The Promise

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• FAST FOOD • RESTAURANT • INDUSTRIAL CATERING

# FRANCHISE
## BROCHURE




**INTEGRATED CATERING COMPANY LIMITED**

RC:473729

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18, Trans Amadi Road, Rumuobiakani, Port Harcourt, Rivers State
Phone: +234 (81) 29125100, +234 (81) 29125101
E-mail: integratedcatering@thepromisenig.com
Website: www.thepromisenig.com

**INTEGRATED CATERING COMPANY LIMITED**

RC:473729

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# The Company Essentials

## VISION STATEMENT

To be at the Zenith of The
Food Industry In Nigeria
and Beyond.

## MISSION STATEMENT

We resolve to provide at all times, exotic cuisine
of very high standard and extensive
varieties, with service approach
that is highly professional,
imaginative, and
innovative.

## OUR CORE VALUES

• Spirituality • Integrity • Team Spirit
• Loyalty • Prudence
• Gratitude

# About Us




**The Promise is one of the fastest growing indigenous fast food chain in Nigeria, offering world-class catering services to her numerous customers.**

Over the years, The Promise has strengthened family ties, friends and business relationships with its taste of exotic cuisines.
Be part of our success story,

own The Promise Franchise today!

“Our experience in the hospitality industry combined with highly specialized expertise has helped to provide **high quality and decent meals that give our customers and clients an unforgettable experience** that has always spur a repeat patronage”



# Our Beginning

**The Promise is a vision that was nurtured and pursued vigorously, and at the appointed time, realized via the help of God Almighty with a resounding triumph, and is still succeeding.**

The vision which took a considerable time to realize after conception did face daunting challenges that threatened the course of its success. However, through dogged determination, passion and abiding faith in God, and with our human resources as a complimentary source of strength, we have achieved and sustained high quality service and business success since 2000.

The first outlet of **The Promise** opened for business on the 29th July, 2002 at 30, Aggrey Road, Port-Harcourt as a Restaurant/Fast Food Outlet with about 28 staff working round the clock, and today, we have over 1000 personnels on our payroll and still expanding with our service range of industrial catering (on/offshore), Outdoor Catering Services, as well as Canteen and Camp Management Services.

Our services continue to be a standard bearer for the food industry, even as **The Promise** Franchise has become a proudly Nigerian brand with a seal of international endorsement by the International Franchise Association, as it offers a win-win opportunity to every discerning investor who may buy into it.

We are immensely grateful to God for our success, and to our numerous consistent clients for their patronage and their confidence in our ability to deliver when it counts most and we also thank our workforce that has shared in our common vision to be at the zenith of the food industry in Nigeria and beyond.

Special thanks goes to my wife of 32 years, Revd. Mrs. Rebecca Ezinne Alabi who gave the name **The Promise** and her invaluable contributions to the realization of the vision, she gave her all for the vision to see the light of the day.

We look forward to the future with great enthusiasm and strong belief that this vision will grow in leaps and bounds in our quest to be a world class catering service provider based on sound business principles of integrity and efficient service delivery in the hospitality industry.

Welcome to **The Promise,** it's in the taste.

"Our service continues to be a **standard bearer** for the food industry"

# Who we are

**INTEGRATED CATERING COMPANY LIMITED,** owner of the brand name The Promise is a wholly indigenous company incorporated in Nigeria in the year 2000 as a limited liability company. It has found a niche as a foremost industrial and commercial catering service company.




From a humble beginning in July 2002, when we officially commissioned and opened our first business, **The Promise** Fast Food and Restaurant outlet along Aggrey road in Port-Harcourt , Rivers State, Nigeria. Our profile has been on a steady rise, providing satisfying and wholesome meals to our numerous customers in the metropolitan city of Port-Harcourt and beyond.

Every of **The Promise** Fast Food and Restaurant outlets is a quintessential masterpiece in architectural design, each with a distinct theme and concept, having different sections and personalized interior layout that caters for the peculiar needs of our esteemed customers.



**Oluwatoyin Alabi**
**President / CEO**

# Executive Management

Mr. Oluwatoyin Alabi is the Chief Executive Officer and President of Integrated Catering Company Limited owner of the brand name The Promise.

Born in Igbaja, Ifelodun Local Government Area of Kwara State on the 10th of March 1962, he had his primary school education at Baptist Primary School, Igbaja from 1969-1975, and attended Baptist Grammar School between 1975-1980.

Mr. Toyin Alabi is a 1987 graduate of Food Science and Technology from the Federal Polytechnic, Ado-Ekiti. He is experienced and well versed in catering management with over 20 years cognate experience in the hospitality industry.

He started the catering career with Nirvana Restaurant, Nnewi in Anambra State in July 1988 as Restaurant Manager from where he moved to Panache (Chinese/Continental) Restaurant in River Lane G.R.A Enugu in 1990 and employed as Restaurant Manager.

His experience proved relevant to the successful take off of the Genesis Restaurant in Enugu in 1991 where he worked for seven years as a Restaurant Manager until his voluntary disengagement in September, 1997.

In the last quarter of 1997, he signed a Management Contract Agreement with ALLIED THRUST & SYSTEM to provide management and technical support in the execution of catering services, Housekeeping and other related services for Shell Petroleum Development Company (SPDC) at its Ikang Village Guest House, SHELL Residential Area, Port-Harcourt between 1997-1999.

By year 2000, he started his own business by registering Integrated Catering Company as an enterprise to provide catering service to corporate and high net-worth individuals. The company today is limited by shares, with a share capital base of Ten Million Shares. He opened the first outlet of the **The Promise** at 30, Aggrey Road on 27th July, 2002 and today **The Promise** has extensive presence in major cities/towns across the nation.

**The Promise** is also a key catering service provider for off-shore operations and remote sites of major oil and gas companies operating in the Niger Delta Region.
Mr. Oluwatoyin Alabi is married to Rebecca and they are blessed with four (4) children, namely Babatunde, Abiodun, Kolade and Ayomide.

He is a distinguished academician with several Academic Laurels and prizes to his credit. He emerged the best student not only in the Department of Food Science and Technology in 1987 graduating set, but also in the School of Technology as a whole. He won among other awards, The Federal Government Talented Student Award, Ovaltine Nig. Ltd Award, Elderson Nig. Ltd. Award, Bogs Nigeria Limited Award for academic excellence as the best student in HND II final examination.

He has over the years been conferred with several honors and awards of excellence in recognition of his innovation, management prowess and service to humanity.
Mr. Oluwatoyin Alabi is an Alumni of Hetta International Development Centre New York, United States, a fellow of United State Development Agency (USDA) Cochran Chamber of Commerce, Mines, Industries and Agriculture (PHCCIMA), Chairman, Association of Fast Food and Confectionaries in Nigeria (AFFCON), Rivers/Bayelsa State Chapter and a Paul Harris Fellow of Rotary International.



# Executive Management

**Rebecca Ezinne Alabi**
**Executive Director**

Mrs. Rebecca Alabi is the Executive Director and co-founder of The Promise. Born on 24th Sept. 1967, at Oraifite Ekwusigo LGA, Anambra State.

Mrs. Alabi is an alumnus of Queen's school of catering, Nnewi with a Diploma in Catering and Hotel Management. She has been engaged independently in core professional catering and allied service delivery with contributions that midwife the establishment of Integrated Catering Company Limited in 2000, where she currently serves as Executive Director (General Services) with oversight function in purchasing and supplies.

She in the recent past has been saddled with Acting CEO responsibility of The Promise operations and with her passion and commitment delivered satisfactory result.

Mrs. Alabi is married to Mr. Toyin Alabi and blessed with children.

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# Franchise Details

- **Objectives of Franchise**
- **Why buy into *The Promise* Franchise**
- **Brand integrity**

... a truly Nigerian brand

endorsed by the International Franchise Association

IFA International Franchise Association — Franchising: Building local businesses, one opportunity at a time.

Objectives of Franchise

# The Promise

# Franchise

## is a business opportunity designed to

# create wealth

## and add uncommon value to:

- Discerning investors who seek credible and trustworthy business ventures that guarantee satisfying returns
- Working class families and individuals who desire an added flow of income, and a secured financial future
- Retirees looking to stay active and invest their benefits for regular post-work life returns

# Why buy into The Promise?

**The systems and practices that have made us a successful operator with unrivaled growth and success are the same guidelines that we will share with you as a franchise. Ours is a tried and tested business model:**

1. With a good track record of profitability
2. That is highly affordable and offers an excellent value for money
   It is relatively inexpensive to operate
3. With an already established brand in the market
4. That is relatively easy to operate anywhere
5. That can also be easily duplicated
6. Built around a unique and unusual concept
7. With a concept that can be effectively communicated and sold to others. We have a market research and product improvement team that continually researches, monitors and evaluates the market and its products to ensure that it stays one step ahead of competition
8. With a dedicated advertising and PR campaign team mirroring the highly effective marketing on a range of national, regional and trade media. Our chain does this on televisions, radio as well as on Social media platform
9. That offers a comprehensive and unrivalled training support for our franchises at the The Promise Training Centre

# Brand Integrity

# CBS

## Credit Report...
## Global Standards, Local Content

Independently Scrutinized Transparent Business Information on:

**INTEGRATED CATERING COMPANY NIGERIA LIMITED**

Owner of the brand name

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... a veritable complimentary aid to strategic business, investment, trading and funding decisions.

For more information contact:

**CBS Credit (UK) Limited**
38 Mount Pleasant, East Block 2nd Floor, London
WC1X OAP, United Kingdom
Tel: 020 7278 4901. Fax: 020 78333263
Mobile: 077756 73879/ 07799586527
Email: cbscredit@spitfireuk.net
Web: www.cbsscfm.com

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# Franchise Concept Design

# THE PREMIUM




This is a one floor building that incorporates everything. It entails running a full-fledged restaurant.

**FEATURES**

- Dining Area
- Restaurant
- Servery
- Pantry
- Preparatory
- Kitchen
- Loading Bay
- Wet store
- Dry store
- Offices
- Conveniences
- Changing rooms

# Brand Certification

IFA® INTERNATIONAL FRANCHISE ASSOCIATION | Franchising™
Building local businesses, one opportunity at a time.

THIS WILL CERTIFY THAT

INTEGRATED CATERING COMPANY LIMITED

IS A

2010
Franchisor Member

OF THE

INTERNATIONAL FRANCHISE ASSOCIATION

*The Voice of Franchising®*

AND SUBSCRIBES TO THE ASSOCIATION'S CODE OF ETHICS

PRESIDENT AND CEO

May, 2010
DATE

IFA® INTERNATIONAL FRANCHISE ASSOCIATION

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# Financial Details

- Franchise Cost
- Franchise Process
- Do I qualify
- How to get Started

# Franchise Cost

Our quest to provide investment and asset opportunities to investment lovers, working class persons and retirees; in addition to our business initiative and flexibility has motivated many people to own The Promise of their own.
You can go through our financial requirements as follows.

## STATUTORY COST

| S/NO | BASIC FEES FOR SINGLE UNIT | NAIRA | DOLLAR |
|---|---|---|---|
| 1. | Application Fee | N25,000 | $125 |
| 2. | Franchise Fee | N10,000,000 | $20,000 |
| 3. | Agreement Fee | N3.500,000 | $7,000 |

## OTHER COST

| | | |
|---|---|---|
| 4. | Royalty Fee | 5% |
| 5. | Advertising Fee | 2.5% |

## PROJECT COST

| | NAIRA | DOLLAR |
|---|---|---|
| The Premium Concept Design | N75,000,000 | $150,000 |

* NB: The Franchise agreement is for ten years and renewable for another term of ten years subsequently
* NB: The initial fee for multi unit arrangement under the development agreement may be negotiable.

# Franchise Process

## The following process applies to every prospective franchisee desirous of owning The Promise of their own:

1. The potential franchisee submits the application form with a non-refundable fee of twenety-five thousand naira (N25,000), a copy of his curriculum vitae (CV), two copies of recent passport photographs and two bank references.

2. An appointment is scheduled for interview.

3. Upon completion of the personal interview, **The Promise** will make a decision within the shortest period regarding your approval status.

4. The prospective franchisee studies and signs the confidentiality agreement which will be handed over to him after a successful interview. Then he receives the Franchise Disclosure Document (FDD).

5. These documents are received at least 14 days prior to signing the franchise agreement.

6. The prospective franchisee collects the franchise agreement.

7. The franchisor and franchisee relates based on the franchise agreement.

8. A date is scheduled for the signing of franchise agreement.

9. The potential franchisee presents a written business plan, signs the franchise agreement, make the payment for the agreement fee and also completes the payment for the franchise fee.

10. The franchisor and the potential franchisee relate on issues that concern Identification of location and acquisition of property based on the provisions of the franchise agreement.

# Franchise Process (Cont'd)

11. The franchisee makes all the necessary payment.

12. Work begins on the site at the selected location.

13. The recruitment of staff will take place weeks prior to the opening of the outlet.

14. Franchisee will be required to attend a 3-day orientation training session at the **The Promise** Training Centre operating at the national headquarters.

15. The franchisee or nominated general manager is to undergo a compulsory two weeks of class room hands-on training at the **The Promise** Training Centre prior to the opening of the outlet.

16. Franchisees will have a personal on-site franchisor representative for 3 month pre-opening and one year post-opening to help the franchisee launch the restaurant, train employees and solidify operations to ensure on-going customer satisfaction.

17. On opening, the franchisee receives the Operations and Procedures Manual (OPM) and begins business activities at the outlet.

18. On-going training and business management support will be provided to franchisees through the franchisor's business manager who will conduct regular scheduled on-site quality control, restaurant assessment, as well as weekly telephone contact with owners and managers.

# Do I Qualify?

**While The Promise franchise offers numerous and brilliant opportunities, it may not be for everyone. You can scrutinize these criteria to see if The Promise is right for you.**

## Do you have the capital to grow?

- do you have the ability to secure necessary fund
- can you endorse financial plan for future development

## Do you have a passion for catering operations?

- quick service restaurants are a "hands on" business
- we need operators that are customers-focused and pay attention to details

## Are you committed to building people's capability?

- a commitment to management and team training
- sees employees as a valuable resource
- involves employees in the business

## Do you have the proper traits?

- can you work under pressure
- are you action oriented/can take appropriate skills

**If your answer is yes to these questions,**

**then apply now!**

# How to get Started

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If you are confident you've got what it takes to own The Promise of your own and take on an already successful brand,
then fill this application form and submit it with a non-refundable fee of N25,000.00.

We have also made available an on-line application form which can be downloaded from our online brochure. Fill it out and submit on line with a non-refundable fee of N25,000.00 payable to

**Integrated Catering Company Ltd.**

Our franchising executives will contact you shortly after the payment of the application form fee has been confirmed.

# Notes

Smil to the bank everyday...

# Buy The Promise Franchise today!

**CONTACT US:**

Email: **franchise@thepromisenig.com**
**integratedcatering@thepromisenig.com**
Web: **www.thepromisenig.com**

**(+234) 803 7229044**
**(+234) 812 9125101**
**(+234) 812 9125100**

PROUDLY NIGERIAN ...a truly Nigerian brand endorsed by the **International Franchise Association**

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