



# KOOKOOS

## BUSINESS PLAN

### OCT 2025

**PREPARED BY:  
THE DIRECTORS OF THE KOOKOOS CHAIN LIMITED**





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# KOOKOOS

## EXECUTIVE SUMMARY

Founded in January 2024, KOOKOOS is poised to revolutionise the fast-food landscape in Tanzania by blending the convenience of quick service with the rich, authentic flavours of Tanzanian cuisine. Our mission is to provide a superior dining experience that celebrates Tanzania's culinary heritage, focusing on high-quality fried chicken prepared with locally sourced ingredients. KOOKOOS is dedicated to bringing the unique taste of Tanzania to a diverse customer base, offering exceptional service, freshness, and value in a family-friendly environment.

### Products and Services

KOOKOOS offers a variety of fried chicken options that are marinated in a blend of local spices and cooked to perfection, catering to individual preferences and family needs. Our menu includes signature dishes such as Classic Fried Chicken, Chicken Pops, Chicken Tenders, and a Chicken Fillet Burger, along with unique "Sauced Up" options and traditional Tanzanian side dishes. We ensure each meal is crafted with the freshest ingredients contributing to enhanced flavours and supporting the local economy.

### Customer Focus

Our target market is diverse, encompassing families, young professionals, students, tourists, and local Tanzanian residents. KOOKOOS caters to their needs by offering quick, affordable, and high-quality meal options that meet the demands of busy lifestyles and cultural preferences. Our store designs reflect a commitment to providing a welcoming, comfortable, and enjoyable dining environment for all customers, with special features like a play area for children and dedicated spaces for parties and gatherings.



# KOOKOOS

## COMPANY OVERVIEW

### Mission Statement

At KOOKOOS, our mission is to deliver an exceptional fast-food dining experience that celebrates the rich culinary heritage of Tanzania. We are dedicated to serving high-quality fried chicken inspired by local flavours, using fresh, locally sourced ingredients, and providing fast, friendly service. We aim to bring the unique taste of Tanzania to our customers, one delicious bite at a time.

### Vision Statement

At KOOKOOS, our vision is to become the most dominant quick-service restaurant (QSR) in Tanzania, within the reach of every Tanzanian. We strive to lead in flavour and quality, ensuring that every meal is a testament to our commitment to excellence. KOOKOOS aims to be the go-to place for a family day out, providing a warm and welcoming environment where families can enjoy delicious, freshly prepared meals together, creating lasting memories and fostering a loyal customer base across the nation.



# KOOKOOS

## Value Proposition

KOOKOOS offers a unique dining experience that combines the convenience of fast food with the rich, authentic flavours of Tanzanian cuisine. Our commitment to quality, flavour, and customer satisfaction sets us apart in the fast-food industry. By using locally sourced ingredients and traditional recipes, we provide our customers with a taste that is both familiar and extraordinary.

### Our value proposition is built on:

#### 1. Authentic Tanzanian Flavours:

Our menu is inspired by traditional Tanzanian recipes, offering a unique culinary experience that cannot be found at other fast-food chains.



#### 2. Tanzania First:

We prioritise supporting the local industry by sourcing our ingredients from Tanzanian farmers and suppliers. This ensures freshness and contributes to the local economy.

#### 3. Freshness Guaranteed:

Thanks to our special sourcing and partnerships, our food is prepared daily. We ensure that every meal is cooked using the freshest ingredients, delivering exceptional taste and quality to our customers.



# KOOKOOS

## 4. Family-Friendly Environment:

KOOKOOS is a place where families can come together to enjoy delicious meals in a warm and welcoming atmosphere. We offer menu options that cater to both adults and children, making it an ideal dining choice for family outings.



## 5. Customer-Oriented:

We are dedicated to providing exceptional customer service. Our staff is trained to be friendly, attentive, and responsive to the needs of our customers, ensuring a pleasant dining experience.

## 6. Fast and Friendly Service:

Our efficient operations ensure that customers receive their meals quickly without compromising on quality. Our staff is trained to provide friendly and attentive service to enhance the dining experience.



## 7. Affordable Prices:

We offer delicious, high-quality meals at prices that are accessible to everyone. Our family meal deals and combo options provide great value, making it easy for families to enjoy a satisfying meal without breaking the bank.

# KOOKOOS

## Products and Services

KOOKOOS specialises in providing a variety of high-quality, flavorful fried chicken options, all inspired by local Tanzanian flavours. Our commitment to using fresh, locally sourced ingredients ensures that every meal is delicious and satisfying. We cater to a diverse customer base, including individuals, families, and groups, with menu options that suit different tastes and preferences.

### Product Offerings:

#### 1. Classic Fried Chicken:

Our signature dish, marinated in a blend of local Tanzanian spices and fried to golden perfection. Available in various portion sizes to cater to individual and family needs.



#### 2. Chicken Pops:

Bite-sized pieces of tender chicken, marinated and fried to a crispy finish. Perfect as a snack or part of a meal, especially popular among kids and younger customers.

#### 3. Chicken Tenders:

Strips of succulent chicken breast, marinated and fried for a crunchy exterior and juicy interior. Ideal for a quick meal or sharing with friends and family.



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## 4. Chicken Fillet Burger:

A juicy chicken fillet marinated in Tanzanian spices, fried to perfection, and served in a soft bun with fresh lettuce, tomatoes, and a choice of sauces. This burger offers a delicious alternative for those craving a hearty sandwich.



## 5. Sauced Up Options:

Our "Sauced Up" options allow customers to enjoy our fried chicken cooked in a variety of delectable sauces, including:

**Cheese:** Rich and creamy, adding a savoury depth to our fried chicken.



**Honey:** Sweet and tangy, providing a delightful contrast to the crispy chicken.

**Pili Pili:** Spicy and bold, for those who crave a fiery kick with their meal.



**BBQ:** Smoky and flavorful, perfect for those who love a classic BBQ taste.

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## Family Meal Offerings:

### Family Packs:

Generous portions of our classic fried chicken, paired with sides and beverages, designed to feed families of various sizes. These packs offer great value and convenience for family dining.



## Side Dishes:

**1. Fries:** Crispy, golden fries, seasoned to perfection, available in individual and family-sized portions.

**2. Local Specials:** Seasonal sides inspired by traditional Tanzanian cuisine, such as plantain chips, spiced rice, and more.

**3. Fried Banana:** A unique and delicious side, featuring slices of banana fried to a crispy golden brown, offering a sweet and savoury taste that complements our main dishes.



## Beverages:

**1. Juices:** Freshly made juices using local fruits, providing a refreshing and healthy option.

**2. Soda and Water:** Bottled water and popular soda to keep our customers hydrated and refreshed.

**3. Coffee:** Rich and aromatic coffee, perfect for a quick pick-me-up or to enjoy with our delicious fried chicken.



# KOOKOOS

## STORE DESIGN

At KOOKOOS, our store design is thoughtfully crafted to create a welcoming and enjoyable environment for our customers. Our focus is on providing a space that is both functional and inviting, ensuring a pleasant dining experience for individuals, families, and groups. Here are the key elements of our store design:

### 1. Kitchen Area:

Equipped with state-of-the-art cooking appliances and equipment to ensure efficiency and food safety.

### Features the following:

- Fryers and ovens for preparing our signature fried chicken dishes.
- A dedicated area for preparing side dishes and beverages.
- Storage for fresh ingredients, sourced daily to maintain quality and freshness.

### 2. Branding Throughout:

Our distinctive branding is present throughout the store, creating a cohesive and recognizable look. This includes branded signage, menus, and decor elements that reflect the vibrant spirit of KOOKOOS and Tanzanian culture.

### 3. Televisions for Menu Display:

A strategically placed television that displays our menu, promotions, and important announcements. This ensures that customers can easily view their options and stay informed about special offers and new items.



# KOOKOOS

## 4. Seating Area:

Tables and chairs in our outlets are arranged to comfortably seat 50+ customers. The seating area is designed to be both comfortable and aesthetically pleasing, encouraging customers to relax and enjoy their meals.

## 5. Restrooms:

Clean and well-maintained restrooms for the convenience of our customers. We prioritise hygiene and ensure that our restrooms are regularly cleaned and stocked with necessary supplies.

## 6. Play/Informal Eating Area:

A special area designated for informal dining and play, making KOOKOOS a perfect destination for families with children.

### This area includes:

- A playground with safe and engaging equipment for children.
- Comfortable seating for parents to supervise and enjoy their meals.
- An informal eating space for a more relaxed dining experience.



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## STORE DESIGN MOCKUP



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## INDUSTRY OVERVIEW

The fast-food industry in Tanzania is experiencing significant growth, driven by urbanisation, a growing middle class, and changing consumer lifestyles. As more Tanzanians seek convenient and quick dining options, the demand for fast food has surged. This trend is further bolstered by the increasing number of young professionals and students who prioritise speed and convenience in their meal choices.

### Focus on Dar es Salaam and Emerging Cities

Dar es Salaam, the commercial capital of Tanzania, is at the heart of this fast-food industry boom. As the largest city in Tanzania, Dar es Salaam is a hub for innovation, culture, and economic activity. The city's dynamic and diverse population makes it an ideal location for fast-food outlets to thrive.



**Population:** Dar es Salaam has a population of approximately 6 million people, making it the most populous city in Tanzania. The city's rapid population growth, driven by rural-to-urban migration, has created a burgeoning market for fast food.

**Economic Significance:** As the commercial capital, Dar es Salaam contributes significantly to Tanzania's GDP. The city's robust economic activities, including trade, manufacturing, and services, attract a diverse and affluent consumer base that drives demand for fast food.



Dar es Salaam is projected to reach "megacity" status of **10 million people** sometime before 2030.



Tanzania's GDP is expected to increase by **+57.03%** between 2024 and 2029.



On Average, Tanzanians spend **62%** of their income on food.

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## Consumer Trends

**Urbanisation:** Rapid urbanisation in Dar es Salaam has led to a higher concentration of fast-food outlets to cater to the urban population. With more people moving to the city for work and education, the demand for quick and affordable meal options has increased.

**Young Population:** Dar es Salaam has a youthful demographic, with a significant portion of the population aged between 15 and 35 years. This young and dynamic population is a key driver of the fast-food industry, as they seek trendy, convenient, and fast meal options.

**Rising Middle Class:** The expanding middle class in Dar es Salaam has more disposable income to spend on dining out. This segment seeks quality, convenience, and value, making fast food an attractive option.

**Changing Lifestyles:** Busy lifestyles and longer working hours have driven consumers to seek quick meal solutions. The younger generation, in particular, prefers fast food for its convenience and trendy appeal.

**Tourism:** Dar es Salaam is a gateway for tourists traveling to Tanzania's renowned attractions, such as Zanzibar and the Serengeti. The city's growing tourism industry also boosts the fast-food sector, as tourists look for reliable and familiar dining options.

**Support for Local Brands & Businesses:** There is a growing trend among Tanzanians to support local brands, especially those that are born out of Tanzania. Consumers are increasingly valuing authenticity and the economic impact of their spending, which benefits local entrepreneurs and the community.



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## CUSTOMERS AND TARGET MARKET

KOOKOOS caters to a diverse customer base, offering delicious, high-quality meals that appeal to a wide range of tastes and preferences. Our target markets include the following key segments:

### 1. Young Professionals and Students:

- **Demographic:** Individuals aged 18-35, including college students and working professionals.
- **Characteristics:** This group seeks quick, convenient, and affordable meal options that fit their busy lifestyles. They appreciate modern, trendy dining environments and are likely to engage with digital marketing and social media.
- **Needs:** Fast service, affordable pricing, and a variety of menu options to suit different tastes and dietary preferences.

### 2. Families:

- **Demographic:** Parents and children, typically ranging from 25-60 years old for parents and all ages for children.
- **Characteristics:** Families often look for dining options that cater to both adults and children, offering a balance of quality, taste, and value. They value a family-friendly environment with amenities that keep children entertained.
- **Needs:** Family meal deals, kid-friendly menu items, a play area for children, and a welcoming atmosphere for family gatherings..

### 3. Value Seekers:

- **Demographic:** Cost-conscious individuals and families looking for the best value for their money.
- **Characteristics:** This group is focused on getting the most out of their dining experience without overspending. They appreciate promotions, deals, and combo offers that provide good value.
- **Needs:** Affordable pricing, regular promotions, and meal deals that offer great value without compromising on quality.



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## 4. Kids Birthday Parties and Celebrations:

- **Demographic:** Parents planning birthday parties and celebrations for their children.
- **Characteristics:** Parents seek venues that offer fun, safe, and memorable experiences for their children's special occasions. They value party packages that include food, entertainment, and decorations.
- **Needs:** A dedicated party area, kid-friendly menu options, entertainment such as a playground, and customizable party packages to make the celebration special.

## 5. Halal Customers:

- **Demographic:** Families and individuals adhering to Halal dietary requirements due to religious beliefs or personal preferences.
- **Characteristics:** Halal customers seek dining venues that adhere strictly to Halal standards and offer a transparent, community-friendly environment.
- **Needs:** Require visible Halal certifications, a diverse menu that complies with Halal guidelines, and a culturally respectful atmosphere.

## 6. Urban Custom Customers:

- **Demographic:** Individuals living in urban areas, including city centres and densely populated neighbourhoods.
- **Characteristics:** Urban populations often lead busy lives and look for convenient dining options that fit their fast-paced lifestyle. They value accessibility and quick service.
- **Needs:** Easily accessible locations, efficient service, and options for quick takeout and delivery.

## 7. Tourists:

- **Demographic:** Visitors to Tanzania, including international tourists and domestic travellers.
- **Characteristics:** Tourists are interested in experiencing local cuisine in a convenient and accessible format. They look for recognizable and reputable dining options that offer a taste of the local culture.
- **Needs:** Authentic local flavours, easily accessible locations, informative menu displays, and a clean and comfortable dining environment.



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## COMPETITOR ANALYSIS

The fast-food industry in Tanzania is rapidly expanding, fueled by urbanisation, increasing disposable incomes, and a young demographic seeking convenient dining options. KOOKOOS enters this market with a unique offering that combines the fast-food model with traditional Tanzanian culinary values.

### Direct Competitors

KOOKOOS faces competition from both international fast-food chains and local eateries that serve similar fried chicken products. Global brands might offer standardised menus with limited local adaptation, while local competitors might emphasise traditional recipes but without the fast-food model's efficiency.

**International Chains:** These competitors bring global standards and brand recognition but might lack the local flavour authenticity that KOOKOOS provides.



Marrybrown Mb

**Local Restaurants:** These might offer authentic Tanzanian flavours but may not match KOOKOOS's commitment to quality, consistency and price.



### Indirect Competitors

Street food vendors and casual dining restaurants also represent indirect competition. They compete for the same dining dollars, particularly in offering local dishes at lower prices, though they may not provide the same speed, quality, or convenience as KOOKOOS.

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## COMPETITIVE ADVANTAGE

**KOOKOOS differentiates itself in several key areas:**

### 1. Unmatched Value:

A cornerstone of our value proposition is the ability to provide substantial meals at affordable prices. We are proud to offer our popular 2-piece fried chicken and chips for under 10,000 Tanzanian Shillings (TSH). This pricing strategy not only makes our meals accessible to a broad audience but also positions KOOKOOS as a leader in providing excellent value in the fast-food industry.



**KOOKOOS Services The Current Gap In The Market For High Quality & Affordable Fast Food.**

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## 2. Authentic Tanzanian Flavours:

Unlike competitors, KOOKOOS's menu is deeply rooted in local culture, offering a genuine taste experience that can appeal to both locals and tourists seeking authenticity.

## 3. Local Sourcing:

Commitment to local farmers and suppliers not only enhances freshness but also supports the Tanzanian economy, aligning with increasing consumer preference for sustainable and ethically sourced products.

## 4. Quality and Freshness:

High standards in ingredient selection and meal preparation set KOOKOOS apart from others who may use frozen or imported ingredients.

## 5. Family-Friendly Environment:

Designed to be welcoming and accommodating to families, providing a competitive edge in attracting family outings over competitors that may not focus on this demographic.

STRENGTHS	WEAKNESSES
Unique blend of local flavours, fresh and locally sourced ingredients, strong focus on family and community, fast and friendly service.	New brand in a market with established players, potential higher costs due to local sourcing.
OPPORTUNITIES	THREATS
Growing urban middle class, increasing interest in fast but healthy food, potential for franchising or expansion as the brand grows.	Economic fluctuations affecting consumer spending, competition from both local eateries and international chains, changes in regulatory environments affecting food businesses.



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## MARKETING & POSITIONING

KOOKOOS is poised to establish itself as a leading name in the Tanzanian quick-service restaurant industry, aspiring to set a new standard for combining fast-food efficiency with the rich, authentic flavours of Tanzanian cuisine. Our mission is to become synonymous with quality dining that can compete on an international level, offering a local alternative to established global fast-food franchises. By leveraging the unique culinary heritage of Tanzania, KOOKOOS aims to introduce a distinct dining option that appeals both locally and in future markets abroad.

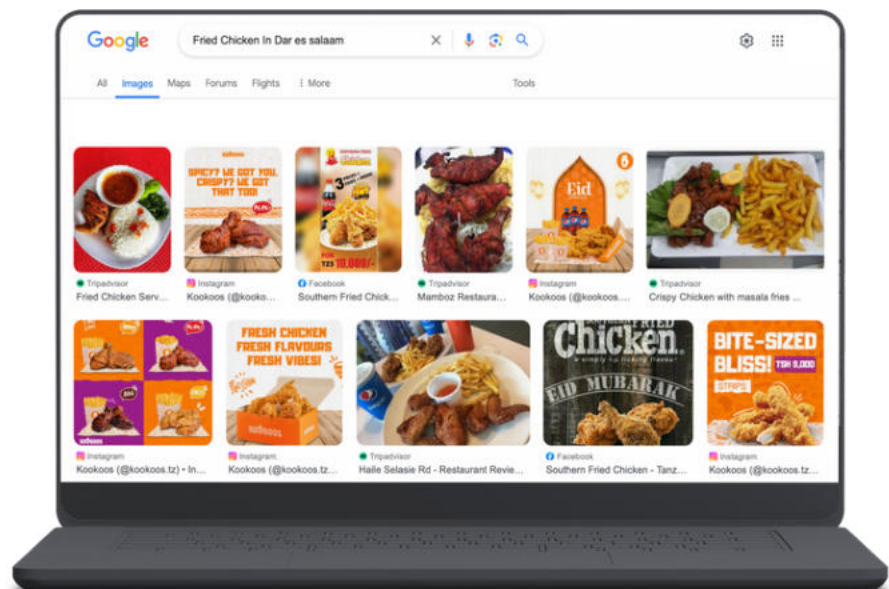
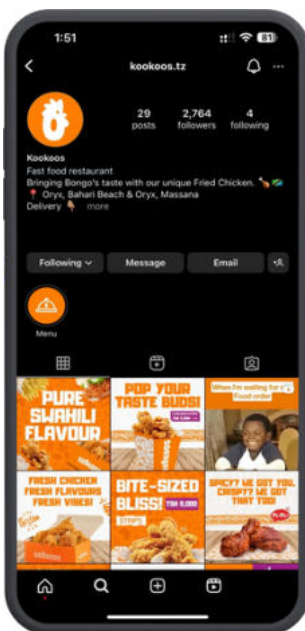
### Marketing Strategies

#### 1. Brand Awareness Campaigns:

Launch comprehensive multi-channel marketing campaigns to build brand awareness. This includes online advertising, local radio and TV spots, print advertising in newspapers and magazines, and participation in local events.

#### 2. Digital Marketing:

We plan to launch aggressive digital marketing campaigns across various platforms to build brand awareness and engage potential customers.



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## 3. Guerrilla Marketing:

Implement unconventional, low-cost marketing tactics to generate buzz and interest. This might include pop-up events, creative public stunts, and immersive experiences in high foot-traffic areas to capture attention and stir conversations around our brand.

## 4. Data-Driven Marketing:

Utilize advanced data analytics to understand market trends and customer preferences, which will help tailor our marketing strategies and menu offerings. Collecting and analyzing customer data will enable us to adapt and respond quickly to market demands and improve customer satisfaction.

## 5. Local SEO:

Optimise our online presence to ensure top visibility in local search results. This strategy involves enhancing our website with local keywords, managing our online listings, and actively engaging with customer reviews and queries.

## 6. Partnerships and Sponsorships:

Collaborate with local events, influencers, and community leaders to establish a strong local presence. Partnerships with cultural and sporting events will help embed our brand in the local community fabric, promoting broader recognition.



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## 7. Loyalty Programs:

Introduce a loyalty program to build a strong early customer base that feels valued. Rewards for frequent visits and referrals can help spread word-of-mouth buzz, crucial for a new restaurant.

## 8. Influencer and Content-Based Collaborations:

Work with local influencers and create rich content that resonates with our target audience, showcasing our commitment to quality and local culture. This strategy helps in tapping into the influencer's follower base and gaining credibility among potential customers.

## 9. Outdoor Advertising:

Strategically placed billboards and transit advertisements will be used to increase brand visibility and announce the arrival of KOOKOOS to the local market, targeting high-traffic areas for maximum exposure.



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## Sales Strategy:

**1. Brand Awareness Campaigns:** Introductory Offers: Provide introductory discounts and special combo deals to attract first-time customers and encourage them to try various menu items.

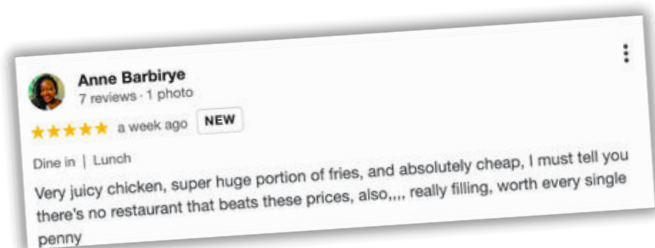
**2. Loyalty Program:** Develop a loyalty program that rewards repeat customers with discounts, free items, or exclusive offers on subsequent visits. This program will help to build a loyal customer base and encourage frequent visits.

**3. Community Engagement:** Engage with the local community through sponsorships and participation in community events. This will increase brand visibility and foster a positive brand image.

**4. Corporate Tie-ups and Bulk Orders:** Establish relationships with local businesses for catering opportunities and special corporate discounts for employees. This will not only increase sales volume but also enhance brand exposure in the professional community.

**5. Feedback Mechanisms:** Implement robust feedback mechanisms to gather insights from customers about their dining experience. This feedback will guide continuous improvement in our menu offerings and service quality, ensuring high customer satisfaction.

**6. Seasonal Promotions:** Roll out special menu items and discounts during holidays and local festivals to attract more customers during peak times.



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## BRANDING

### Brand Name and Logo:

The name "KOOKOOS" creatively embodies the essence of our brand and its deep connection to Tanzanian culture, capturing both the local heritage and our playful, passionate approach to food. Inspired by "KUKU," the Swahili word for chicken, our name introduces a clever twist that plays on the English word "cuckoo," reflecting our enthusiasm and passion for chicken. This dual meaning highlights our dedication to offering standout chicken dishes while embracing the fun, vibrant spirit that characterises our brand.

The choice of a bright **orange** colour for our logo sets KOOKOOS apart from the traditional reds commonly used in the chicken fast-food industry. Orange represents energy, vibrancy, and creativity, mirroring the lively atmosphere we aim to create in our restaurants and the innovative approach we take in our cuisine. This distinctive colour choice not only enhances our brand's visibility but also reinforces our commitment to offering a unique dining experience.



# KOOKOOS

## Brand Philosophy and Connection to Tanzania:

Our brand philosophy centres on delivering an exceptional culinary experience that draws heavily from Tanzania's rich culinary traditions. By infusing local flavours and ingredients into our dishes, we offer a menu that is both authentic and innovative, catering to both local tastes and curious tourists. The playful spin on our name reflects our approachable and light-hearted take on dining, inviting customers of all ages to enjoy our food in a welcoming and festive environment.

## Marketing Impact:

The distinctive elements of our brand name and logo are integral to our marketing strategy. They help us stand out in a crowded market and form a memorable impression on potential customers. By leveraging our unique brand identity, we enhance our marketability and foster brand recognition. Our branding efforts extend into every marketing channel, reinforcing the identity and values of KOOKOOS at every customer touchpoint—from advertising and online presence to packaging and the in-store experience.

Incorporating these details into our marketing materials, we aim to consistently convey the essence of KOOKOOS to all stakeholders and customers, ensuring that our brand remains synonymous with quality, fun, and authenticity. This strategic approach to branding is designed to build a strong, recognizable brand that appeals both locally and, as we grow, to an international audience.



# KOOKOOS

## OPERATING OUTLETS

With a focus on delivering exceptional service and creating memorable experiences, KOOKOOS has quickly become a beloved part of the local culinary scene. Currently, KOOKOOS operates **2 distinct outlets** in the city, each catering to different needs and preferences of our diverse customer base.

### 1. KOOKOOS Bahari Beach

- **Flagship outlet** opened in January 2024
- **Location:** Oryx Bahari Beach
- **Size:** Approx 150 square meters

#### Features:

- Kids play area
- Outdoor seating
- Dedicated kids party area



### 2. KOOKOOS Massana

- **Second outlet** opened in February 2024
- **Location:** Oryx Massana
- **Size:** Approx 120 square meters

#### Features:

- Kids play area
- Outdoor seating
- Drive in Ordering

### Creating Experiences in Untouched Regions

KOOKOOS has introduced innovation to regions like Massana and Bahari Beach, enhancing customer experiences with unique fast food options. By focusing on identifying and addressing untouched areas, we attract a diverse and growing customer base, ensuring we stay ahead in developing markets.



# KOOKOOS

## OUTLETS CONTINUED

With a commitment to delivering exceptional service and crafting memorable experiences, KOOKOOS has become a cherished name in the local culinary scene. Building on this success, we are excited to announce the upcoming launch of three new outlets, each thoughtfully designed to cater to the diverse tastes and preferences of our valued customers.

### 3. KOOKOOS Sinza

- **Location:** Sinza
- **Size:** Approx 150 square meters

#### Features:

- Kids play area
- Outdoor seating
- Dedicated Parking



### 4. KOOKOOS Tegeta

- **Location:** Shoppers Plaza Masaki
- **Size:** Approx 120 square meters

#### Features:

- Kids play area
- Outdoor seating
- Regional Delivery

### 5. KOOKOOS Kigamboni

- **Location:** Kigamboni
- **Size:** Approx 250 square meters

#### Features:

- Kids Play Area
- Outdoor seating
- Dedicated Parking



# KOOKOOS

## OUTLETS OPENING SOON

With a commitment to delivering exceptional service and crafting memorable experiences, KOOKOOS has become a cherished name in the local culinary scene. Building on this success, we are excited to announce the upcoming launch of three new outlets, each thoughtfully designed to cater to the diverse tastes and preferences of our valued customers.



### 6. KOOKOOS Kamata

- **Projected Opening Jan 2026**
- **Location: GSM Mall Kamata**
- **Size: Approx 250 square meters**

#### Features:

- Kids Party Area
- 2 Floors of Seating
- Regional Delivery



# KOOKOOS

## MANUFACTURING FACILITIES

To ensure the delivery of high-quality, affordable, and consistent products, KOOKOOS is planning to construct a state-of-the-art central food processing facility. This facility will specialize in the manufacturing of frozen fries and other essential ingredients, enabling us to maintain strict quality standards, streamline production processes, and enhance efficiency. By centralizing food preparation, KOOKOOS aims to support its outlets with reliable and cost-effective supply chains, guaranteeing that every customer enjoys the same delicious and fresh flavors they have come to love, no matter which location they visit.



**Facility**



**Delivery**



**Outlets**

### Frozen Fries Manufacturing.

The manufacturing process of a French fries plant is designed for efficiency and quality. It begins with potato reception and cold storage to ensure freshness. Potatoes are washed, peeled, and cut into uniform fries, then blanched to remove excess sugars and enhance texture. After blanching, the fries are dried using hot air, partially cooked in a pre-fryer, and crisped to perfection in a final fryer. Once fried, they are quickly cooled to maintain quality, seasoned uniformly, and packaged for distribution. This streamlined process ensures consistent, high-quality French fries ready for storage and delivery.



# KOOKOOS

## OPERATIONAL STRATEGY

KOOKOO's operational strategy is designed to ensure efficiency, quality, and customer satisfaction across all facets of the restaurant's activities. Our focus is on optimizing both the back-end and front-end operations to deliver a consistently excellent dining experience. Here's a detailed breakdown of our operations:

### 1. Supply Chain Management:

- **Local Sourcing:** We prioritise partnerships with local farmers and suppliers to source the freshest ingredients, ensuring that our dishes maintain high-quality standards and authentic flavours.
- **Inventory Management:** Advanced inventory management systems will be implemented to accurately track stock levels, reduce waste, and ensure continuous availability of ingredients.

### 2. Kitchen Operations:

- **Equipment:** Our kitchens will be equipped with state-of-the-art cooking and storage facilities to maintain food safety and enhance cooking efficiency.
- **Staff Training:** Chefs and kitchen staff will undergo rigorous training, focusing on food handling, preparation, and safety standards to ensure compliance with health regulations.

### 3. Service and Front-End Operations:

- **Customer Service Training:** All front-end staff will be trained in customer service excellence to ensure fast, friendly, and accurate service.
- **Order Management:** We will utilize a point-of-sale (POS) system that streamlines the ordering process, reduces errors, and improves overall customer transaction times.

### 4. Quality Control:

- **Continuous Monitoring:** Regular audits and inspections will be conducted to ensure that all operations adhere to our high standards.
- **Feedback Loops:** Customer feedback will be actively solicited and monitored to address any issues promptly and continuously improve service and product quality.



# KOØKOOS

## 5. Technology Integration:

Technology will play a crucial role in enhancing operational efficiency and improving the customer experience:

- **POS Systems:** To manage orders, process payments, and track sales data efficiently.
- **Digital Ordering:** Implementation of an online ordering system via a mobile app or website to accommodate the growing demand for convenience and fast service.

## 6. Growth and Scaling Strategy

- **New Location Analysis:** Systematic approach to selecting new locations based on market research, demographic studies, and customer demand.
- **Franchising Model:** Long-term plans will explore franchising opportunities to expand the brand domestically and internationally.
- **Menu Innovation:** Continual menu development to include new offerings that meet emerging trends and customer preferences, keeping the brand relevant and exciting.

## 7. Regulatory Compliance

- **Health and Safety:** Ensuring all operations meet local health and safety regulations to provide safe dining experiences.
- **Employment Laws:** Adherence to local labor laws and regulations, providing fair work conditions and fostering a positive work environment.



# KOOKOOS

## 8. Halal Certification:

To cater to a diverse customer base, including those whose diet or religion requires adherence to Halal standards, KOOKOOS is committed to maintaining a fully Halal-certified operation. This certification is an integral part of our operations plan, ensuring that we meet the dietary requirements of our Muslim customers and others who prefer Halal food.



## 9. Pricing Strategy :

KOOKOOS employs a strategic combination of value-based and competitor-based pricing to position ourselves as a provider of high-quality fast food at an affordable price. This pricing strategy is crafted to attract a broad customer base while maintaining a competitive edge in the fast-food industry in Tanzania.

- **Affordability:** By ensuring that 90% of our menu is priced under 10,000 Tanzanian Shillings, we make our offerings accessible to a wide range of customers. This price point is carefully chosen to reflect the value of our food while staying affordable for our target market, including families, students, and working professionals.
- **Market Analysis:** We continuously monitor the pricing strategies of competitors in the Tanzanian fast-food market. This includes both local eateries and international chains. Our goal is to offer better value at competitive prices, ensuring that customers perceive KOOKOOS as a top choice for quality and affordability.
- **Pricing Position:** By positioning our prices below major competitors, we aim to attract customers who are cost-conscious but unwilling to compromise on food quality. This strategy is particularly effective in drawing customers from competitors who charge a premium for lower quality offerings.

# KOŦKOOS

## 10. Strategic Pricing Decisions:

**Introductory Offers:** To introduce new customers to our unique menu, we occasionally run promotional pricing on new or popular items. These offers are designed to entice trial and foster a habit of frequent visits.

**Bundle Deals:** We provide combination meals and family packs at a reduced price to encourage larger purchases. These deals are not only economical for customers but also increase our average transaction size.

**Upselling Opportunities:** Train staff to effectively communicate the benefits of higher-tier menu items or add-ons, which can enhance the dining experience and increase average order value.

**Multiple Price Points:** Develop a tiered pricing model that allows customers to choose from basic, standard, and premium versions of a dish. This can cater to different customer segments and increase overall spend per visit.

**Seasonal Specials:** Offer limited-time menu items at special prices to generate excitement and attract customers, utilizing seasonal ingredients that are cost-effective.

**Customer Feedback Loops:** Regularly gather and analyze customer feedback on pricing satisfaction to inform adjustments. This ensures pricing remains aligned with customer perceptions and market demand.



# KOOKOOS

## MANAGEMENT TEAM

The leadership at KOOKOOS is anchored by two highly experienced directors, who together bring over 40 years of cumulative expertise in the food industry. Their extensive background spans across diverse geographic regions. This diverse experience equips them with a deep understanding of various market dynamics and consumer preferences, which is invaluable in the fast-paced food industry.

### **Magesvaran Subramaniam:**

Magesvaran brings a wealth of experience in the F&B industry, with over 20 years developing restaurants and brands in both Asia and Africa. He holds a Degree in Accounting and Finance, an MBA, and is a Chartered Accountant affiliated with CIMA. Magesvaran's unique skill set in both accounting and management has been instrumental in developing the KOOKOOS concept and ensuring high operational standards. His strategic vision and operational expertise have been pivotal in driving innovation, maintaining excellence, and achieving sustained growth for KOOKOOS.

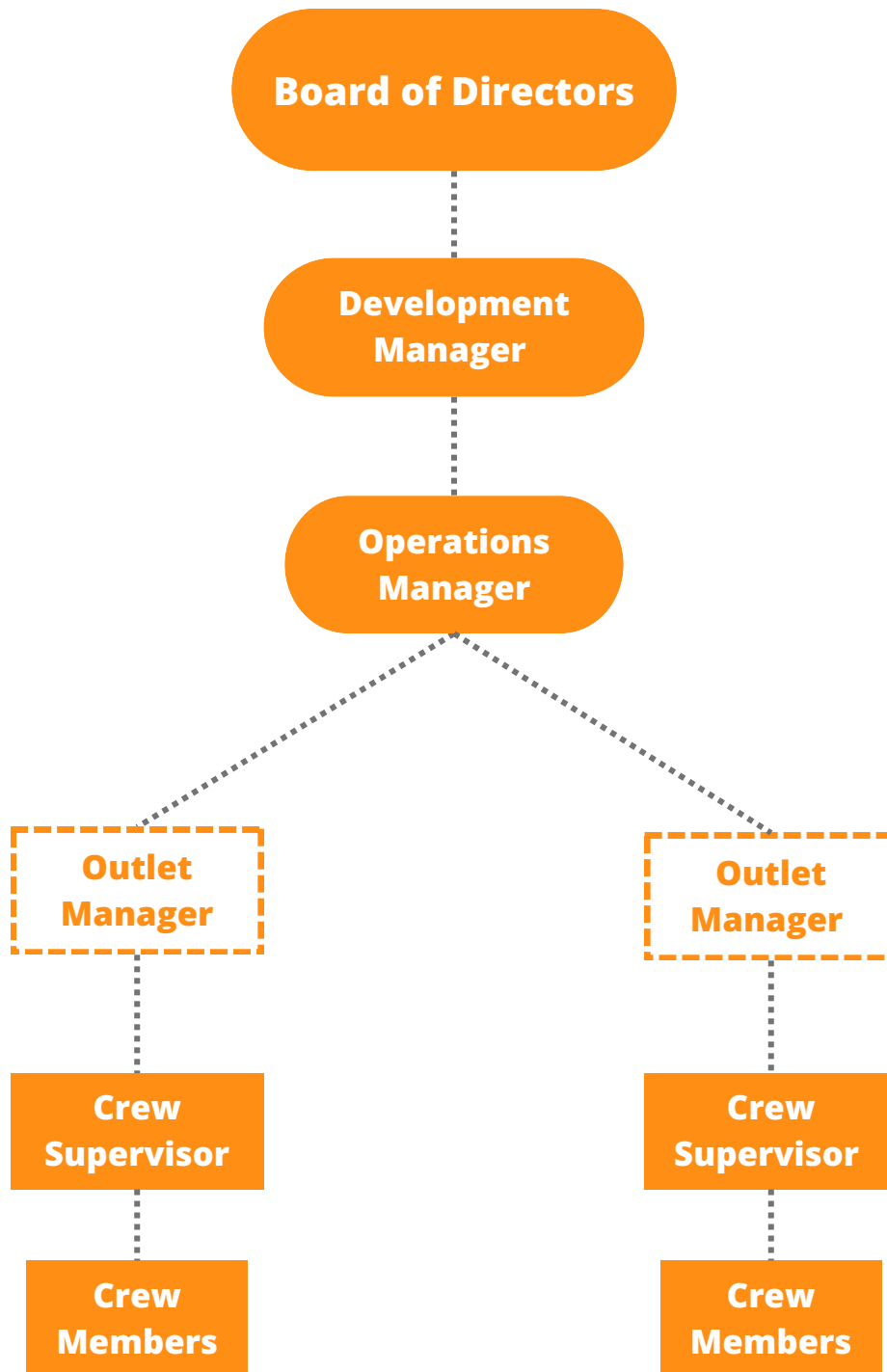
### **Yeong Jaw Leong:**

Yeong has a strong background as a management accountant and has been the managing director of food-related businesses for over 15 years. With extensive experience in operations and cost management in the F&B industry, Yeong has held key positions with several successful brands. His expertise in optimizing operational efficiencies and building strategic partnerships is crucial in maintaining smooth operations and excellent relationships with local suppliers. Yeong's skill set ensures the sustainability and growth of KOOKOOS, leveraging his profound understanding of both financial and operational aspects of the business.



# KOOKOOS

## ORGANIZATIONAL CHART



# KOOKOOS

## BANKING

NMB has been selected as our trusted banking partner. NMB Bank is one of the largest and most reputable financial institutions in Tanzania, known for its robust banking solutions, exceptional customer service, and commitment to supporting local businesses.

### Relationship with KOOKOOS

KOOKOOS has chosen NMB Bank's Mlimani Branch to support our financial operations due to their extensive experience and comprehensive banking services tailored to the needs of growing businesses. Our relationship with NMB Bank is based on mutual trust and the bank's proven track record in the industry.



### Financial Services and Support

NMB Bank provides KOOKOOS with a range of essential banking services, including:

- **Business Accounts:** Secure and efficient management of our financial transactions.
- **Advisory Services:** Expert financial advice and support, helping us navigate financial challenges and opportunities.
- **Cash Management:** Efficient cash flow management solutions to optimize our operational efficiency.
- **Online Banking:** Convenient and secure online banking services that enable us to manage our finances seamlessly.

### Strategic Partnership

The strategic partnership with NMB Bank ensures that KOOKOOS has the financial infrastructure necessary to support our business operations. Their commitment to understanding our business and providing customized financial solutions will be pivotal in our journey toward becoming a leading quick-service restaurant in Tanzania.

# KOOKOOS

## AUDITORS

H.A. Patwa & Co. is a renowned auditing and accounting firm in Tanzania, providing comprehensive audit, tax, and advisory services to a wide range of clients. With a history of excellence and a team of highly qualified professionals, H.A. Patwa & Co. is dedicated to ensuring the highest standards of financial accuracy and integrity.

### Relationship with KOOKOOS

KOOKOOS has engaged H.A. Patwa & Co. as our official auditors to oversee and ensure the accuracy and compliance of our financial operations. Their expertise in the fast-food industry and understanding of local market dynamics make them an ideal partner for our auditing needs.



### Services Provided

H.A. Patwa & Co. offers KOOKOOS a full suite of auditing and financial services, including:

- **Annual Audits:** Conducting thorough audits of our financial statements to ensure compliance with local and international accounting standards.
- **Tax Advisory:** Providing expert advice on tax planning and compliance, helping us optimize our tax obligations and avoid potential pitfalls.
- **Financial Reporting:** Assisting in the preparation of accurate and timely financial reports that reflect the true state of our business.
- **Risk Management:** Identifying and advising on financial risks and implementing effective controls to mitigate them.
- **Compliance:** Ensuring that KOOKOOS adheres to all relevant financial regulations and industry standards.

For more information about our auditors, please visit their website at [Hapatwa.com](http://Hapatwa.com)

# KOØKOOS

## STRATEGIC PARTNERS



**PEPSI**

OFFICIAL SODA PARTNER



**THE LOAF**

OFFICIAL BAKERY PARTNER



**HILL WATER**

OFFICIAL WATER PARTNER



**AZAM**

OFFICIAL JUICE PARTNER



**DUKA DIRECT**

OFFICIAL DELIVERY PARTNER



**NMB BANK PLC**

OFFICIAL BANKING PARTNER

# TULIA

**TULIA MEDIA**

OFFICIAL MARKETING PARTNER

THE KOOKOOS CHAIN LIMITED PROJECTED INCOME & EXPENDITURE STATEMENT  
(US\$)

	1	2	3	4	5
Revenue	4,200,000	4,410,000	4,630,500	4,862,025	5,105,126
Total Revenue	1,890,000	1,984,500	2,083,725	2,187,911	2,297,307
<b>Profit before Depreciation &amp;Interest</b>	2,310,000	2,425,500	2,546,775	2,674,114	2,807,819
<b>Depreciation</b>	72,000	72,000	72,000	72,000	72,000
<b>Gross Profit</b>	2,238,000	2,353,500	2,474,775	2,602,114	2,735,819
Tax (30%)	671,400	706,050	742,433	780,634	820,746
<b>Profit After Tax</b>	1,566,600	1,647,450	1,732,343	1,821,480	1,915,074
Accumulated Profit	1,566,600	3,214,050	4,946,393	6,767,872	8,682,946

**THE KOOKOOS CHAIN LIMITED PROJECTED CASH FLOW STATMENT (US\$)**

<b>SOURCES:</b>		1	2	3	4	5
Profit before interest and depreciation	-	2,310,000	2,425,500	2,546,775	2,674,114	2,807,819
Equity	200,000					
Loan	0					
<b>Total Sources</b>	200,000	2,310,000	2,425,500	2,546,775	2,674,114	2,807,819
<b>Applications:</b>						
Capital expenditure	1,800,000	-	-	-	-	-
working Capital & Others	200,000					
Cash	-	1,638,600	1,719,450	1,804,343	1,893,480	1,987,074
Tax	-	671,400	706,050	742,433	780,634	820,746
<b>Sub total</b>	2,000,000	2,310,000	2,425,500	2,546,775	2,674,114	2,807,819
<b>Total applications</b>	2,000,000	2,310,000	2,425,500	2,546,775	2,674,114	2,807,819
Accumulated cash		1,638,600	3,358,050	5,162,393	7,055,872	9,042,946

**THE KOOKOOS CHAIN LIMITED PROJECTED BALANCE SHEET US \$**

<b>Fixed Assets</b>		1	2	3	4	5
Opening balance	-	2,000,000	1,928,000	1,856,000	1,784,000	1,712,000
<b>Total Long-term Assets</b>	-	2,000,000	1,928,000	1,856,000	1,784,000	1,712,000
<b>Less depreciation</b>	-	72,000	72,000	72,000	72,000	72,000
<b>Closing balance</b>	-	1,928,000	1,856,000	1,784,000	1,712,000	1,640,000
Working capital	200,000	200,000	200,000	200,000	200,000	200,000
Accumulated cash	-	1,638,600	3,358,050	5,162,393	7,055,872	9,042,946
<b>Total assets</b>	200,000	3,766,600	5,414,050	7,146,393	8,967,872	10,882,946
Financed by						
Equity	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	2,000,000
Accumulated profit	-	1,566,600	3,214,050	4,946,393	6,767,872	8,682,946
Total equity	2,000,000	3,566,600	5,214,050	6,946,393	8,767,872	10,682,946
<b>Total equity and debts</b>	2,000,000	3,566,600	5,214,050	6,946,393	8,767,872	10,682,946

**THE KOOKOOS CHAIN LIMITED COST STRUCTURE US\$**

Land and Buildings	250,000
Machinery & Equipment	1,200,000
Motor Vehicles	100,000
Furniture & Fixtures	400,000
Working capital	50,000
<b>TOTAL</b>	<b>2,000,000</b>

**THE KOOKOOS CHAIN LIMITED FIXED ASSETS US\$**

<b>NAME OF ASSETS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Land And Buildings	250,000	245,000	240,000	235,000	230,000
Machinery, Tools & Equipment	1,200,000	1,188,000	1,176,000	1,164,000	1,152,000
Motor Vehicles	100,000	90,000	80,000	70,000	60,000
Furniture & Fixtures	450,000	405,000	360,000	315,000	270,000
<b>Total</b>	<b>2,000,000</b>	<b>1,928,000</b>	<b>1,856,000</b>	<b>1,784,000</b>	<b>1,712,000</b>
<b>DEPRECIATION</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Land and buildings	5,000	5,000	5,000	5,000	5,000
Machinery tools & Equipment	12,000	12,000	12,000	12,000	12,000
Motor Vehicles	10,000	10,000	10,000	10,000	10,000
Furniture & Fixtures	45,000	45,000	45,000	45,000	45,000
<b>ANNUAL DEPRECIATION</b>	<b>72,000</b>	<b>72,000</b>	<b>72,000</b>	<b>72,000</b>	<b>72,000</b>