



Franchise Overview & Prospectus 2026

Index

1. Franchise Overview

2. Investment

3. Royalties

4. The Team

5. Banking Partners

6. Frequently Asked Questions



1.

Franchise Overview

A café experience designed to make every visit feel special.



Goddess Café is a proudly South African café and lifestyle brand offering a unique combination of beautiful food, exceptional service and an unforgettable atmosphere. Our pink, feminine and Instagram-worthy spaces create an experience that goes beyond a traditional café.

We offer:

- Breakfast, brunch & lunch
- Coffee, cakes & desserts
- High-quality food and beverages
- Private functions & celebrations
- Themed events & experiences
- Catering & special occasions

Our vision:

To build a recognisable café brand that brings people together through great food, beautiful spaces and memorable experiences.

Franchise opportunity:

Join a growing brand with an established concept, operational support, marketing, menu development and a strong focus on customer experience.



2. Investment

Estimated Set Up Fee

R1,8M - R2,2M

Final amount depends on the selected site and fit-out requirements

Franchise fee
R80 000
Excluding VAT

Working capital
R200 000
Recommended provision

Contract term
5 years
Franchise agreement

Rental deposit
Site dependent
Subject to the lease agreement

Investment Includes:

- Franchise rights
- Store design & branding
- Equipment
- Furniture & décor
- Kitchen setup
- Crockery, cutlery & function set-up
- Point-of-sale systems
- Initial training
- Opening support

Final investment figures are subject to location, store size and site requirements.

3.

Royalties

Management
fee

3%

Marketing
fee

3%

Royalty: 3% of monthly gross turnover

Marketing Contribution: 3% of monthly gross turnover

1% Locality marketing compulsory

Marketing support

- National brand campaigns
- Social media strategy & content
- Promotional campaigns
- New product launches
- Events & activations
- Brand guidelines
- Ongoing marketing support
- Menu design & layout - Print chargeable to store

Our goal: Keep every Goddess Café location visually consistent, relevant and exciting while allowing local stores to connect with their communities.

Franchise Support

- Franchise operations
- Training & development
- Marketing & brand support
- Menu & product development
- Procurement & supplier support
- Store opening assistance
- Ongoing operational guidance
- Ongoing POS support - Trident

Our franchisees are supported from opening day and throughout their journey with the brand.

4.

The Team

The Goddess Café Team

Behind every Goddess Café is a team focused on people, product and performance.



Bonnie
CEO



Jade
Junior Brand Manager



Robert
Area Manager



Antoinette
Senior Bookkeeper



Abigail
Function Coordinator



Toni
Financial Coordinator &
Account Executive



Simoné
Graphic Designer



5.

Banking Partners

Goddess Café works with trusted financial partners to assist prospective franchisees with funding requirements.

Funding is subject to the individual franchisee's financial profile and the relevant bank's approval criteria.



**Standard
Bank**



6.

Frequently Asked Questions

What does it cost to open a Goddess Café?

The investment depends on the location, store size and final site requirements. Our franchise team will provide a detailed investment breakdown. Approximately R1,8M - R2,2M

Do I need restaurant experience?

Previous hospitality or business experience is beneficial, but franchisees receive training and ongoing support.

Where can I open a Goddess Café?

We consider suitable locations based on demographics, foot traffic, visibility, accessibility and market potential. We generally do not open within a 15km radius of an existing store.

How long does it take to open?

The time line depends on site selection, lease agreements, construction, equipment installation and approvals. Approximately 6 weeks.

What training do franchisees receive?

Franchisees and their teams receive operational and brand training before opening, with ongoing support thereafter. Training period is 4 weeks @ our Southdowns café. We also offer a one week bootcamp for perspective franchisees prior to any commitment.

Do I receive marketing support?

Yes. Franchisees benefit from the Goddess Café brand's marketing strategy, campaigns, promotions and brand guidelines.

Can I apply for franchise financing?

Yes. Prospective franchisees can approach our banking partners for financing, subject to approval.