**BUSINESS PROPOSAL**

**FOR**

**PHIWE’S GAWULO**

**BY**

**NJABULO MASHAO**

LECTURE: Mr Nkata

PC: Lerato Phokompe

ST: 10481782

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***1.INTRODUCTION***

* Phiwe’s Gawulo was Established August 2025 at Katlehong , that’s how the word “Gawulo” came about because it’s a word that is used in the townships meaning “food”.
* The founder of the ‘Phiwes Gawulo’ is Sphiwe Mashao & Njabulo Mashao (Mother & Daughter)
* ‘Phiwes Gawulo’ is a Restuarant that also has a food truck that can travel to anywhere there is an event and when we are called, we show up. Our business brings together the rich, authentic flavours of kasi(township) cuisine.

***2.Problem statement and solution***

* As we were conducting our research, we learnt that consumers are complaining about how people that sell KOTA (bunny chow) do not change oil for frying frequently therefore that leads to fries tasting different. They complained about not being happy about the brands they use on different on the Kota such as Vienna;polony...etc. and not fresh food.
* As ‘Phiwes Gawulo’ we decided to introduce the brand ‘Eskort’ to our kasi people as it has this authentic flavour and it’s rare in the township. We knew that if ensure the signature brand and cleanliness of the way we do food and clean oil, we will become the best Kasi food Restaurant.

***3. Aim & objectives***

***AIM:***

* The aim of the ‘Phiwes Gawulo’ is to provide a unique dining experience by blending the authentic taste of kasi food with the elegance of restaurant quality meals, by using premium food brands such as Eskort...etc. to ensure top quality and customer satisfaction

***OBJECTIVES:***

* DELIVER QUALITY: Serve meals prepared with trusted, high end food brands to guarantee freshness & taste.
* COMMUNITY IMPACT: Create job opportunities
* GROWTH & EXPANSION: Grow as a business in the township area we are located and gradually expand to other areas through franchising.
* Market position: Establish the business as the “go to spot” for kasi fine dining that stands out from ordinary fast-food places.

***FINANCES:***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Utensil | Staff | Cleaning products | Utilities | Food supplies | Equipments |
| Takeaways & serviettes (packaging)R2000+/- | R450 per day(50\*9hrs)  Works for 5 days per week = R9000 | 1. bleach  2. dishwasher  3. Handy Andy  4. scrappers  5. grease removal spray  R300+ | 1. water  0-60kl = R18/kl | 1. full loaf white bread R10 @ bakery  R10\*15= R140  -full loaf white sliced bread = R20\*10=R200 | 1.deep fryer 10l = R32 651.21  2.toaster = R4 453,11  3.gas stove = R14 503,44 |
| Knives,pots,pans...etc.  R5000+ |  | Maintenance: R250 per week | 2. electricity  R1000+ per month | 2. Eskort brand products \*5 each = R3000+ | 4.griller= R26 761,15  5.Fridge =R20 321,94  6.mini fridge = R3 906,13 |
|  |  |  | 3. gas  R300 per week | 3. veggies – R600+ |  |
|  |  |  |  | 4. cheese R100+/- |  |
|  |  |  |  | 5. oil + eggs = R700+/- |  |

***5.MOTIVATION:***

* **Phiwe’s Gawulo** , is driven by desire to elevate kasi food while offering customers unforgettable dining experience. We showcase the richness of township food in a modern & appealing way .

***6.REFERENCES***

Restuarant equipment's [online] available at :<https://www.restuarantstore.co.za> [Accessed 18 August 2025]

KOTA similar to Phiwes Gawulo – KOTA HUB (@\_kota\_hub) 18 August 2025. Available at <<https://www.instagram.com/_kota_hub/>> [ Accessed 18 August 2025]