



BUSINESS PROSPECTUS 2026

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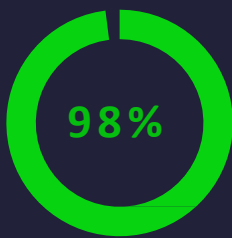


CEO's Message

CEO Dallas Chicken and Pizza

As we continue to refine our food offerings and flavour profiles, we remain committed to delivering exceptional quality. The year 2026 represents a pivotal moment where culinary excellence meets evolving customer expectations.

In this competitive landscape, we are positioning ourselves as the definitive leaders in chicken and pizza within the quick-service restaurant industry. While this may appear ambitious, our dedicated efforts to establish a strong presence in this market segment speak for themselves.



Through continuous refinement and innovation of our recipes, we are striving to achieve a 98% benchmark rating for taste and quality against industry standards.

90%

Our strengthening relationships with government funding bodies and financial institutions place us in an optimal position to deliver comprehensive franchise solutions. From a Broad-Based Black Economic Empowerment (BBBEE) perspective, we exceed all stipulated requirements.

We deliver on the two fundamental pillars of our business: Brand Equity and strategic store rollout. Our franchise investment costs remain competitive—not due to compromised quality, but because we recognise the challenging economic environment. In keeping with our ethos of providing exceptional value, we have chosen to make franchise ownership more accessible.



Our Story

Welcome to Dallas fried Chicken and pizza , where the spirit of Ubuntu meets the flavour of Texas!

We believe that our success is intrinsically linked to our community. That is why we are dedicated to serving more than just delicious food—we are fostering a sense of belonging and connection.

Our journey began with a simple vision: to bring people together through the universal language of food. Our signature crispy fried chicken and gourmet pizzas have become gathering points for friends and families across South Africa.



Vision

Ubuntu is more than a philosophy—it is a way of life. It represents the recognition that individual success is inextricably bound to the success of those around us.

Mission

We are committed to giving back to our community and supporting local initiatives. We invite you to experience the Ubuntu difference for yourself. Together, we grow.

Core values



Integrity

We conduct our business with honesty and uphold the highest ethical standards, building trust with our stakeholders.



Innovation

We embrace creativity and innovation, continuously improving our processes, products, and services to maintain our competitive edge.



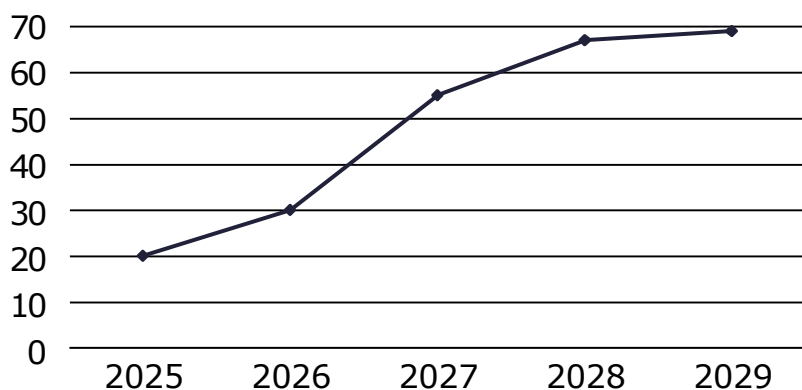
Customer-Centricity

Our customers are at the heart of everything we do, and we strive to exceed their expectations through exceptional service and value.

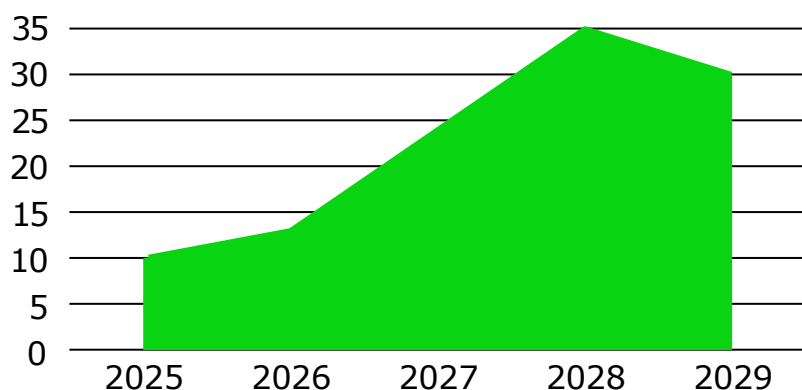


Financial Highlights

As we continue to transform the quick-service restaurant sector, we maintain an unwavering focus on financial performance. We have strategically positioned this business through superior taste, quality, and a unique fusion of South African and Texan culinary traditions.



Total Revenue
information



Total Expenses
information

Year in Review

2025 Year in Review

The 2025 financial year was characterised by exceptional progress in securing franchise financing. We engaged with major financial institutions to create funding and bridging finance opportunities for our franchisees.

The South African market presents unique challenges requiring rigorous compliance and evaluation processes. We were therefore delighted when three of the four major financial institutions expressed interest in partnership discussions. As we continue to enhance our value proposition, we remain committed to securing opportunities for both prospective and existing franchisees.



Food Margin

43%

Total Projected Group Revenue

2025/2026

R47 Million

Potential New Client

24

Total Expenses

2025/2026

R25.8 Million

Performance Overview

Group performance will be substantially driven by store openings during the 2026/2027 period. This growth will result from both company-owned stores and franchisee-operated locations. The anticipated increase in revenue and brand presence will position the business for organic expansion in subsequent years.



TARGET MARKET

Our business model is strategically designed to serve a diverse target market spanning Living Standards Measure (LSM) categories 3 to 10. We are positioned near key retail establishments, within major shopping centres, and in vibrant urban areas, enabling us to integrate seamlessly into the daily lives of families, students, and professionals.

 **80%**
Increase in revenue

 **20%**
Market Share





Financial Performance

Our revenue is strategically distributed across chicken, burgers, and pizzas. We have identified significant margin opportunities in the pizza category; however, effective wastage management across all product lines remains essential for optimal margin performance.

70%

Total Direct Revenue

The pizza segment offers superior margins, and capitalising on this opportunity to drive growth remains a strategic priority. We will continue to refine our approach through targeted marketing and market segment penetration.

30%

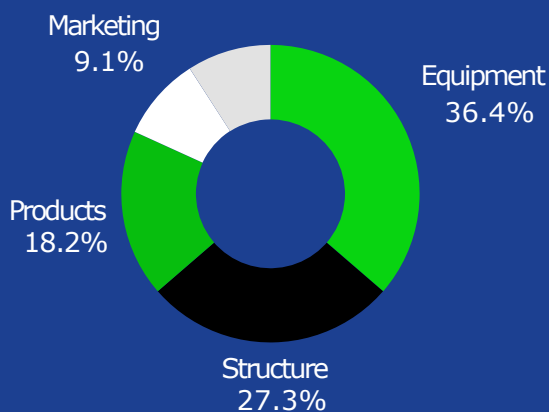
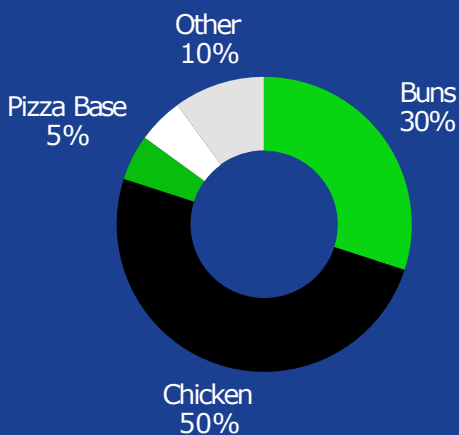
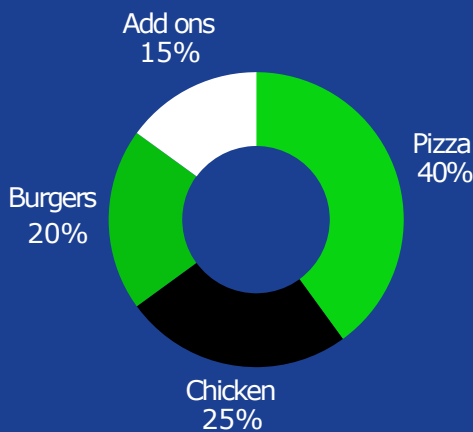
Total Indirect Revenue

We generate additional income through centralised store operations. Where direct management is not feasible, we partner with outsourced operators on a revenue-sharing basis, enabling income generation from supplementary sources including proprietary sauces and bulk product purchases.

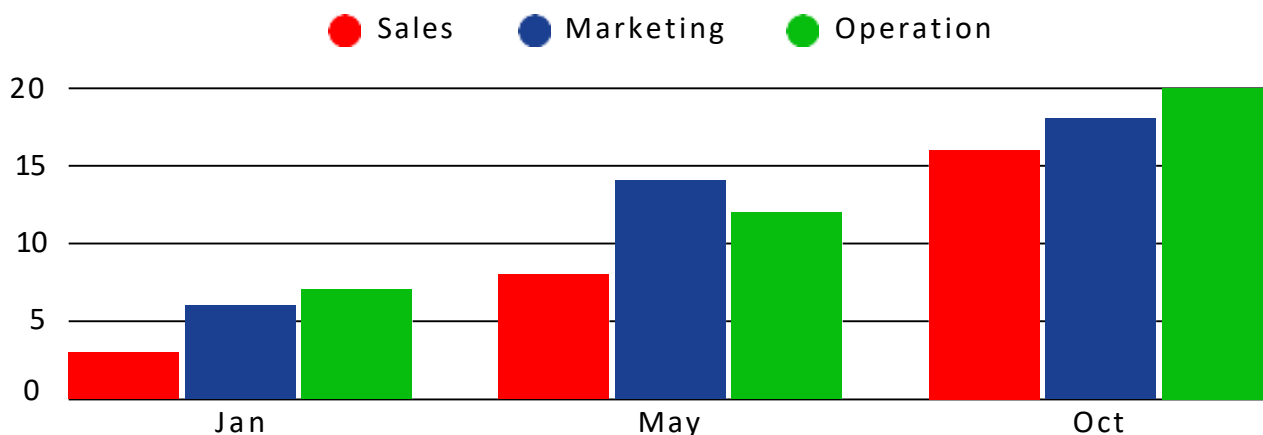
R1.9 Million

Build Programme Costing

We exercise disciplined oversight of franchise investment costs, notwithstanding the inherent volatility in raw material pricing. Our ownership of all designs and intellectual property rights provides the leverage necessary to deliver cost efficiencies across the network.



Operational Highlights



Sales



Building on historical performance data, we continue to identify opportunities to work more efficiently. Our focus has shifted to customer-centric insights: understanding how to optimise employee performance to maximise customer engagement and sales outcomes.



Marketing

The global shift towards digital channels continues to accelerate. Combined with evolving consumer protection legislation, we are driven to ensure our customers remain central to all communications. We have adopted the KISS (Keep It Simple and Straightforward) principle, aiming to reach customers through the most direct and accessible channels.



Operation

Our operational philosophy centres on single-touch processing. This approach to handling tasks will enhance efficiency and introduce greater systematisation across all processes.



Corporate Social Responsibility (CSR)



Environmental Sustainability

We are committed to sourcing all products from responsible farmers and ethical distributors. We continue to explore innovative approaches to developing robust sustainability systems throughout our supply chain.



Community Engagement

Our success is dependent upon a thriving, engaged community. We recognise our symbiotic relationship with the communities we serve—by investing in community wellbeing, we strengthen the foundation of our business.



Employee Well-being

Our employees are our greatest asset. Employee wellness and wellbeing are fundamental to our operations. We consistently implement best practices and maintain an unwavering focus on health and safety standards.



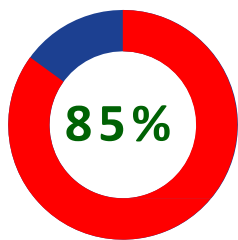
Ethical Business Practices

We operate within clearly defined ethical boundaries while maintaining focus on financial performance. We remain committed to full compliance with national regulations and all health and food industry codes.

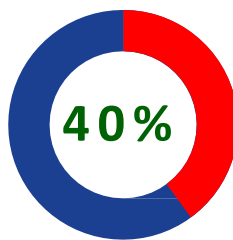
Human Resources Report

Our organisation prioritises recruiting staff from communities proximate to our retail locations. This strategy ensures we deliver exceptional service while minimising transport-related barriers for our workforce.

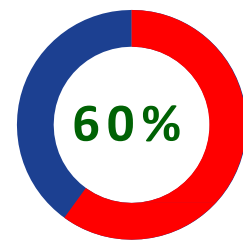
Employee Satisfaction Rate



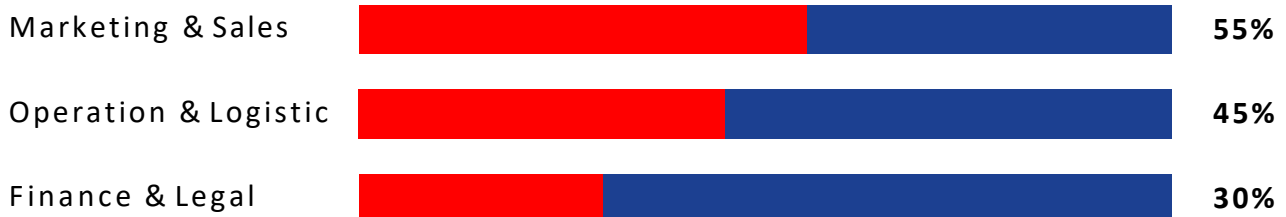
Male Employee



Female Employee



New Hire in 2024



Staffing Overview

Department	Full Time	Part Time	Contractors	Total
Marketing & Sales	10	10	4	24
Operations & Logistics	50	8	3	61
Finance & Legal	10	4	2	16

Innovation and R&D



Idea Generation

Senior management and the marketing team are integral to our idea generation process, developing concepts ranging from compact store formats to drive-through operations.



Conceptual Development

As a growing company, we are well-positioned to advance the conceptual development of our packaging and product offerings.



Product Prototyping

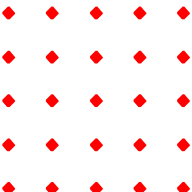
Our partnership with an industry-leading franchise development consultancy enables continuous innovation and product prototyping. This collaboration has been instrumental in the evolution of the Dallas brand.



Product Design

Working with specialist partners, we continue to refine our brand identity, packaging design, and store aesthetics.





Thank You



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