

MAXI'S FRANCHISEE ADDS THIRD STORE UNDER HIS BELT

Johannesburg, September 2008, Maxi's are growing from strength to strength and so are their franchisees, this month sees the opening of yet another new store for John May, proud owner of Maxi's Northgate, Maxi's Eastgate and now Maxi's Hatfield.

John has been in the restaurant franchise industry for 12 years some time and opened his first Maxi's in August and took over the Eastgate Maxi's in July.

"I am really enjoying being a part of the Maxi's family. I've always said to Christo that I was up for the challenge of growing the brand, but I don't think he realised how committed I would be in such a short time," chuckles John.

Hatfield, opening at The Fields will add to Maxi's domination in the Pretoria area and is set to take Maxi's store design to the next level. "I really love the new look store design as I feel it has given the brand a face lift and really has positioned Maxi's as a serious player in the market place, the brand of choice for South African families. In fact I can't wait for my Eastgate store to take on the same look," says John.

Maxi's Hatfield has really pushed the new store image boundaries as the setting with a larger than life feel. The restaurant comprises of two and half story windows, raised areas, hanging ceilings, spiral stair cases and graphics that are 4.5m high and 3 meters wide. This only adds to the appeal of the new look and makes it a décor piece of note.

Maxi's Hatfield is also making sure that they cater to every walk of life; students can find great promotions at the store and for the surrounding businesses there is always the perfect Maxi's platter ready for any meeting. Senior Citizens can also collect their own Pensioners card which entitles them to a 15% discount on every meal at any Maxi's nationally.

John knows just how important staff is to the success of his Maxi's stores. "It is important that the staff you work with enjoys their job and share the same goals. They form a huge part of the chain in terms of keeping continuous feet in the store," says John.

John will be focusing on running Maxi's Eastgate and Northgate Mall while Lucille has been put in charge of making Maxi's Hatfield a success and ensuring every customer has great service and mouth watering meal!

Another part of what makes this brand victorious, besides the hard work and devotion, is the energetic management team which supports all their franchisees. John feels that it is highly important to relate and to learn and share the knowledge he has gained in the industry, "I really enjoy the Maxi's team, Christo has always had my respect for his work ethic and dedication to the brand, as a franchisee you can gain a lot of knowledge from him."

With Maxi's franchisees having such a determined and focused attitude to elevate the brand, there is no doubt that the store numbers will certainly keep growing and the brand itself will celebrate many years of serving South African families.

For further information about Maxi's and where to find your local store, visit the website on www.maxisfood.com.

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