakdown: A comprehensive breakdown of the total purchase price will be shared upon finalizing the deal or during a personal consultation with us.



INITIAL & ONGOING TRAINING

Our comprehensive support system extends to equipping you and your staff for success through our in-depth training program.

Training Modules:

- **Management Accounts Training:** Gain a thorough understanding of financial management specific to the liquor retail industry.
- **Pricing Strategies:** Learn effective pricing techniques to maximize your profit margins.
- Merchandising Best Practices: Discover how to optimize your store layout and product displays to drive sales.
- **Occupational Health & Safety (OHS):** Ensure a safe and compliant work environment for your staff and customers.
- **BBLIQUOR™ General Operating Standards Module:** Master the operational guidelines and best practices specific to the BBLIQUOR™ franchise model.
- **Staff Till Training:** Equip your staff with the skills and knowledge to confidently and efficiently operate the cash register.

This comprehensive training program empowers you and your team to operate your BBLIQUOR™ franchise with confidence and expertise.

OPERATIONAL SUPPORT

BBLIQUOR™: Your Success Partner

Don't go it alone. BBLIQUOR™ provides unmatched operational support to keep your franchise running smoothly. We'll handle:

- **HR & Compliance:** Streamlined processes for hiring, training, and safety (OHS).
- **Point-of-Sale Systems:** Expert setup and guidance for efficient transactions.
- **Financial Management:** Tools and support to maximize your profitability.

Focus on what matters: **growing your business.**
Let BBLIQUOR™ take care of the rest.

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MARKETING

Boost Your Sales with Powerful Marketing:

Market like a pro with our multi-tiered marketing approach funded by a small 2% levy on net profits.

We'll handle:

- **Monthly National Campaigns:** Build brand awareness and drive customers to your local store.
- **Quarterly Regional Marketing:** Targeted campaigns to reach your local market and maximize customer engagement.
- **Store-Level Activations:** Personalized promotions to boost sales in your specific area.

Sell more, stress less. Let BBLIQUOR™ handle your marketing strategy, allowing you to focus on building strong customer relationships and growing your business.

CONTACT US

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