

THE UNITED STATES OF AFRICA LTD.

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Registered in United Kingdom, Number 15740035



PEPECHOP™ WORLD – Strategic Action Plan & Financial Capital Blueprint for Launching 11+1 Franchise Units

Introduction

Founded in **2016**, **PEPECHOP™** has become a pioneer in **Afro-urban and Pan-African gastronomy**. With a clear mission to **honor African roots** and unite cultures through food, the brand has evolved into a scalable international franchise concept. This document outlines the **action plan and financial structure** required to deploy **11 franchised units**, plus **one flagship unit**, under three formats: **PEPECHOP™ EXPRESS**, **PEPECHOP™ PREMIUM**, and **PEPECHOP™ URBAIN**.

Project Objectives

1. Launch **11 franchise units** in strategically selected global markets.
2. Establish **one flagship unit** as the operational and training epicenter.
3. Strengthen **PEPECHOP™'s presence** in the global Afro-food industry.
4. Attract **investors, strategic partners, franchisees, and financial institutions**.

Franchise Formats

- **PEPECHOP™ EXPRESS**
Compact kiosks or food trucks (15–30 m²), ideal for high-footfall urban zones.
- **PEPECHOP™ PREMIUM**
Full-service Afro-fusion restaurants (150–250 m²) in high-end urban neighborhoods.
- **PEPECHOP™ URBAIN**
Mid-sized urban dining venues (80–150 m²) offering hot meals, culture, and music.



Target Deployment Locations

- **Central Africa:** Douala (Cameroon), Libreville (Gabon)
 - **Europe:** Paris (France), Brussels (Belgium)
 - **North America:** New York (USA), London (UK)
 - **Emerging Cities:** Johannesburg (South Africa), Lagos (Nigeria), Nairobi (Kenya), Dubai (UAE), Toronto (Canada)
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Estimated Investment per Unit

Franchise Format	Estimated Investment (€)	
PEPECHOP	50,000	—
™ EXPRESS	70,000	
PEPECHOP	100,000	—
™ URBAIN	150,000	
PEPECHOP	150,000	—
™ PREMIUM	200,000	
Flagship Unit	250,000	—
	300,000	

Overall Financial Projection

- **Total Investment Required:** €1.5M – €2.0M
- **Expected ROI:** 18–24 months
- **Projected Annual Revenue:** €2.5M – €3.5M
- **Net Annual Profit Estimate:** €500K – €700K



Funding Strategy

Source	Target Amount (€)	Type
The United States of Africa Ltd.	100,000	Equity Seed Capital
Private Investors / Angel Funds	600,000 – 800,000	Shares / Convertible Equity
Institutional & Bank Financing	400,000 – 500,000	Franchisee Support Loans
Public/Development Grants	150,000 – 200,000	Export, Culture, Diaspora
Crowdfunding & Diaspora Equity	100,000 – 150,000	Reward/Equity Crowdfund

Execution Timeline

Phase	Estimated Duration
Strategic Planning & Setup	3 months
Franchisee Screening & Licensing	2 months
Design & Construction	4 months
Staff Training	1 month
Grand Openings	2 months
Monitoring & Optimization	1 month



🍷 Benefits for Investors, Partners & Banks

- Entry into a **high-growth, culturally rich food sector**
- Participation in a **replicable, scalable business model**
- Clear visibility of **ROI timelines and revenue streams**
- **Cultural impact and branding** across global diasporas
- Legal and operational structure under **The United States of Africa Ltd.**



Conclusion

PEPECHOP™ WORLD is more than a restaurant brand — it is a **pan-African cultural movement** with commercial potential. Backed by a strong corporate identity and supported by a well-defined expansion plan, the PEPECHOP™ franchise model is positioned to **redefine global African gastronomy**. With the right funding partners and strategic allies, the brand is ready to go global — one plate, one story, one city at a time.

 For franchise inquiries, investment discussions or strategic partnerships, please visit:
 www.pepechop.online

Or contact:

 info@pepechop.online