





Confidentiality Agreement

The undersigned reader acknowledges that the information provided by Delhi Delicious in this business plan is confidential; therefore, reader agrees not to disclose it without the express written permission of the directors.

It is acknowledged by reader that information to be furnished in this business plan is in all respects confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of same by reader, may cause serious harm or damage to Delhi Delicious.

Upon request, this document is to be immediately returned to
Taahir Abdool- Operations Director

Signature

Name (typed or printed)

Date

This is a business plan. It does not imply an offering of securities.

Head Office

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Executive Summary

Delhi Delicious specialize in meat, vegetable and fruit pies made using traditionally home made family recipes from a little town in the south of Johannesburg called Lenasia. Our pies are baked fresh every day and sold hot directly to customers through our retail stores. We also sell frozen pies in lunch and family sizes that can be cooked at home in an oven or microwave. Our products are low fat and free of genetically modified ingredients and will be complemented by an assortment of traditionally home made chutneys, dipping sauces and condiments.

By procuring, manufacturing, storage and distribution of our products directly from our own manufacturing facility in Lenasia, we avoid high labour costs, expensive investment in manufacturing and production equipment, and additional warehousing and production facility costs. Our major costs will be limited to product purchasing, shipping and cold storage.

We have plans to expand the company through further retail outlets and are focused on developing a business model that is favourable to franchise possibilities. We would like to attain an exclusive import license that could be used to sell frozen product through supermarkets and bulk wholesale food chains, Delhi Delicious could quickly and clearly establish itself as the market leader.

We have identified four main keys to our success. The first is to secure stores in highly visible locations. The second will be our unique value-for-money product line. The third will be a focus on superior customer service and education, and the fourth key will be employee retention through training and internal promotion.

The location for the first Delhi Delicious store was at the Glen shopping centre. At this stage five possible sites are being considered in two key areas, Durban and Cape Town. Delhi Delicious will target three market segments within the core metro district. Our largest target market is young adults and business people (42%).

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Our next largest market, and the one with the greatest growth potential, is families with children (36%), and our final target market will be 15-24 year olds which includes students (22%).

Our marketing strategy will be to attract new customers, educate those customers and then create a loyal customer base. Delhi Delicious will attract consumers through its newly rebranded stores, highly visible signage and its iconic corporate identity, print media advertising, flyers, entertainment book coupons, word-of-mouth advertising and strategic alliances.

Our sales strategy includes hiring employees who genuinely enjoy their jobs. We will continually assess all aspects of the business and interact with our customers personally, evaluating food choices for popularity and keeping favourites on the menu as we rotate weekly and seasonal specials.

Delhi Delicious is a Corporate Company. All membership shares are currently owned by husband and wife, Mr Yunus and Mrs Zeenat Abdool. Delhi Delicious is currently seeking to franchise its existing stores. The majority of these funds will be used to grow the holding stock capacity.

Start-up costs include initial inventory for the first store including shipping and cold storage fees associated with the product. Equipment assets such as a commercial oven, pie warmers, ambient display cases, refrigerators, freezers and miscellaneous one-time furnishings must be purchased. In addition, Delhi Delicious anticipates the need for liquid cash for operating expenses, unforeseen expenses and to help cover wages for the first three months of business.

Delhi Delicious has forecasted a modest growth rate for the first year of its franchise business. In the second year, the company will add thirty more stores and in the third year, an additional thirty stores. The addition of these stores will increase the gross revenue in the second and third years. Compared to industry standards we have forecasted a very conservative growth rate for the first three years of operations.

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1.1 Objectives

- Achieve first year sales above R100 000 000
- Maintain a healthy average gross margin.
- Develop a business model that is favorable to expansion.
- Establish 120 retail store locations by the end of the third year.
- Establish a 50% growth in the wholesale division
- Establish a brand presence in foreign markets by exporting
- Retention and increase of employment by keeping manufacturing local in order to guarantee quality and consistency.

1.2 Mission

Customer satisfaction and education are our paramount missions. We will endeavor to meet the highest standards of excellence through superb customer service and consistent product delivery in a friendly and comforting environment.

We seek fair and responsible profit, enough to keep the company financially healthy and ensure continued growth and development. Responsible profit will fairly compensate owners and investors for their risk and reward employees for their hard work, loyalty and commitment.

Employee welfare, participation, and training are equally important to our success. Every employee will be treated fairly, with dignity and the utmost respect. It is our responsibility to provide employees with a friendly, comfortable and challenging work environment with opportunities for growth and development.

1.3 Keys to Success

- Locations: visibility, high traffic patterns, convenient access.
- Store design: visually attractive, relaxed atmosphere, fast and efficient operations.
- Unique products: differentiation, competitive pricing, no direct competition.
- Quality controls: genetically modified free policy, consistency, clean presentation.
- Service: cheerful, professional, articulate and informative.
- Marketing: positive image, educational, word-of-mouth advertising.
- Employee retention: training, ongoing education, recognition programs.

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2.0 Company Summary

Delhi Delicious is a specialty oriental snack on-the-go retailer manufacturing its products from scratch in Lenasia, south of Johannesburg. At present there are 4 major competitors servicing the entire S.A market, London Pie, King Pie, City Pie, Mag Pie. Delhi Delicious will offer hot ready-to-go savoury products and frozen take-home options as well as an assortment of dipping sauces and cold beverages.

We are considering numerous sites as we wish to take the brand national. The company has plans to expand its offering by introducing a new menu items to incorporate both sweet and savoury. Implementing a sound business model into our first phase of franchised stores will aid expansion plans and open up the possibility of franchising.

Major costs include initial inventory purchases, equipment purchases, shop rental, personnel wages, site remodeling, marketing and various other operating expenses.

2.1 Company Ownership

Delhi Delicious is a Closed Coperataion Company. The business is owned by Mr Yunus and Mrs Zeenat Abdool.

Reinvestment of earnings is the backbone of this business after start-up and will ensure future growth and achievement of the company's goals. A investment by the DTI and governmental institutions will be explored in order to aid the company's expansion plans in years two and three of operations.

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A Delhi Delicious Tale...

We've been around for 15 years and we're determined to stay true to our roots. You could say that we're a bit stubborn - it's just that we really know how to make traditional pies and samosas. Here's how we got here...

1989



Not a year many people know much about...

In 1989, Mr Yunus Abdool and his wife Zeenat took over a small oriental fast food take-away, at the MarkPark shopping centre in the heart of Vereeniging, and called it Indian Delights.

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1990



In 1990, the first of Indian Delights van hit the roads, complete in crimson red, which remains as iconic today as it did then

1991 was an important landmark, when a tiny factory in Lenasia was established as the home of Indian Delights. Producing wholesome homemade stews and curries, meat products, pies, "vetkoek" and samosas and ensuring good quality with an exceptionally unique taste. From here, Indian Delights continued to grow in popularity, making daily deliveries by bicycle to the local area.

1991



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Up until 1997, Indian Delights had still been making wholesome take-away foods. With the increase in demand for oriental snacks and the fast growing pie and samosa popularity, this was but the beginning of a long delicious tale to

1998

Delhi Delicious launched their first ever flagship store at The Glen shopping centre in Johannesburg. Customers from diverse ethnicities are introduced to the first ever oriental snack store in the country.



2000

Delhi Delicious expands their retail stores across the country. Customers are hooked on the new and improved recipes. A total of 15 stores at this point and a steady growth of 2 stores per year show the true potential of homemade oriental snacks.

2002

Delhi Delicious finds a new home. The new factory is 5 times the size of the old one and is now able to experiment on new and exciting products. This year marks the launch of the iconic chicken and mushroom pie which is to be an all-time favourite and rockets to the top of pie flavour sales.



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2006



Delhi Delicious are selected for the Business Entity of the Year Award at the first ever Islamic Finance Business Awards. This award is given to a business entity that has shown significant growth and development over the past five years, as well as contributing to the upliftment of the community. Celebrating their accomplishment at the event, which then marked their 9th birthday.

2010

This is a memorable year in the history of our country. People of different races all unite as one rainbow nation, welcoming foreigners from all over the globe to experience our diverse cultural background, our breathtaking country and our mouthwatering food was no exception.

Delhi Delicious compiles a database of over 600 interested franchisees, wanting to take the brand across the globe. London, Australia, China, Germany and Europe at large are eagerly awaiting the go-ahead



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Delhi Delicious introduces frikkadels and chilli bite range. The new recipes have even more of our famous fillings, improved oriental spices, ingredients and more chunks of meat, without compromising the authentic traditional Delhi Delicious taste.

2011

2012

Delhi Delicious implements its first facelift store at the Clearwater Mall in Johannesburg. All future stores will take on the new facelift.

The new sheek design, vibrantly rich colour scheme, and robust oriental flavours warmly invite their loyal customers to an all new and exciting experience of true indian cuisine.



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To date Delhi Delicious has a 50 store national footprint which is continuously growing. With our love and passion for food constantly at heart, we continuously endeavour to offer value for money products, friendly and quick service. This allows us to produce scrumptious, unique and great tasting food. Our commitment to food safety and hygiene is essential to our business. We acknowledge our responsibility to provide safe, wholesome and strictly Halaal (SANHA certified) food to our patrons.



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2012



★ Delhi Delicious is officially listed in June 2012 by Shell Pty Ltd as a preferred supplier of pies, samosas, cocktail pies and oriental snacks to Shell convenience stores nationally.



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2013

Abdool, Delhi Delicious's official mascot is born. Abdool is part of Delhi Delicious's community and social upliftment campaign, designed to educate children from underprivileged schools using our products .



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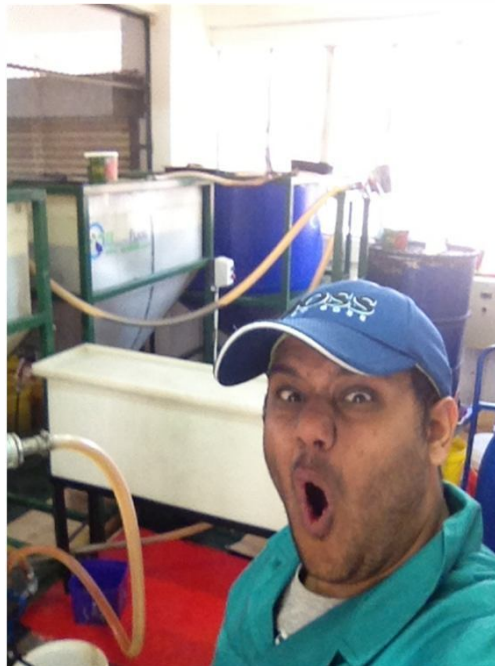
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2014

With growing international concern over global warming, pollution and rising fuel costs, Delhi Delicious begins to produce its very own Bio Diesel Fuel. Used cooking oil from the retail chain is converted into diesel and is used to drive the entire logistics network.

An additional cleaning soap is also produced from the by-product, glycerol, in the bio diesel process.



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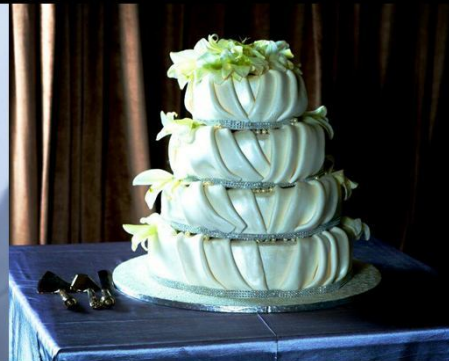
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2014



★ Delhi Delicious launches its sister company, Baker Delhi. Qualified pastry chef, Naadirah Abdool specializes in indulgent, decadent and tantalizing confectionery.



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2015

Delhi Delicious launches its franchise model. The launch is strengthened by the rebrand and Delhi's iconic cooperate "Taj Mahal" identity.



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Store Listing

No.	Store	Address
1	Head Office Factory Lenasia Ext. 10	Stand 8588, 6 Fish River Street, Ext. 10, Lenasia . 1827. Johannesburg. Guateng P.O.Box 1749, Lenasia. 1820
2	Alberton City	Shop L 114, Alberton City Shopping Centre, Voortrekker Road, New Redruth, Alberton , East Rand. Closed 31/12/2007 to 3/7/2008 open 4/7/08
3	Civic Centre	Stand 2644, Shop 2, Eland Street, Ext. 2, Lenasia , Johannesburg. Gauteng.
4	Campus Square	Shop 12, Campus Square, c/r Kingsway & Main Road, Melville , Johannesburg.
5	Discount Cash & Carry	Shop 4, Discount Cash & Carry Building, Bonanza Street, Selby , Johannesburg. Gauteng.
6	Festival Mall	Shop 108, Festival Mall Shopping Centre, c/r C.R.Swart & Kelvin Roads, Kempton Park , East Rand.
7	The Glen	Shop 15, The Glen Shopping Centre, c/r Orpen Road & Letaba Street, Oakdene , Johannesburg.
8	Joubert Street	Shop 2, Edgars City, c/r Joubert & President Streets, Johannesburg .
9	Keywest	Shop 43, Keywest Shopping Centre, c/r Paardekraal & Viljoen Strs, Krugersdorp .
10	Flamwood Walk	Shop 55, Flamwrod Walk Shopping Centre, Brother Patrick Lane, Klerksdorp , North West Province.
11	Lakeside Mall	Shop L 008 A, Lakeside Mall Shopping Centre, Tom Jones Street,. Benoni , East Rand.
12	Northmead Mall	Shop 35, Nothmead Mall Shopping Centre, First Street, Northmead, Benoni , East Rand, Ekurhuleni.
13	Oriental Plaza	Shop S 59, South Mall, Oriental Plaza, Main Road, Fordsburg , Johannesburg.
14	Protea Gardens Mall	Shop 63, Protea Gardens Mall, c/r Old Potchefstroom & Alkhine Roads, Protea South, Soweto , Johannesburg.

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No.	Store	Address
15	Southdale Mall	Shop UG 2, Southdale Shopping Centre, c/r Alemain & Landsborough Roads, Southdale , Johannesburg.
16	Signet Terrace	Shop 31, Signet Terrace Shopping Centre, c/r Gemsbok Anenue & Guinie Fowl Street, Ext 1, Lenasia , Johannesburg.
17	Wits University	Shop 10, The Matrix Shopping Centre, c/r Wits & Yale Roads, Braamfontein , Johannesburg.
18	Southgate Mall	Shop , L142, Southgate Mall Shopping Centre, c/r Columbine & Rifle Range Roads, Mondeor , Johannesburg.
19	Mall at Carnival Brakpan	Shop 78, Mall at Carnival, c/r Airport & Heidelberg Roads, Dalpark Ext. 5, Brakpan , East Rand.
20	Palm Springs Mall	Shop 20, Palm Springs Mall, 1 Palm Springs Road, Palm Springs, Orange Farm , Sebokeng, Vereeniging, Vaal Rand.
21	Trade Route Mall	Shop L 27, Trade Route Mall, c/r Nirvana Drive and K43, Ext. 9, Lanasia , Johannesburg.
22	Vaal Mall	Shop 75b, Vaal Mall, c/r Barage Road & Rossini Boulevard, Vanderbijlpark , Vaal Rand.
23	Jabulani Mall	Shop No 90, Jabulani Mall, Stand Numbers 2196 & 2197 Bolani Street, Jabulani Soweto , Johannesburg.
24	Newcastle	Shop 5, Taxi City, Main Street, New Castle , Kwa-Zulu / Natal.
25	Steeledale	Shop 6 , Pick 'n Pay Centre, 1 Linroy Street, Steeledale , Johannesburg.
26	Highveld Mall	Shop 45, Highveld Mall, Erf 1716, President Street, Del Judor Ext. 27, Witbank , Mphumalanga.
27	Mopanye Mall	Shop133, Maponya Mall, Old Potchefstroom Road, Soweto , Johannesburg, Gauteng.
28	Golden Walk	Shop 18 , Golden Walk Shopping Centre, 141 Victoria Street, Germiston .
29	Westgate Shopping Centre	Shop S0159, Entrance 3, Westgate Regional Shopping Centre, 120 Ontdekkers Road, Roodepoort , Johannesburg

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No.	Store	Address
30	City Mall Klerksdorp	Shop 1b, City Mall Shopping Centre, c/r O.R.Tambo & Nesar Streets Klerksdorp , NorthWest Province.
31	Centurion Mall Pretoria	Kiosk 4 & 5, Centurion Mall, Embankment Road, Centurion, Tshwane, Pretoria, Gauteng.
32	Scott Street Mall Newcastle	Shop 11, Ground Level, Pick 'n Pay , 80 Scott Street, Newcastle , Kwa-Zulu / Natal.
33	Mall @ Reds Centurion	Shop 18 a, Mall @ Reds, c/r Hendrik Verwoerd and Rooihuiskraal, Centurion, Pretoria, Gauteng.
34	Formula 1 Biltong Southdale Kiosk	Kiosk 1, Southdale Shopping Centre, c/r Alemain & Landsborough Roads, Southdale , Johannesburg.
35	Bunting Road U.J.-Campus	Shop 8b, Bunting Road Student Centre, Bunting Road Campus, University of Johannesburg, Cottesloo, Johannesburg.
36	The Galleria Amanzimzoti	Shop G 33, The Galleria, c/r Moss Kolnik and N2, Umbogintwini, Amanzimtoti , Kwa-Zulu / Natal.
37	14th Anenue Dist Constantia Kloof	Shop 7A, c/r William Nichol and Hendrik Potgieter Drive, Constantia Kloof, Roodepoort , Johannesburg.
38	Westwood Shopping Centre	Shop L 22, Westwood Shopping Centre, 16 Lincoln Terrace, Garden Park, Westville, Durban, Kwa-Zulu / Natal. Closed
39	Mall of the North Polokwane	Shop L45, Mall of the North, c/r R81 and N1, Bendor Extension 99, Polokwane , Limpopo Province.
40	Clearwaters Mall Roodepoort	Shop LM 053, Clearwaters Mall, c/r Hendrik Potgieter and Cristian de Wet Rds, Strubens Valley, Roodepoort , Johannesburg.
41	Newcastle Mall Newcastle	Shop 53, Newcastle Mall Regional Shopping Centre, c/r Oak & Ladysmith Roads Newcastle. Kwa-Zulu / Natal
42	Middleburg Mall Middleburg	Shop 2, Middleburg Mall, Keiskama Road, Middleburg , Mpumulanga Province.
43	Balfour Park Highlands North	Shop 155, Balfour Park Shopping Centre, c/r Athol & Johannesburg Roads, Highlands North, Johannesburg.
44	Hatfield Mall Pretoria	Shop SH 05, Hatfield Mall, 424 Hilda Street, Hatfield , Pretoria

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45	U J Doornfontein Campus	Shop 01, Doornfontein Student Centre, Doornfontein Campus, University of Jhb c/r Siemert & Beit Street, Doornfontein, Johannesburg.
46	China Multiplex Fordsburg	Shop 113, China Multiplex, Main Reef Road, Opp. Makro Amalgam, Johannesburg.
47	de Villiers Str. Braamfontein	Shop 1, 1 de Villiers Street c/r Harrisan Street, Opp Home Affairs, Braamfontein, Johannesburg.
48	Wonderpark Pretoria	Shop 522c, Wonderpark Shopping Centre, c/r Heinrich Avenue & Old Brits Rd, Karenpark, Akasia, Pretoria.
49	Newtown Junction Newtown	Shop 141, Newtown Junction, c/r Carr & Bree Streets, Newtown, Johannesburg
50	Heidelberg Mall Heidelberg	Shop 7B, Heidelberg Mall, no 4 Makapaan Street, adj to N3 Durban Highway, Heidelberg.
51	Eyethu Ornage Farm Mall -	Shop U13, Eyethu Orange Farm Mall, Ext. 4, Orange Farm Sebokeng, Vereeniging
52	Matlosana Mall Klerksdorp	Shop 10, Matlosana Mall, Klerksdorp
53	Cosmo City Lanseria	Shop 28, Cosmo City, c/r Malibongwe Drive and Dawn Road, Lanseria
54	UJ Soweto Campus Soweto	Shop , UJ Soweto Campus Soweto, Johannesburg. Opening March 2015
55	Mall of the South Johannesburg	Opening September 2015
56	Protea Glen Soweto	In Negotiation
57	Mall of Africa	Opening 2016
58	Mall of the South Johannesburg	Opening September 2015
59	Emoyeni Mall Nelspruit	Opening April 2015
60	China Mall Amalgam	Opening February 2015

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Stores

Phase 1: 1998- 2002

The Glen Shopping Centre, Oakdene
Johannesburg



1998

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Stores

Phase 2: 2002- 2007



Clearwater Mall, Roodepoort,
Johannesburg



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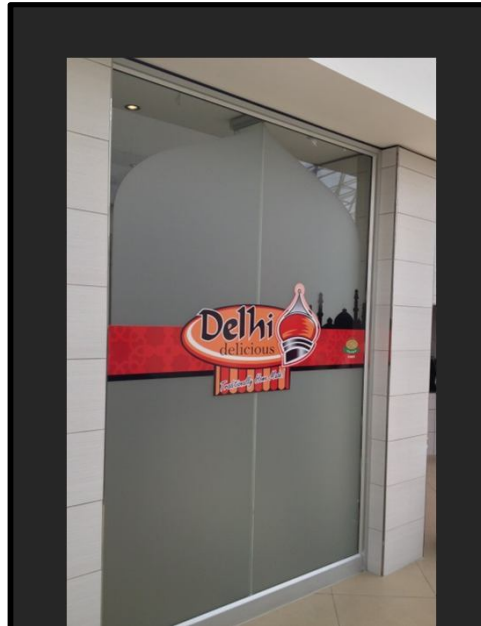


Stores

Phase 3: 2007-2012



Balfour Park Shopping Centre,
Highlands North, Johannesburg



2007

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Stores
Phase 4: 2013



1 Devilliers Street, Braamfontein, Johannesburg



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Stores
Phase 5: 2015



Trade Route Mall, Lenasia, Johannesburg



2015

Head Office

P.O Box 1749,
Lenasia, Johannesburg
South Africa
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Lenasia, Johannesburg
South Africa
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Contact Us

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CK 96/526/7823

VAT 4370165062

Date: 31/03/2015

Commitment Statement

With our love and passion for food constantly at heart, we continuously endeavour to offer value for money products, friendly and quick service. This allows us to produce scrumptious, unique and great tasting food. Our commitment to food safety and hygiene is essential to our business. We acknowledge our responsibility to provide safe, wholesome and strictly Halaal (SANHA certified) food to our patrons.

We are committed to ensuring:

- Good hygiene practice from purchase, storage, preparation, heating to presentation of food products.
- Food safety risk minimization in all operations.
- Hygiene awareness for all our staff.
- Effective arrangements for emergency procedures.
- Adherence to strictly Halaal practices and procedures.

These objectives are achieved through:

1. Monitoring procedure including temperature record, sample keeping and hygiene checklist.
2. Training, instruction and supervision for all our employees.
3. The provision of a hygienic and ergonomic workplace.
4. The provision and use of equipment, utensils and substances which comply with food hygiene standards.
5. Use of reputable suppliers in order to control the processing chain.

Regards
Taahir Abdool

Operations Director
Delhi Delicious
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PRODUCT LIST

PIES – UNBAKED

- PEPPER STEAK
- CHICKEN & MUSHROOM
- CORNISH
- STEAK CURRY
- CHICKEN CURRY
- STEAK & KIDNEY
- SPINACH, CHEESE AND CORN
- CHEESE & SALAMI
- CHICKEN & MAYONNAISE
- SAUSAGE ROLL
- **NEW:** BAKED BEANS & RUSSIAN
- **NEW:** CHICKEN TIKKA

COCKTAIL PIES – UNBAKED

- CHICKEN
- STEAK
- MUTTON
- SPINACH, CHEESE & CORN
- SAUSAGE ROLL: BEEF/ CHICKEN

SAMOOSAS- UNFRIED

- MUTTON
- CHICKEN
- BEEF
- CHEESE & ONION
- CHEESE & SALAMI
- POTATO

FRIKKADELS

- CHICKEN
- SALAMI
- VEGETABLE

CHILLI BITES

- TRADITIONAL

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A **Delhi**-ghtfully **Delicious**

Thank You For Your Time !



Sincerely
The **Delhi Delicious** Team