

BE YOUR OWN BOSS

BUILDING, HOME, OFFICE

Kitchen Wise

Invest in the growing home improvement market

Vital Statistics

COMPANY: Kitchen Wise Designs

STARTED IN: 1992, started franchising 2005

NO OF FRANCHISES: 4

AREAS AVAILABLE: Centurion, East Rand, Bedfordview, Nelspruit, Rustenburg,

MINIMUM INVESTMENT: Type A R750 000; Type B R580 000

INITIAL WORKING CAPITAL REQUIRED: R120 000

FEES PAYABLE TO FRANCHISOR: Management service fee of 4% of turnover; national marketing levy of 2% of turnover

CONTACT: franchise@kwdesign.co.za or fax +27 86 660 8851; www.kitchenwisedesigns.co.za

BACKGROUND. Kitchen Wise Designs provides kitchens, wardrobes (BIC's), bathroom vanities and other related products for the home improvement market.

DIFFERENTIATION. Kitchen Wise Designs delivers a consistent hassle-free service by meeting its customers' requirements timeously through inspired designs and craftsmanship.

APPLICATION AND SCREENING PROCESS. After contacting Kitchen Wise Designs, prospective franchisees complete a questionnaire and have an initial meeting with the franchisor. They generate a business plan, undergo profile testing and have an interview with company directors, before the franchise agreement is signed. This opportunity does not require any previous exposure to the industry. Its success lies in a proven business model. The ideal franchisees are a husband and wife team who are driven to succeed and will be hands-on managers. They need to be computer literate, have effective communication skills and be able to motivate a sales team.

ASSISTANCE OFFERED IN TERMS OF RAISING CAPITAL? Prospective franchisees need to generate a business plan which the franchisor will ensure complies with the standards required by the financial institutions. The franchisor has access to all the major banks.

WHAT TRAINING DO YOU OFFER FRANCHISEES? Initial training prior to opening involves equipping the new franchisees with information on all aspects of the business model: marketing, design, ordering, administration, cash flow management and project management. This training spans six weeks and covers classroom and practical training. Ongoing training consists of advanced financial management, leadership and advanced sales training.

WHAT ONGOING SUPPORT DO YOU OFFER FRANCHISEES? The franchisor walks the new franchisee through the first month. Practical site inspection and installation training is provided. The franchisor's greatest ongoing support is to assist franchisees to become profitable and successful businesspeople. □

kitchen wise designs®

kitchens ~ bedrooms ~ bathrooms ~ wooden flooring



- True wealth creation
- Family business
- True Brand
- National marketing
- Proven Business Model
- ROI within first 2 years
- Ever growing Home-improvement market
- Initial Training and ongoing training
- Administration and accounting support

Kitchen wise, *investment wise*

For more information visit www.kitchenwisedesigns.co.za
or e-mail: franchise@kwdesign.co.za