



Kota Co.
Respect the Kota.

WE ARE FRANCHISING



Join the Kota Co. growth story



Own a bold South African
QSR opportunity



Enquire today



READY. SET. KOTA.

FRANCHISE OPPORTUNITY PACK 2026

**South Africa's
street food icon.
Built for the city.
Built to scale.**



RESPECT THE KOTA

OUR STORY



FROM THE STREET TO THE CITY

Kota Co. was created to take one of South Africa's most loved street-food products and build it into a professional, scalable QSR franchise. The kota is not new. South Africans already know it, love it and understand the value it offers.

What Kota Co. brings is structure, consistency, brand power, operational standards and a franchise model that can grow nationally. Our goal is simple: take the energy, flavour and affordability of township food culture and present it in a clean, modern, city-ready format.

Kota Co. exists to respect the roots of the kota, protect the soul of the product, and build it into a modern franchise brand for the future.

STREET FOOD ENERGY

QSR SYSTEMS

NATIONAL SCALE

WHY KOTA CO. WHY NOW.

The opportunity is simple: the kota is already known, loved and understood — Kota Co. adds the brand, systems and consistency needed to scale it.

WHY THE OPPORTUNITY MAKES SENSE

- The kota is already part of South African food culture.
- Customers understand the product.
- It is filling, familiar and offers strong value.
- The category still has room for a clean, branded and consistent franchise model.
- A focused menu makes the business easier to operate and control.
- Kota Co. brings branding, systems, training, menu discipline and operational standards.
- The brand is built for franchise partners who want to grow with the vision.

**KNOWN PRODUCT. STRONG VALUE.
SCALABLE SYSTEM.**



BRAND POSITIONING

Kota Co. is positioned as a modern South African QSR brand built around the kota: generous, familiar, fast and full of flavour.

The brand balances street-food authenticity with professional execution. It feels energetic, local and proudly South African, while giving franchisees and customers confidence in consistency, service and quality.

BRAND PRINCIPLE	MEANING
Respect	Honouring the product, its origin and the culture behind it
Value	Generous meals at accessible price points
Consistency	Repeatable preparation, portioning and service
Speed	Designed for efficient service and daily trade
Energy	A bold, recognisable and proudly South African brand presence

PASSION, PURPOSE AND PROMISE

PASSION

Real food, real value, fast service, and giving customers a product they already love in a format they can trust.

PURPOSE

To become South Africa's leading kota franchise brand by building a scalable, profitable and operationally disciplined QSR business.

PROMISE

Bold, generous and affordable kotas with consistent quality, clean stores, fast service and a brand experience that respects the kota.



THE FOOD

OUR PRODUCT IS REAL VALUE

Kota Co. is built around one of South Africa's most recognisable and loved food items: the kota.

Our menu is simple, focused and easy to execute. It is designed around quality ingredients, generous portions, strong flavour, fast preparation, affordable pricing and easy operational control.

Kota Co. is not a general takeaway business. It is built around a focused product range that is easy for customers to understand and practical for franchisees to operate.

The menu is designed to keep operations tight while still giving customers enough choice to trade up from classic value items to deluxe options and add-ons.

**The full current menu can be viewed at
www.kotaco.co.za**

Soft serve / ice cream may be added where the site layout, equipment capacity, utility supply and operational flow allow for it. Ice cream is treated as an optional extra and may affect the final setup cost.



STORE FORMATS

KOTA CO. STORES ARE DESIGNED TO BE BOLD, VISIBLE AND PRACTICAL TO OPERATE.

The brand can be developed in different formats depending on the site opportunity, landlord requirements and customer environment.

FORMAT	DESCRIPTION
Kiosks	Compact stores designed for high-footfall locations, takeaway trade and fast service.
Diners	Larger stores with seating potential, suited to community centres, convenience locations and strong daily trade areas.
Containers	Flexible modular stores designed for visibility, speed of setup and site flexibility.

Each format is built around the same Kota Co. principles: strong branding, clear menu communication, efficient preparation, good customer flow and consistent product execution.

Final sizing, layout and cost will depend on the approved site, landlord conditions, utilities, municipal requirements and operational requirements.

SITE REQUIREMENTS

SUCCESSFUL SITES SHOULD OFFER STRONG VISIBILITY, PRACTICAL CUSTOMER ACCESS AND RELIABLE OPERATIONAL INFRASTRUCTURE.

- Strong visibility from the main customer flow
- High pedestrian traffic
- Easy access for takeaway customers
- Proximity to students, workers, shoppers or dense residential communities
- Strong lunch, afternoon and early evening trade potential
- Safe and practical customer environment
- Good signage opportunity
- Reliable utilities and suitable operational infrastructure

BEFORE COMMITTING TO A SITE, KOTA CO. COMPLETES A FEASIBILITY REVIEW COVERING FOOT TRAFFIC, TARGET MARKET, RENT, VISIBILITY, COMPETITION, ACCESS AND EXPECTED SALES POTENTIAL.



FRANCHISE INVESTMENT

READY. SET. KOTA. - FROM R649,000 INCL. VAT

Kota Co. offers a structured franchise opportunity for approved franchise partners who want to open and operate a branded kota store with the support of a focused QSR model.

THE FRANCHISE FEE IS INCLUDED.

ITEM	DETAIL
Total Investment	From R649,000 incl. VAT
Franchise Fee	Included
Royalty	5%
Marketing Contribution	2.5%
Store Formats	Kiosks, diners and containers
Ideal Store Size	35m ² -80m ²
Franchisee Profile	Hands-on, service-driven and commercially minded

The investment provides access to the Kota Co. brand, operating model, menu structure, supplier guidance, training and opening support.

Final investment may vary depending on the approved site, store size, landlord requirements, utilities, municipal requirements, deposits, opening stock, working capital and site-specific conditions.

FRANCHISE SUPPORT

READY. SET. KOTA. - FROM R649,000 INCL. VAT

Kota Co. supports franchisees through a structured journey from application to opening and ongoing operations.

SUPPORT INCLUDES:

- Initial franchise engagement and application review
- Store format guidance
- Site assessment and approval
- Feasibility review
- Lease and landlord engagement support where required
- Store layout and design guidance
- Brand application guidance
- Equipment and supplier guidance
- Project planning and build guidance
- Training before opening
- Opening preparation support
- Local-store marketing guidance
- Operational standards
- Menu and product controls
- Food cost and stock control systems
- Ongoing store visits and operational support

**OUR GOAL IS
TO SUPPORT FRANCHISEES
WITH THE SYSTEMS, TRAINING AND
GUIDANCE THEY NEED TO OPEN
SUCCESSFULLY, TRADE CONFIDENTLY,
AND OPERATE TO KOTA CO.
STANDARDS FROM DAY ONE.**



IDEAL FRANCHISEE

Kota Co. is looking for franchisees who understand people, service and daily operational discipline.

This is not a passive brand. The strongest franchisees are hands-on, commercially aware and committed to consistent execution.

- Owner-operators or hands-on investors
- Passionate about food and customer service
- Able to follow systems and standards
- Commercially minded
- Focused on cleanliness, speed and quality
- Able to manage staff and build a team
- Financially responsible
- Locally connected
- Prepared to drive local-store marketing
- Respectful of the Kota Co. brand and the product culture
- Able to fund the required investment

HOSPITALITY, QSR, RETAIL OR FOOD-SERVICE EXPERIENCE IS BENEFICIAL. THE MOST IMPORTANT REQUIREMENT IS COMMITMENT TO THE SYSTEM, THE CUSTOMER AND THE KOTA CO. BRAND.

MARKETING APPROACH

BUILDING THE BRAND LOCALLY

Kota Co.'s marketing is built around strong product appeal, clear brand recognition and local-store promotions that drive trial and repeat visits.

- Strong product photography
- Clear menu boards and simple ordering communication
- Opening campaigns for new stores
- Local-store marketing around the surrounding trade area
- Social media content that celebrates the product and the customer
- Promotions that protect margin while increasing transaction counts
- Brand consistency across signage, packaging, menus and digital platforms

THE MARKETING CONTRIBUTION HELPS BUILD BRAND VISIBILITY, WHILE FRANCHISEES DRIVE LOCAL-STORE MARKETING IN THEIR OWN TRADE AREA.

FRANCHISE PROCESS

THE KOTA CO. FRANCHISE PROCESS IS SIMPLE,
STRUCTURED AND TRANSPARENT.

STEP	DETAIL	
1	Contact Us	Send us your details and register your interest.
2	Application	Complete the franchise application and submit your financial information.
3	Approval	We review your application, funding and suitability.
4	Site Selection	We assist with site assessment and approval.
5	Lease & Agreement	Once the site is approved, the lease and franchise agreement are finalised.
6	Build and Training	The store is built, staff are trained, and opening preparation begins.
7	Store Opening	KotaCo supports you during opening and helps you get trading.

IMPORTANT DISCLAIMER

All investment figures are estimates and may vary depending on store format, site condition, landlord contribution, equipment specification, statutory requirements, training costs, deposits, opening stock and working capital.

Final investment requirements are confirmed during the site assessment and franchise approval process.

This document is a franchise information pack and does not replace the formal franchise disclosure document, franchise agreement, business plan or legal review process.

All franchise applications are subject to approval by Kota Co. Restaurant Group.



BE PART OF THE JOURNEY.
BE PART OF THE FUTURE.
RESPECT THE KOTA.

READY. SET. KOTA.

FRANCHISE OPPORTUNITIES NOW AVAILABLE.

CONTACT

Renier Hattingh	Kota Co. Franchise Development
Cell	083 653 0799
Email	renier@kotaco.co.za
Website	www.kotaco.co.za

JOIN THE KOTACO GROWTH STORY AND BE PART OF BUILDING SOUTH AFRICA'S NEXT BOLD QSR FRANCHISE BRAND.