

# OK

## FRANCHISE DIVISION



**OK Foods**

**OK MiniMark**

**OK Liquor**

**MEGASAVE**

### Franchising the OK Franchise Division way

After the acquisition of the Sentra supermarket group and the OK Bazaars group by Shoprite/Checkers, it was decided to consolidate the two brands under one management structure. This led to the establishment of the OK Franchise Division that manages the OK brand as grocery and food outlets. Independent supermarket operators and entrepreneurs thus have an outstanding opportunity to build successful franchise businesses under the popular and dependable OK banner.

The OK Franchise Division is a major buying, advisory and assistance organisation with a proven track record in the FMCG industry. The Group franchises two different types of retail formats and a wholesale and add-on liquor outlet, each with its own identity and personality and each offering shopping facilities appropriate to the market in which they trade.

### The different store formats are:

**OK Foods** – larger supermarkets with a high LSM customer base

**OK MiniMark** – convenience superettes

**OK Liquor** – Exclusively on offer to OKFD members who operate one of the OKFD formats

**Megasave** – a wholesale cash & carry franchise

The OK Franchise Division currently operates in South Africa and Namibia.

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