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Communication is all about connecting people and 3@1

Franchising elected the tried and tested mechanism of franchising, to connect with aspiring entrepreneurs, while working to expand their business footprint. 3@1 franchising offers these entrepreneurs individual unit opportunities, multi-unit opportunities and area opportunities that will maximise their investment.

A one-stop business centre

The goal of the 3@1 Business Centre concept is to make communication, business and courier services, as well as associated consumables like cartridges and paper, immediately accessible to the consumer and business user – a one-stop business centre.

Main 3@1 counter

The main 3@1 counter is the heart of the 3@1 super store. From here we offer laminating, binding, faxing, secretarial facilities and other business related services. We suggest an in house graphic designer to provide professional artwork. The POS ensures accuracy in all transactions and the smooth running of the business. 3@1 offers mail box rentals and other business related conveniences.



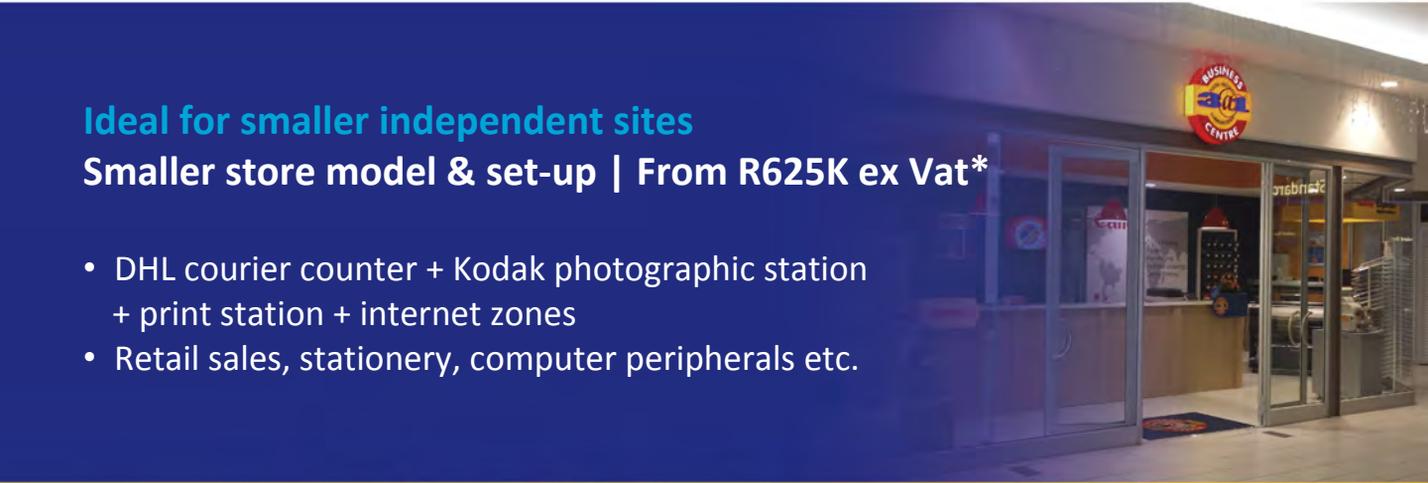
3@1 EXPRESS STORE

FLOOR SPACE 30m² - 45m²

Ideal for smaller independent sites

Smaller store model & set-up | From R625K ex Vat*

- DHL courier counter + Kodak photographic station + print station + internet zones
- Retail sales, stationery, computer peripherals etc.





3@1 STANDARD STORE

FLOOR SPACE 50m² PLUS

Ideal for full scale independent sites

Full store set-up | R725K ex Vat*

- DHL courier counter + Kodak photographic station + print station + internet zones
- Retail sales, broad format printing, computer peripherals etc.





The DHL Courier Counter

We have partnered with DHL South Africa, a global leader in logistics and transportation solutions. This gives us the ability to offer competitive, convenient and cost-effective express courier services, both internationally and locally as well as effortless E-Commerce solutions.



The Printing Station

The print station ensures that each 3@1 store provides fantastic print and copy facilities. The use of state of the art equipment including colour and mono printers as well as a wide format printer and scanner, which is able to print all sizes ranging from business cards to building plans, posters, canvas and much much more...

Kodak Photo Centre

The Kodak photo centre is a self-service approach where customers are able to select, edit and develop photos, print collages and assemble photo books at our terminals, all at the touch of a button. We offer a professional ID photo facility, which prints while you wait.



Internet stations

Our high speed internet connection affords customers a virtual office service and various other web-based functions like Skype and e-commerce shopping.

Consumables

As a one stop business centre, we have rounded off the store by adding necessary business related consumables such as paper, printer cartridges, flash drives, CD Roms and stationery.





Who is the ideal franchisee?

Prospective franchisees should be eager to evolve alongside this growing brand to meet the ever-changing communication and technology needs of the South African consumer. Most of all, 3@1 franchisees must enjoy building relationships with customers. An outgoing personality and a desire to support and service business owners and consumers are also important. Some retail or management experience is an advantage but not a necessity. All 3@1 Business Centres should be owner operated.

With a franchise network that is now 75 plus stores, 3@1 has attracted franchisees from a variety of backgrounds. From ex-farmers to recent graduates, from corporate players to housewives, all have been attracted by the broad range of business products and services on offer in a 3@1 Business Centre, and the support on offer from the franchise team.

Turnkey Opening

3@1 Franchising provides a full turnkey setup meaning that the head-office team is alongside you all the way, from the planning phase to store opening. Initial training takes place at the premises of an existing 3@1 Business Centre for around one week prior to the launch of your own outlet. Thereafter the franchise team will spend a further week with you at your 3@1 Business Centre to ensure you and your staff are proficient and comfortable. Ongoing support and training is available throughout the 10 year franchise relationship, whilst we also keep the brand fresh and ever evolving.

Set Up Cost

The total turnkey set up costs start from R625 000 ex VAT*, including R65 000 ex VAT* franchise joining fee.

This cost may vary slightly, depending on the size and shape of the proposed location and excludes landlord rental deposit and working capital (we recommend R120 000 or 6 months operating expenses)..

Area franchise set up cost - to be discussed as it is dependent on the size of the territory.

Site Location:

The average shop size ranges from 30m² to 80m² . We assist in site sourcing, site selection and lease.





Area Franchise

The Area Licensee maintains the right to own and operate a 3@1 franchise in one or a number of areas. The Area licensee will act as the head office for the area in which it operates, thereby maintaining the responsibility of using the 3@1 brand and adjusting it to fit the area in which it is situated. The Area Licensee's responsibility will also include the development, opening and running of a pilot store, bringing about coordination among all involved and providing on-going support to all associate localities.

Managerial competencies and investment capital will prove effective, however they are a prerequisite to fulfil the role of an Area licensee. One would further need to have a strong understanding for business processes, be mindful of longterm goals and be able to lead effectively.

3@1 Franchising aligns closely with each Area licensee in order to provide training and long-term support in order to develop the business and its associates.

Thanks to the nature of franchising, the Area Licensee has the chance to develop their 3@1 network with low capital investment: the system offers the chance to generate income from the sale of the licences and royalties applied to each 3@1 store operating in your territory, in addition to proceeds from the 3@1 stores run directly by the Area Licensee..

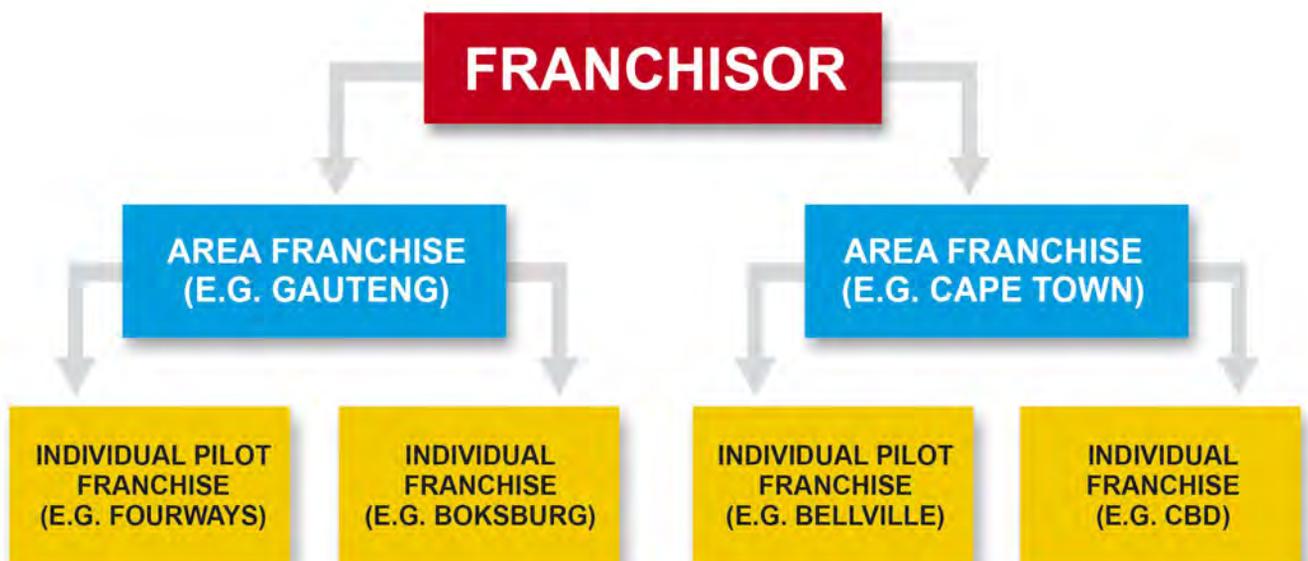




Be part of the growth and development of the 3@1 network in a certain geographic area. The Area Licensee works in close contact with the Franchisor who helps with local affiliation activities. The Area Licensee, who in turn also owns and operates one or more 3@1 stores, provides physical support and on-going assistance to the franchisees in their area.

The opportunity to begin and develop the franchise is strongly dependent on the concept and structures present in each area..

Typical Area Franchise Scenario





The first part of the process is to complete and submit a non-binding application form and C.V. for a contact interview.

For enquiries and viable areas, SMS your email address to 079 118 0766, call 086 135 9834 or email info@3at1.co.za

