

THE UNITED STATES OF AFRICA LTD.

Level 17, Dashwood House,

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United Kingdom.

Registered in United Kingdom, Number 15740035



PEPECHOP™ WORLD – Private Master Implementation Plan

Operational & Financial Execution Strategy Powered by The United States of Africa Ltd.



1. SUCCESSFUL LAUNCH OF THE 11+1 FRANCHISE UNITS

A. "11 x 1" Progressive Deployment Philosophy

Each unit is deployed individually but aligned under a centralized master strategy, ensuring unified standards, branding, support, and digital infrastructure.

B. Deployment Sequence

Order	City	Format	Priority
1	Douala	URBAIN	High
2	Libreville	URBAIN	High

3	Paris	PREMIUM	Very High
4	London	PREMIUM	High
5	New York	PREMIUM	Medium
6	Brussels	URBAIN	Medium
7	Dubai	EXPRESS	Medium
8	Lagos	EXPRESS	High
9	Nairobi	EXPRESS	Medium
10	Johannesburg	URBAIN	Medium
11	Toronto	PREMIUM	High
+1	Paris (Flagship)	PREMIUM MASTER	Top Priority

2. OPERATIONAL & CO-MANAGEMENT MODEL FOR FRANCHISES

A. Franchisee Support Infrastructure

- Central Franchise Management Unit under The United States of Africa Ltd.
- Digital Dashboard System for:
 - Sales reports
 - Inventory control
 - Training updates
 - Branding compliance

B. Training Structure

- 60-hour foundational program
- Onboarding certification
- Ongoing biannual updates (online or in-person)



C. Smart Franchise Co-Management Model (50/50)

Franchisees:

- **Operate with local autonomy**
- **Must report monthly (sales, inventory, finance)**

Franchisor:

- **Provides national/international marketing**
- **Approves suppliers and menu innovation**
- **Oversees visual, service, and culinary brand fidelity**



3. FINANCIAL INFRASTRUCTURE & DIGITAL OPERABILITY

A. Global Online Payment Systems

Via The United States of Africa Ltd. (UK Registered):

- Stripe for receiving payments globally
- Wise for international transfers
- Online multi-currency banking (GBP, USD, EUR, CFA)

B. Revenue Flow Structure

- Franchise fee and setup paid via Stripe or transfer
- Monthly royalties (6% of gross revenue) deducted via POS integration
- Digital support accounts for expense coverage (optional)





4. MODEL FRANCHISE AGREEMENT

(Summarized version – full legal contract confidentially attached in private PDF)



PEPECHOP™ Franchise Agreement Key Terms

Parties:

- **Franchisor: The United States of Africa Ltd.**
- **Franchisee: Authorized individual or corporate entity**



Key Clauses

1. Scope of Agreement

Grant of rights to operate under the PEPECHOP™ brand using proprietary systems, recipes, and identity.

2. Duration

5-year term, automatically renewable if financial and operational compliance is met.

3. Fees & Royalties

- **Initial franchise fee: €9,900 to €18,500**
- **Monthly royalty: 6% of gross revenue**
- **Optional 1% marketing fund contribution**

4. Franchisee Obligations

- **Follow training and quality control**
- **Submit monthly operational and financial reports**
- **Respect territorial exclusivity and non-compete terms**

5. Franchisor Obligations

- **Provide manuals, branding, training, and support**
- **Conduct periodic audits**
- **Coordinate promotional campaigns**

6. Termination Clauses

- 30-day correction window for breach
- Repeated violations result in immediate termination

7. Territorial Exclusivity

Guaranteed as long as profitability and standards are maintained



5. STRATEGIC COMPONENTS FOR SUCCESS

- ✓ Central Operational Manual
 - ✓ Internal franchisee support app
 - ✓ Digital command center dashboard
 - ✓ Full client service & experience protocol
 - ✓ Loyalty point system & CRM
 - ✓ Certified supply chain & product sourcing partners
 - ✓ District Expansion Model (geo-targeted growth cells)
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CONCLUSION

This plan provides the framework and tools to ensure the successful rollout of the PEPECHOP™ WORLD franchise model across key global markets.

With the operational and financial infrastructure powered by The United States of Africa Ltd., the brand can ensure:

- Transparent investment flows
- Efficient franchise training and monitoring
- Scalable market expansion rooted in Afrocentric identity

This is not just a restaurant franchise. It is a cultural movement, a scalable economic engine, and a living story of African excellence.