

Mozambik Restaurant to open in Cape Town

Restaurant brand, Mozambik will be opening its seventh store at the Victoria and Alfred Waterfront in Cape Town in August 2019. The group is then set to launch its first international restaurant in Lusaka, Zambia followed by three more stores in Gauteng. "Concomitant to our growth is the substantial brand equity gains made over the past eight months," says chief executive Manny Nichas. "Mozambik has gained solid traction in the communities that our restaurants serve with positive upward movement in franchisee interest."



Image via [The Mozambik](#)

Economic conditions are tough, but Nichas believes that approaching business unusual with a strong brand and a solid value proposition remains key to sustained success.

As the economy continues to struggle with recessionary pressures and GDP growth expected to remain below 2%, Nichas says that "success today demands a different approach, shape-shifting to better market match and, in many instances, anticipate socio-economic mood and leading and at times, challenging trends and the norm. It is tough, but when the going gets tough, the tough get going, as they say." He is confident that quality and value will continue to attract custom.

"Disposable income and consumer spending will remain challenged in the near-term, but I believe that well-positioned brands

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A post shared by Mozambik Restaurant (@mozambikrestaurants) on Jul 9, 2019 at 1:28pm PDT

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"In the dining and entertainment sector, that deliver consistently, will not only see the sustained benefit but enjoy latitude to grow."

"Mozambik combines a strong product offering with value," says Nichas. "It's about family, friends and a relaxed atmosphere with a flavourful and accessible Afro-Porto fusion menu."

Nichas adds that the focus will remain on an authentic, unpretentious customer experience where expectations are always met, but preferably exceeded.

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