

Café Nush



# Café Nush

AT A GLANCE

**AVONDALE**

**VILLAGE WALK**

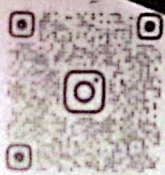
**HIGHLANDS PARK**

**INTERNATIONAL AIRPORT**

**GREENFIELD**

**NUSH 2 GO**

- ▶ **HIGHLANDSPARK**
- ▶ **ZUVA BORROWDALE**
- ▶ **CARDINALS**
- ▶ **RK KFC BORROWDALE**
- ▶ **SAMLEVY**
- ▶ **PUMA BORROWDALE**



@CAFENUSH\_ZIM



# Café Nush

## THE ROAD TO A REGIONAL FRANCHISE

### STRATEGIC BUSINESS PLAN

#### INTRODUCTION AND BRIEF COMPANY HISTORY

Café Nush began as a family business in 2011 with a single café in Avondale, Harare. With a focus on quality, family values, and with hints of Mediterranean and Persian influences, the name very quickly gained popularity and soon had the attention of shopping centre developers as potential anchor tenants.

Soon Café Nush spread their wings to a branch in the prestigious Village Walk centre in Borrowdale, and a Nush Organik store in Chisipite in the east of the city.

The success and popularity of Café Nush inspired the family to branch out into other areas of hospitality. Sandalwood Lodge Boutique Accommodation was born in 2015 and immediately gained 5\* status as a luxury destination. Naturally Sandalwood forged ahead with a fine dining food and beverage concept further expanding the group's portfolio. It is the firm belief of the Nushfamily that not only is it unnecessary for international food franchises to set up in Zimbabwe, but it is also high time for a Zimbabwean food franchise to expand internationally.

Café Nush  
CONFÉCASSIERS

Café Nush  
VILLAGE WALK

Café Nush  
HIGHLAND PARK

NUSH  
-2 GO-

Nush  
pizzeria





## CONCEPT

- Café Nush is a leading coffee shop and restaurant brand in Zimbabwe, established in 2011. With a diverse product offering, supported by its own central kitchen and bakery, Café Nush ensures that fresh products are delivered daily to its branches located in Harare's top malls and shopping centres—Avondale, Borrowdale, Highland Park, Greenfield—as well as the Robert Gabriel Mugabe International Airport transit terminal.



Our extensive menu, featuring a wide variety of food, gourmet pizzas, an array of hot and cold beverages, and a curated selection of pastries and cakes, caters to a broad clientele of different tastes, preferences, and age groups. This diversity has made Café Nush a popular cosmopolitan eatery in Zimbabwe.





# THE ROAD TO A REGIONAL FRANCHISE

## EXISTING OPERATIONS

Café Nush Avondale is the original and oldest store in the group and enjoys fantastic support from regular clientele as well as first time visitors attracted by our reputation. Situated in the busy business district of Avondale, We cater to business lunches, quick breakfasts, leisurely or on the go coffee, pastries, confectionery, gelato, chocolates, and pizza. Nush Avondale also serves as a central bakery and production hub to the group.

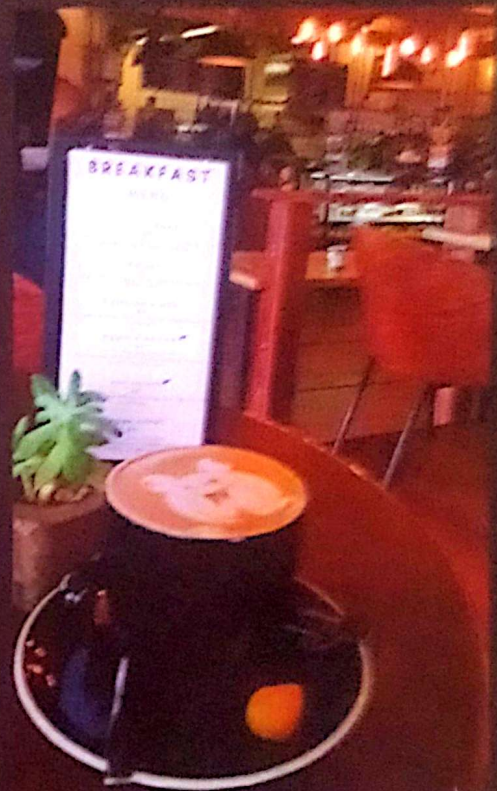




## THE ROAD TO A REGIONAL FRANCHISE

## EXISTING OPERATIONS

Café Nush Village Walk is a newer store than Avondale, and being situated in the suburb of Borrowdale, we draw a slightly different clientele. In addition to a similar corporate type presence, we also attract shoppers, families, and those enjoying a leisurely day out. Village walk runs a very similar menu to Avondale, with a slightly reduced confectionary offering. As this branch is not a production point, it is far smaller with fewer staff.

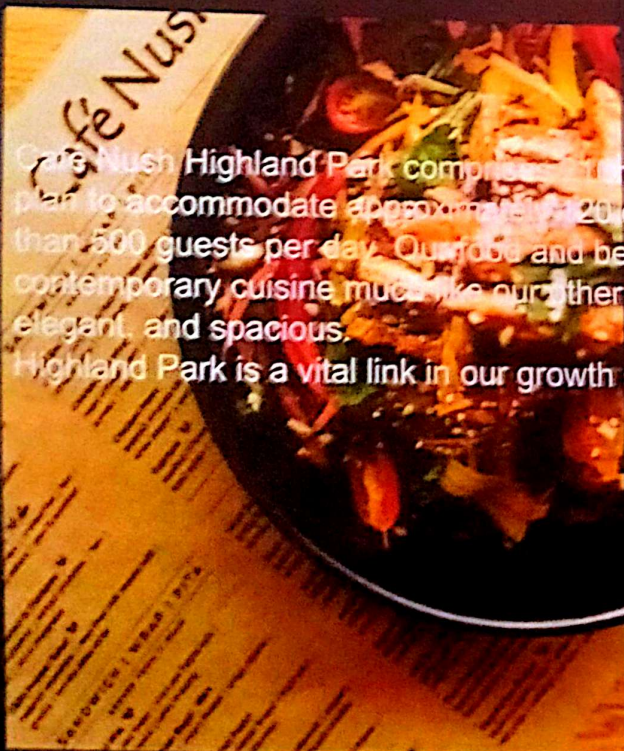




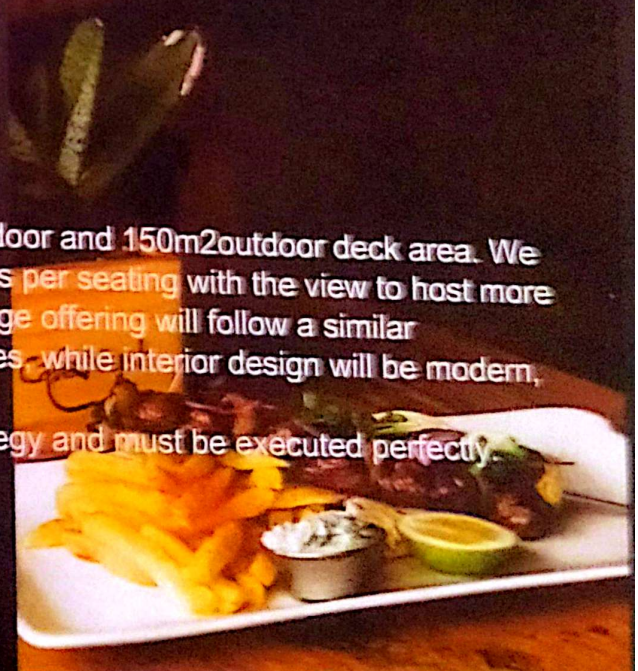
## THE ROAD TO A REGIONAL FRANCHISE

## NEW OPERATIONS

**Café Nush Highland Park** is the newest project within the Café Nush Group. Highland Park is a new development on Enterprise Road in a busy up and coming area of Harare. We have identified this as a busy high LSM location with anchor tenants such as Pick'n Pay, Pariah State, Puma, and many others. Café Nush was approached by the centre developers and offered first rights to shop #1 as the preferred food and beverage / café tenant.



Café Nush Highland Park comprises 100m<sup>2</sup> indoor and 150m<sup>2</sup> outdoor deck area. We plan to accommodate approximately 120 diners per seating with the view to host more than 500 guests per day. Our food and beverage offering will follow a similar contemporary cuisine much like our other stores, while interior design will be modern, elegant, and spacious. Highland Park is a vital link in our growth strategy and must be executed perfectly.



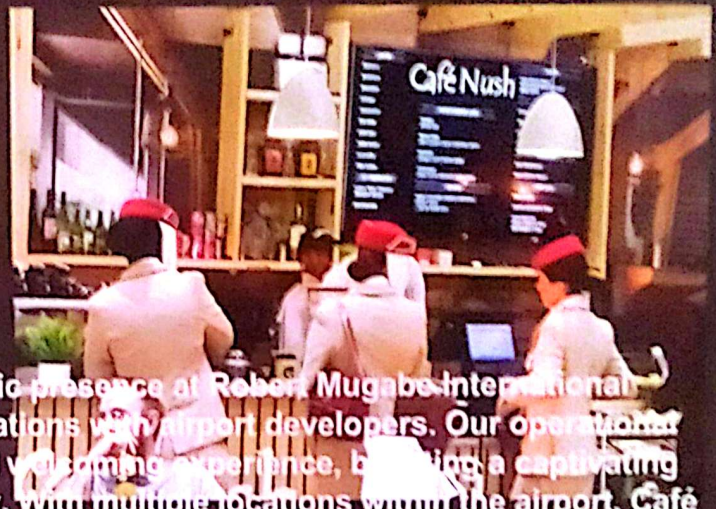


## THE ROAD TO A REGIONAL FRANCHISE

### HARARE INTERNATIONAL AIRPORT

The Café Nush brand is on a trajectory of rapid growth. Since the pilot stores have patiently stood the test of time, and drawn attention from several property developers and potential franchisees, we feel the foundation is set and the time is right to implement an aggressive growth strategy.

We have approaches from several developers in the following regions:



Café Nush has established a strategic presence at Robert Mugabe International Airport, following successful negotiations with airport developers. Our operational branch offers travelers a serene and welcoming experience, boasting a captivating view of the airport's bustling activity. With multiple locations within the airport, Café Nush is committed to delivering exceptional service and quality, elevating the airport's dining experience for passengers and visitors alike."



VICTORIA FALLS. Café Nush

We have our sites set on Vic Falls as part of our expansion within Zimbabwe. After receiving approaches from property developers in the town, we have begun assessing the viability and potential in the area.





## THE ROAD TO A REGIONAL FRANCHISE

## POTENTIAL EXPANSION AND TARGET AREAS



**CAPE TOWN, HERMANUS.** We are invited to consider a store in a new shopping centre in the beautiful town of Hermanus. One and a half hours drive from Cape Town, Hermanus is a thriving holiday town in peak season, and an affluent residential town in the off season. We see this as an excellent opportunity and are moving towards the planning stage. Other areas of interest where we are currently in talks and assessing viability for are:

- Zambia,
- Rwanda
- Paarl, Cape Town
- Malawi





## THE ROAD TO A REGIONAL FRANCHISE

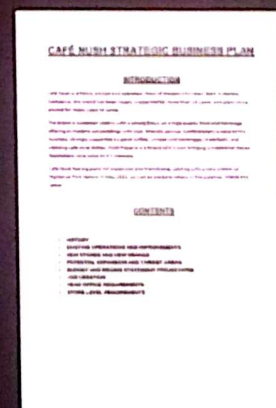
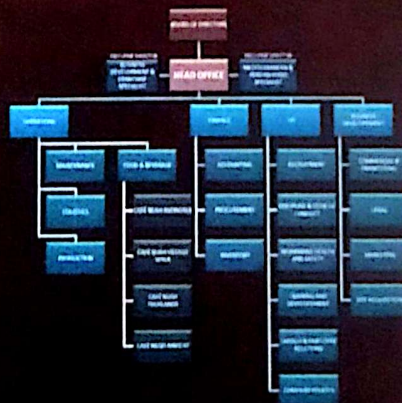
### HEAD OFFICE

Head Office comprises several departments, each with its own objectives and requirements in order to fulfil objectives:



### OUR TEAM

- With a distinct feminine influence in both the kitchen and culinary style, Café Nush brings a homey warmth to its menu. At the same time, the infusion of international food trends with Mediterranean and regional flavours ensures a unique and memorable dining experience.

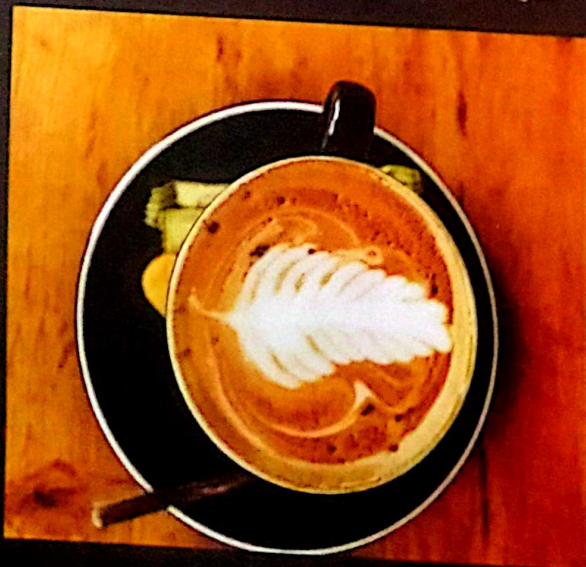
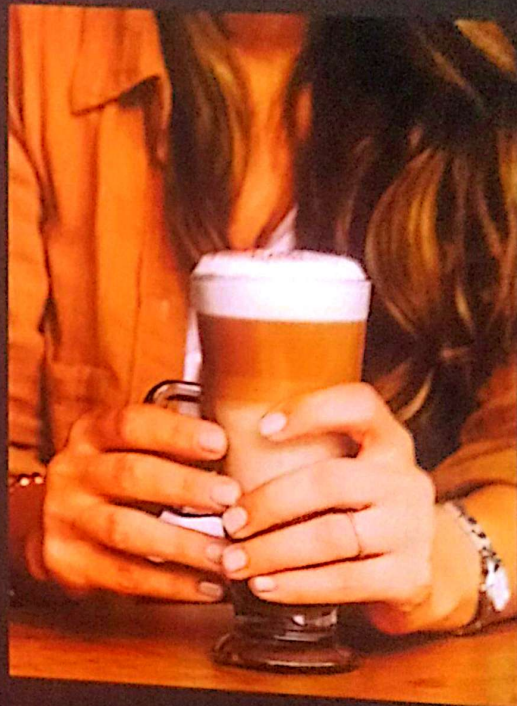






## IN HOUSE COFFEE ROASTING

Café Nush also offers its signature coffee blends in whole bean, ground, and aluminium coffee pod formats, allowing customers to enjoy their favourite brew at home or on the go.





# NUSH - 2 GO -

having our own unique, 100% Arabica blend of Zimbabwean and South American beans. This creates a bold and rich flavour in your cup that will leave you wanting more.

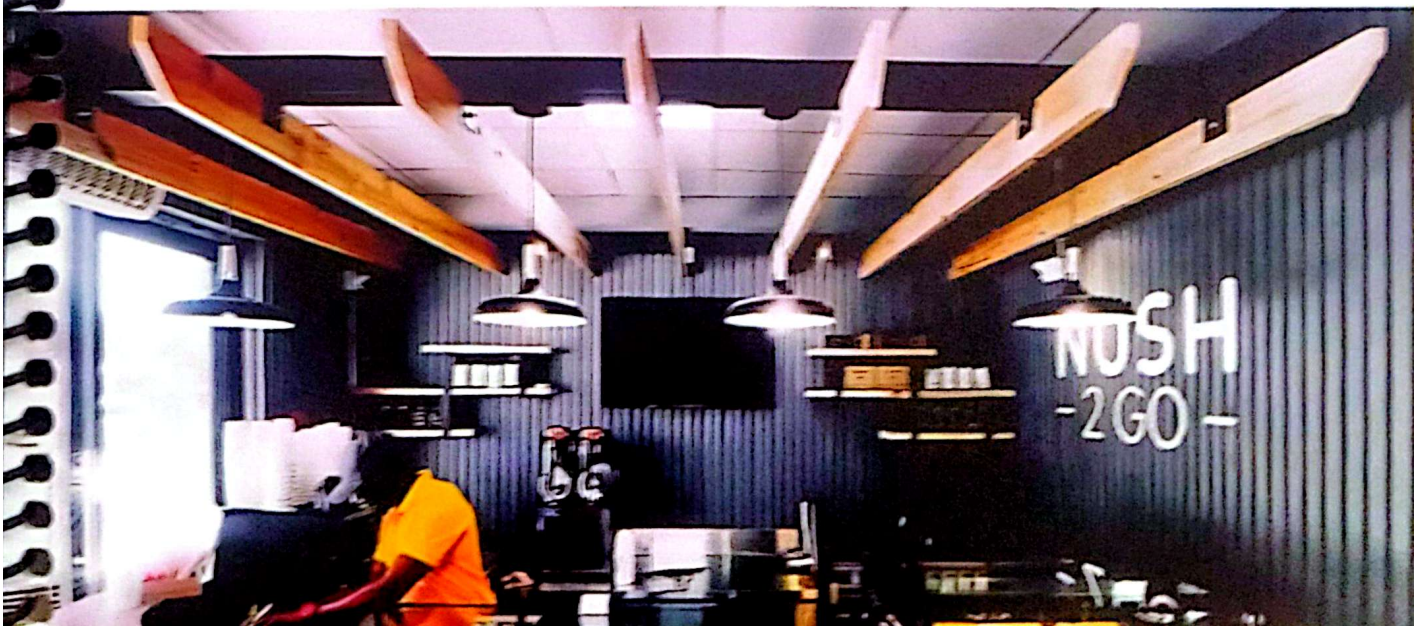
Now open at key locations around Harare with Puma and RK Garages, Nush 2 Go is designed to fuel your busy lifestyle. Stay tuned for a new store coming to your area soon.

Fuel your day with Nush 2 Go - Quality, convenience and taste in every cup and every bite.



For those living life in the fast lane, Nush 2 Go is the solution to satisfy your hunger, caffeine craving and sweet tooth, all while you fuel up your vehicle. Fully stocked with your own personal barista as well as the famous range of delectable Nush confectioneries and our own delicious pies, freshly baked on site.

Born from the collaboration of The Nush Group and Coffee Empire of Zimbabwe, we pride ourselves in





# NUSH - 2 GO -

In line with evolving customer needs, we recently launched our Nush2Go grab-and-go concept, providing convenient access to our coffee and bakery products. We have already signed on for five locations—some operational, with the remainder set to open within the coming months. Franchising for the Nush2Go brand will be available from 2026.





## THE ROAD TO A REGIONAL FRANCHISE

### GOALS

Before we embark on a pre-defined strategy it is important to understand our goals as a company. Our mission statement and our vision statement combine to a set of goals we need to continuously strive to achieve.

#### Café Nush Mission Statement:

***"Our food and our people are the core of our business. We strive for excellence by encouraging and nurturing our staff to create the most satisfying customer experience for every person who walks through our doors."***

#### Café Nush Vision Statement:

***"To further cement our position as Zimbabwe's favourite café; To become Zimbabwe's first regional café/coffee shop franchise; To grow by at least three stores per year; To export our brand to South Africa and the rest of the SADIC nations; To develop and launch additional complimenting brands in the hospitality sector; To continuously strive for excellence in all that we do."***





Café Nush