

SPUR

STEAK RANCH

CHILD ENGAGEMENT, BEHAVIOUR MANAGEMENT AND PLAY AREA AUTHORITY PROGRAM

A National Training System
Developed With a Child Psychologist
To Eliminate Bullying, Improve Safety,
and Increase Revenue in All SPUR Restaurants

**A business plan by Papkrast Group (Pty) Ltd.
Complied by Malelala and Thato Chai.**



1. Origin Story — How This Program Was Born

This entire concept began with a real and deeply concerning incident inside a SPUR play area.

One afternoon, while my son was happily playing, a young boy walked into the play zone. Within mere seconds of entering, he grabbed a chair and threw it violently into the air. Immediately after that, he ran straight to my son and began hitting him repeatedly in the face.

I screamed for the supervising staff to intervene. The ladies watching the play area eventually told the boy to stop—but just a few minutes later, he did the exact same thing again. And again. For three long minutes, this behaviour continued. No proper intervention. No structure. No authority. No understanding of how to manage the situation.

Eventually, I got up myself and intervened to protect my child. The bully's parent arrived moments later. I spoke to them calmly, but honestly, about the importance of working on their child's behaviour. Shortly after, they left the restaurant.

This moment opened my eyes.

It wasn't simply a "naughty child."
It wasn't a one-off moment.

It highlighted deeper systemic problems in restaurant play areas:

- No structured authority
- No proper staff training
- No behavioural frameworks
- No understanding of bullying patterns
- No tools to manage high-energy and overstimulated children
- No consistency in dealing with aggression or conflict

And most importantly:

Children were unsafe and parents were unprotected.

From that day, the idea for a structured, psychologist-designed, nationwide training program was born.

2. Executive Summary

SPUR is a family-first brand. But busy play areas introduce real behavioural, emotional, and safety challenges.

Without proper training, staff cannot effectively control the space, leaving children vulnerable to bullying, injury, overstimulation, and conflict.

We are offering SPUR a specialist, child-psychologist-backed program that equips employees with:

- Authority and space-control techniques
- Bullying prevention and intervention strategies
- Understanding of child behaviour and emotional cues
- Pre-planned activities to keep children engaged for longer
- Safety, reporting and emergency protocols

The program also boosts SPUR revenue by increasing playtime duration — keeping children active, happy, and eventually hungrier, resulting in additional food purchases.

This program is offered as a subscription of R20,000 per month per SPUR restaurant.

3. The Real Problem in SPUR Play Areas

A. Lack of Authority

Children quickly recognise when staff do not control the space. This leads to:

- Aggression
- Disrespect
- Boundary-pushing
- Chaos and rule-breaking

B. Bullying Behaviours

Incidents like the one described above are becoming more common:

- Dominant children intimidate others
- Younger kids get excluded
- Sensitive kids withdraw
- Physical aggression goes unmanaged

C. Untrained Staff

Supervising employees often lack:

- Behavioural knowledge
- Conflict management skills
- Confidence to intervene
- Understanding of child aggression patterns
- Techniques for calming overstimulated kids

D. Parent Anxiety & Complaints

Parents feel unsafe leaving children in the play area. This reduces:

- Dining time
- Spending
- Repeat visits

4. The SPUR Play-Smart Training Program

A structured, psychologist-led system combining behavioural science, supervision training, and engagement strategies.

A. Behaviour & Bullying Management Training

Staff learn:

- How to assert authority in a warm, confident way
- How to detect early signs of aggression
- How to stop bullying before it escalates
- Conflict resolution strategies that protect all children
- How to deal with emotionally dysregulated kids
- How to document and report incidents professionally

B. Space-Control Protocols

Employees are trained to:

- Maintain full visibility of the space
- Position themselves strategically
- Control high-demand zones (slides, corners, obstacles)
- Direct traffic flow
- Introduce boundaries in a positive, friendly manner

Children must instantly recognise that an adult is in charge.



C. Pre-Planned Structured Activities

Each month, SPUR receives a psychologist-designed Activity Kit with:

- 12 guided activities
- Anti-bullying group games
- Movement and energy-release games
- Quiet-focus activities for overstimulated children
- Creative tasks (drawing, colouring, puzzles)
- Circle games to build teamwork and cooperation

Why this matters

Engaged children:

- Bully less
- Fight less
- Stay longer
- Feel safer
- Build positive relationships
- Become hungrier

The longer they stay, the more they eat.

This increases revenue.

D. Safety & Parent Communication Training

Staff become experts in:

- Managing injuries
- Handling emotional meltdowns
- Communicating clearly with parents
- Reporting incidents
- Allergy awareness
- Missing child prevention
- Psychological first aid
- Table-to-play monitoring

5. Financial Model – R20,000 per SPUR per Month

The monthly subscription includes:

1. Full Play-Smart staff training
2. Monthly refresher workshops
3. Online training modules
4. Monthly Activity Kits
5. Psychologist consultation for behaviour incidents
6. Quarterly assessments
7. Certification badges for restaurants
8. Behaviour tracking tools
9. Supervisor leadership training
10. Child engagement scripts & rule systems

6. Revenue Potential (Example)

- 10 SPURs = R200,000 per month
- 50 SPURs = R1,000,000 per month
- 100 SPURs = R2,000,000 per month
- 200 SPURs = R4,000,000 per month

7. SPUR Operational Benefits

1. *Longer Playtime = More Food Sales*

Children burn energy → stay longer → get hungrier → order again.

2. *More Relaxed Parents*

Happy, calm parents stay longer and spend more.

3. *Reduced Incidents*

Less:

- Bullying
- Fighting
- Complaints
- Online criticism

4. *Stronger Brand Reputation*

SPUR becomes the safest family restaurant chain in the country.

5. *Staff Empowerment*

Employees gain:

- Confidence
- Authority
- Leadership skills
- Knowledge of child behaviour

6. *Repeat Business*

Parents return because the play area feels safe.



8. Implementation Plan

Phase 1 – Pilot

1 restaurant
Collect data and refine

Phase 2 – Regional Rollout

10–20 restaurants

Phase 3 – National Rollout

Nationwide training and certification

9. Conclusion

This program exists because a real child, Letsatsi, was attacked in a SPUR play area while staff stood powerless.

That moment revealed the urgent need for a national behavioural and safety standard in all SPUR restaurants.

The SPUR Play-Smart Program solves that problem with:

- Psychological expertise
- Structured engagement
- Anti-bullying protocols
- Authority training
- Professional supervision
- Revenue-driving child activities

This is SPUR's opportunity to lead South Africa with a safe, controlled, family-friendly experience in every branch.

