



CAPRICHEM FRANCHISE INFORMATION

Become part of our family.....

Caprichem offers three formats to suit what you're looking for in a business namely:

1. Manufacture, control your own GP'S and sell via sales representatives and retail stores to the domestic and industrial market. This is a three million rand option which will include a manufacturing plant and one retail outlet.
2. Manufacture, control your own GP'S and sell via sales representatives to the industrial market. This is a two million rand option which will include a complete manufacturing plant.
3. Buy from the manufacturer, control your own GP'S and sell via retail stores to the industrial and domestic market. This is a one million five hundred rand option which will include a retail outlet.

The above are guidelines that are very flexible to suit your budget and your needs.

If you are committed to customer service, have financial resources, the will to succeed and wish to secure your future with a winning team, then join the Caprichem team now and build your own Franchise. Franchise opportunities are available on a National ly and International ly. View our map for available Franchises and become one of the leaders in the cleaning industry.



- Cape Town
- Knysna
- Richards Bay
- Upington
- Windhoek
- Beaufort West
- Port Elizabeth
- Bloemfontein
- Johannesburg
- Gaborone
- Mosselbaai
- East London
- Kimberley
- Klerksdorp
- George
- Durban
- Vryburg

Own and operate your own Caprichem or Chemical City franchise. Be in control of your own profits by buying direct or by manufacturing all your own chemical products. Maintain and operate your own retail stores. We will set up all the required equipment, hardware, software, know how, technical experience, formulations, marketing material etc to manufacture and supply chemicals to service the various industries in your territory.

For more detailed information browse through our website, view all accessories, brands, and categories.

Website address: www.caprichem.com **Contact us:** Robert@caprichem.com

If you are a serious applicant, then please complete the form below.

FORM

Have you operated your own business before?

Have you got any retail experience?

Have you got any chemical experience?

Have you got any manufacturing experience?

Have you got a possible site?

Have you got access to credit facilities?

What area are you interested in? (Indicate with X)

Cape Town	Knysna	Richards Bay	Upington	Gaborone
Beaufort West	Port Elizabeth	Bloemfontein	Johannesburg	
Mosselbaai	East London	Kimberley	Klerksdorp	
George	Durban	Vryburg	Windhoek	

What is your current occupation?

HOW IT WORKS

TERM AND RENEWAL

The initial term of an Agreement shall expire 5 (five) years from the commencement date. The Franchisee shall be entitled to renew this Agreement, provided that it has not been cancelled due to any breach by the Franchisee, for 2 (two) further periods of 5 (five) years at a time, provided that it gives the Franchisor at least 3 (three) months notice, in writing, prior to the commencement of each respective 5 (five) year period, of its intention to renew this Agreement.

INITIAL FRANCHISE FEE

The Franchisee shall pay the Franchisor an upfront fee of between 1 million (R1,000 000) and three million rand (R3,000 000) excluding Value Added Tax against the signature of the agreement by the Franchisee for the rights granted to the franchisee and for the machinery and equipment provided by the Franchisor in terms of the agreement. The initial fee is determined on the size of the plant to be erected, as well as the size of the territory.

The initial franchise fee will be used by the Franchisor, to set up the franchised business, to settle all administrative and labour charges associated with the setting up of the Business and to cover the cost of all machinery and equipment as well as travelling and training of the Franchisee and its selected employees.

FUNDS REQUIRED TO ESTABLISH THE BUSINESS

An additional amount of working capital is required for the running and maintaining the business. An average calculation can be made at approximately 40% (forty percent) of the initial franchise fee. This will include the lease of the premises from which the Manufacture Products are being manufactured and the Sourced Products are being warehoused and distributed from, any site conversion costs, décor, signage, furniture, opening stock and legal and financial charges. The working capital is also determined on the size of the plant to be erected as well as the size of the territory.

MONTHLY ROYALTY FEES

The Franchisee shall further pay the Franchisor a monthly royalty fee (plus VAT), payable in arrears, on the 7th (seventh) day of every month calculated at 7% (seven percent) of the Gross Income generated by the Franchisee during the previous month from the sales of the products. This royalty fee will be calculated in the cost of the product.

Gross Income" means revenue from the sale of all Products received by the Franchisee, whether directly or indirectly and whether cash or credit, and regardless of collection in the case of credit, exclusive of VAT, taxes or any statutory levies;

MONTHLY GROSS PROFIT

Monthly GP is dependant on what products are sold for the month. All accessories are sold at 30% for the company and 10% for the representative. (Always to be negotiated) The products are structured differently and will be discussed in more detail at a later stage. The business's average G.P. will run between 45 and 55 percent which will include the Franchisor's royalty, but exclude monthly running expenses.

FACTORY PLANT AND EQUIPMENT

The machinery and equipment required by the Franchisee for the manufacture of the Manufactured Products will be provided to the Franchisee by the Franchisor. Ownership of such equipment will pass

to the Franchisee on payment of all machinery and equipment. This fee shall be paid upfront by the Franchisee to the Franchisor. This fee is determined on the size of the manufacturing plant to be erected.

RETAIL STORES

The equipment, point of sale, shelving and signage required by the Franchisee for the distribution of the Manufactured Products, will be provided to the Franchisee by the Franchisor. Ownership of such equipment and shelving will pass to the Franchisee on payment of all equipment and shelving. This fee shall be paid upfront by the Franchisee to the Franchisor. This fee is determined on the size of the retail store to be erected.

COMPUTER SYSTEMS, SOFTWARE, INTELLECTUAL PROPERTY, KNOW-HOW AND TRADE NAMES

The Franchisor shall supply the Franchisee with a computer system, on loan, for the duration of the Agreement. The computer system in question will have the necessary and appropriate software loaded in order to ensure that the Franchisee is able to manufacture the Manufactured Products or to operate a retail store with a point of sale system. The Franchisee will pay all annual licence fees in respect of the software in question.

The Franchisor shall at all times remain the owner of the computer systems, software, Intellectual Property, Know-How and Trade Names. The Franchisor shall also loan to the Franchisee for the duration of this Agreement, one copy of a System Manual.

MANUFACTURE OF MANUFACTURED PRODUCTS

The Franchisee shall be entitled to manufacture the Manufactured Products which will be agreed upon at an approved Factory Premises utilizing the Intellectual Property and the Know-How. The size of the factory where the Products will be manufactured will be between 300 to 3000 sq meters, depending on the size of the franchise as well as the amount of Products agreed upon to be manufactured. This size will include office space, warehouse and manufacturing space. The size of a retail store will be between 200 and 500 sq meters, depending on the range of products and accessories to be stocked. The Franchisee shall be entitled to distribute the Manufactured Products from approved Retail Premises if the Franchisee is going to trade retail and with sales representatives.

TERRITORIAL RIGHTS

The Franchisor will grant the Franchisee the sole and exclusive license, within the agreed Territory, to manufacture the Manufactured Products and to market, sell and distribute the products to all industries

INDUSTRIES WE COVER

Food and Beverage, Dairy, Wine, Hospitality, Laundry, Automotive, Marine, Engineering, Construction, Retail and Contract Manufacturing. We control more than a thousand different formulations. Our motto is if we don't have it we will design and manufacture it.

COMPANY BRANDS

DUX Mighty Powerful Products. HYGENIE Magical Hygiene, WIZARD Magical Floorcare, GECO Clean Living, STALLION Car Care, DEGRASOL Engineering, FANTASIA Personal Care, EEZY BUDGET Retail. These brands have been in the industry for over seventeen years and growing stronger every day. It has been proven that the quality and the presentation of the Caprichem brands

do more than sixty percent of the sale of the product. Customers always come back for more. There are also two new brands in development; a range for retail called ROB THE HARDWARE MASTER as well as a range for pets called PAWS & CLAWS

DUTIES OF FRANCHISOR

The Franchisor shall assist the Franchisee in selecting a site for the manufacturing and distributing of the Manufactured Products as well as advising the Franchisee in negotiating acceptable lease agreements.

The Franchisor shall assist the Franchisee in selecting a site for retailing of the Manufactured Products as well as advising the Franchisee in negotiating acceptable lease agreements.

The Franchisor shall loan to the Franchisee for the duration of this Agreement, one copy of the System Manual.

The Franchisor will host a web site www.caprichem.com with a page for each Franchisee.

The Franchisor shall make available, at no charge to the Franchisee, proposed plans and specifications for the construction of the interior design and layout of the Factory Premises.

The Franchisor shall provide the Franchisee with assistance and training as is reasonably necessary. The Franchisor shall offer an initial training program to the Franchisee and to those sales, administration and production employees selected by the Franchisee who will be involved in the daily operation of the Business.

The Franchisor shall provide such initial and continuing advice and assistance to the Franchisee in the operation and promotion of the Business as is appropriate.

The Franchisor will assist the Franchisee in endeavouring to overcome problems which the Franchisee may experience in operating the Business.

The Franchisor shall conduct, when and as frequently as it deems advisable, inspections of the Distribution Premises and the Factory

The Franchisor shall supply the Franchisee with copies of all current recommended price lists in respect of the Products.

The Franchisor shall endeavour to answer as soon as is reasonably possible, any technical queries made by the Franchisee in respect of the Products.

The Franchisor shall assist the Franchisee to implement the ISO System correctly and endeavour to ensure that same becomes fully operational.

The Franchisor shall furnish the Franchisee with details of the technical requirements with which the Distribution Premises and the Factory Premises are to comply.

The Franchisor shall assist the Franchisee in marketing the Products.

The Franchisor shall supply the Franchisee with a computer system, on loan, for the duration of this Agreement.

The computer system in question will have the necessary and appropriate software loaded in order to ensure that the Franchisee is able to manufacture the Manufactured Products. The Franchisee will pay all annual licence fees in respect of the software in question.

WHAT WE PROVIDE

Assistance with site selection

A computer system with the appropriate software to manage the companies debtors, creditors, buying of raw material, quotes, sales, stock control, etc.

A computer system with the appropriate software to manage the companies' retail store's debtors, creditors, buying, quotes, sales, stock control, etc.

Formulations for all industries

Manufacturing instruction and full training to manufacture

Costing of all raw materials and a complete list of all suppliers

Complete sales training on all products for all industries

Continuous training and support on existing and new developments

All marketing manuals for various industries

A complete manual and electronic copy of all Technical and Material Safety Data Sheets

All company operating templates for invoicing, statements, picking slips reports etc.

All artwork for name badges, vehicles, business cards, banners, sign boards, light boxes etc.

All labels for all brands supplied by head office

Continuous product development for retail and industrial products

Going green, easy living solutions, part of our GECO brand