

# YAMITSUKI

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Company Registration: CK2005/084524/23

As an entrepreneur and restaurant owner as well as being a rather fervent and “attention to detail” person, I am really good at identifying problem areas or “the gaps” in my business operations and putting procedures or systems in place to plug these holes. However, over the years, I have collected so much information pertaining to all aspects of the business that we felt we were drowning in the paperwork and had over-complicated many of our business processes.

It was at the time that we decided to embark on a franchise expansion strategy that we met Lesley-Caren Johnson of Wordsparks. Lesley-Caren was introduced to us in order for her to draft and compile a franchise operations and procedures manual (OPM) that we would use in our franchise network in order to provide franchisees and their staff with the Yamitsuki business policies and operational requirements.

We provided Lesley-Caren with a whole lot of information pertaining to our business. In close consultation with us she sifted through all the information and both streamlined and simplified our procedures to ensure ease of implementation for franchisees.

At the outset Lesley-Caren’s advice to us was to keep our systems, processes and procedures simple and to the point so that our franchisees would not be bogged down with unnecessary or irrelevant paperwork – after all the idea is that they spend their time in the restaurant ensuring a quality product is being prepared and that customers are 100% satisfied.

With her years of experience in writing manuals as well as dealing with entrepreneurs, franchisors, and franchisees, she drafted a comprehensive OPM for us which addresses all aspects of the business including the day to day preparation and operational issues; the administration requirements; our rules and policies around the brand and marketing of the business; as well as all legislation which is so applicable to the small business owner.

Our secure, online manual is well laid out, user-friendly and very simple to navigate ensuring that all required and current information is available in real time to our franchisees. The site is also interactive which enables us to communicate with our operators as needed and share information, best practices and updates to the manual quickly and timeously.

Lesley-Caren has totally succeeded in getting all the business information out of our heads and onto paper – so to speak – and we're confident that the level and quality of information we're providing to our franchisees goes a long way to ensuring their business success.

Regards,

A handwritten signature in black ink, appearing to read 'Dylan Kent', written over a light blue horizontal line.

Dylan Kent

Franchisor