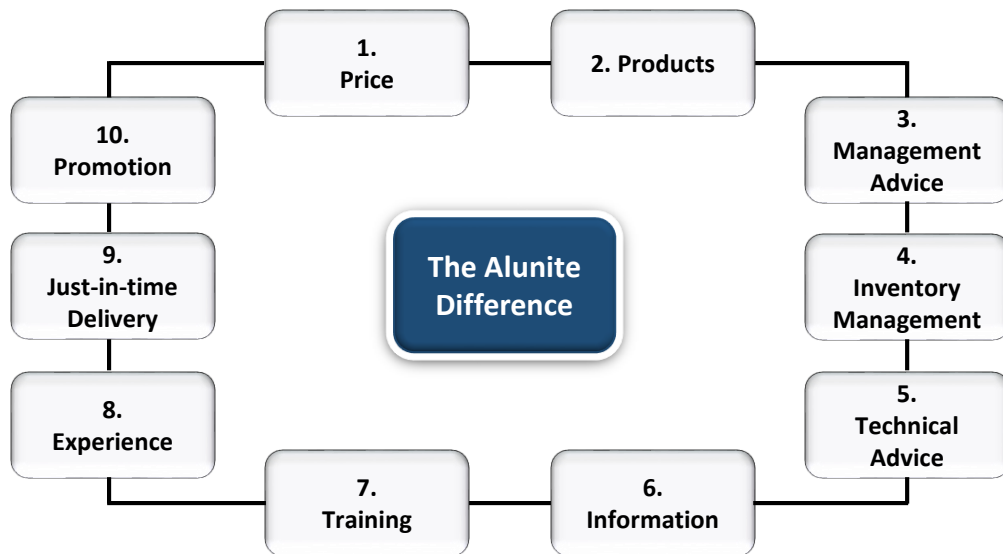


# The Menu of the factors that makes Alunite “a difference that matters”.



## 1. Price:

### • **Before & during opening of store:**

- The franchisee pays a R30 000,00 (excl. VAT) Entrance Fee to join the Alunite Franchise (AF) and thereafter a monthly royalty of 1% of turnover.
- The AF negotiates prices and discounts with the major suppliers.
- The franchisees are supplied directly from the suppliers.
- The prices that the franchisees receive will make them very competitive.

### • **After Opening:**

- The AF continuously negotiates with suppliers for:
  - Better discounts
  - Specials
  - Price adjustments for different areas and conditions.
- The AF constantly updates the pricelists and calculators (when price increases occur).

## 2. Products:

### • **Before & during opening of store:**

- The AF determines and suggests the basic range of products for every (new) store.
- The AF determines the best selling products and the stock levels based on experience.
- The products include:
  - Aluminium Extrusions
  - Hardware for the popular products
  - Glass (& mirrors)
  - Tools & Machinery

### • **After Opening:**

- The AF constantly keep in touch with all suppliers regarding and supply the franchisees and with information of any new product that might be of interest to them.

## 3. Management Advice:

### • **Before & during opening of store:**

- The AF supplies the new franchisee with the **Operations Manual (on DVD)**.

- On this **DVD** is a “1-6 Week Plan” which lists every single step to be taken before opening: e.g.:
  - Registering of (Pty) Ltd.
  - Business Plans (for bank and budgeting purposes).
  - Internal & external signage and design.
  - Displays, pamphlets, pricelists.
  - Connection of electricity, telephone, ADSL, etc.
  - Bank account.
  - Ordering of machinery.
  - Designs & ordering material for racking/shelving.
  - Printing matters (Business cards, etc.)
  - Determine stock orders and suppliers.
  - Leases & HP’s for machinery/vehicles.
  - Advertising for staff.
  - Register for VAT, PAYE and UIF.
  - Installation of machinery, etc.
- The AF helps the franchisee to design a budget and income statement that suits his needs and relevant to the area of operations.
- The AF supplies the franchisee with monthly expenses he should expect.
- If finance is required, the AF can suggest the banks with whom its an accredited franchise.
- The AF will design a suggested lay-out plan.
- A list of suppliers is provided and appointments are made to meet the new owner.
- The AF supply and help with the Credit Applications of all suppliers.
- Business Documentation is provided:
  - Letterheads
  - Request for Credit (and Surityship)
  - Wage Summary
  - Legal Documentation
  - Quotation Forms
  - Terms & Conditions of Sale
  - Powder Coating Colours
  - Mission Statement
  - Salary Advice
  - Application for Employment
  - Logo’s
  - Order Stationary from AF, etc.
  - Invoice control
  - Job Card System
  - Capability Charts
  - Ambitious Growth Plan

• **After Opening:**

- The AF monitors the franchisees’ progress. If progress is not satisfactory according to the budget plan, the LCF and the owner would meet to analyse his progress.
- The AF will be in constant touch with the franchisee to smooth out all problems relating to his business , such as:
  - Timeous delivery of his orders
  - Pricing problems
  - Staff competence
  - Timeous payments of accounts
  - Quoting methods
  - Complaints/compliments of customers.
- The AF is on call 24/7 and 365 days a year to the franchisees to assist and advise on any matter/problem that may arise.

**4. Inventory Management:**

• **Before & during opening of store:**

- The AF compiles a list of all the product (types) that will be stocked, determined by the size and location of the store.
- The AF assist in determining the maximum and minimum levels of all products.
- The AF assist with the pricing/mark-up of every product.

• **After Opening:**

- The AF will from time to time (if need be) adjust the levels as the area dictates the popularity of the product.

**5. Technical Advice:**

• **Before & during opening of store:**

- The AF gives advice regarding the site selection, size and lay-out of the building.
- The AF will design the proposed lay-out of the interior of the store.
- Will give advice regarding the choice of machinery and suppliers.
- The AF will supply pricelists to the franchisee that will include every conceivable product that will be manufactured/sold.
- The AF will make the “Calculators” (calculate the cost of every product manufactured) available to the franchisee.
- The AF will design the exterior signage and suggest the signage manufacturer/installer to be used.
- The AF will train the franchisee in using the calculators and pricelists.
- The AF will keep track/ help with the manufacturing of all the shelving, racking and counters.
- The AF will organise the delivery date of the machinery needed.

- The supervision and help with the correct installation and placement of these machines.
- The AF will ensure that the machinery is in good working order and that the owner are trained to maintain and use these machines.
- **After Opening:**
  - The AF will from time to time suggest certain lay-out changes that may benefit the store.
  - The AF will help/advise the franchisee with any problems that might occur with the machinery.
  - The AF will give technical advise regarding the design of non-standard products.
  - The AF continuously upgrades the calculators and pricelists as new products and prices come into the market.

## 6. Information:

### • **Before & during opening of store:**

The “**Operations Manual**” DVD provides a great deal of information critical for the opening of a new store:

- The AF will supply printable detailed drawings of all the fixtures and fitting the store might need.
- The franchisee will receive a document of the “Golden Rules” which will minimise his business loosing money and to survive the tough times.
- The franchisee will be provided with a complete set of Legal Documentation that will help him when employing his staff.
- A complete set of product knowledge tutorials.
- Pricelists and Calculating Programs.
- Job Card Systems.
- Budgeting Programs.
- Printable and adaptable Business Plans (based on the average performance of the 1<sup>st</sup> year’s performance of Alunite stores) is available to the franchisee, which include:
  - The estimated Establishment Costs
  - The estimated Overheads
  - The Staff Compliment
  - The value of the initial Stock.
  - The Cash flow projection for the 1<sup>st</sup> year.
  - A projected Income Statement for the 1<sup>st</sup> year.
  - A projected Balance Sheet for the 1<sup>st</sup> year
- **After Opening:**
  - Any new product and/or information will be passed on to the franchisee.
  - Any information regarding new machinery that might be relevant to the franchisee, will be communicated and/or demonstrated.
  - New prices and products from the Bulk Stores will be passed on to the franchisee immediately.
  - The franchisee will be supplied (and trained) with a comprehensive budget program where he can measure his actual performance against his expectations.
  - Documentation such as the Legal Documentation (Employment contracts, Disciplinary Procedures, etc.) are updated from time to time as circumstances and the law changes.
  - The AF will communicate the latest trends in our business to the franchisees and the recommended changes that has to take place in the branches.

## 7. Training:

### • **Before & during opening of store:**

- The AF will train the franchisee in using the Pricelists and Calculator programs.
- Training on how to use the Quotation Form and the Clip-Art.
- Training on how to use (and the importance of) the Budgeting program.
- How to increase profitability/margin.
- Training provided how to use and maintain machinery.
- Comprehensive “**Operations Manual**” training, which includes:
  - Product Knowledge Tutorial Training:
    1. Window Comparisons
    2. Casement Windows 28 & 30.5
    3. Horizontal Sliding Windows
    4. Hinged Doors
    5. Patio Doors (domestic)
    6. Patio Doors (heavy duty)
    7. Vistafold (sliding/folding) Doors
    8. Louvres
  - Technical & Manufacturing Information
  - Product Catalogues
  - Product Marketing File
  - How to use the Price List Program.
  - The value and how to use the Calculators.
  - Quoting methods
  - Capability Charts
  - Job Card Systems
  - Invoicing

- 9. Glass
- 10. Solarvue & Solarshield
- 11. Glass Weight Calculator
- 12. IG Glass & Spacer Calculator
- Branding & Advertising
- Staffing the business
- Salary/Wage Advice & Control
- Services we provide

• **After Opening:**

- The AF provides training of new products as it becomes available.
- The AF continually provides assistance and advice regarding any problem or obstacle the franchisee may experience.

**8. Experience:**

• **Charles Fleming:**

- Teacher from 1979 – 1989
- Actively involved in building industry
- Qualified draughtsman
- Bought a Lumber City Franchise in Montague Gardens in September 1989
- Opened a Glass & Aluminium store in 1990
- Opened another 3 Lumber City stores in the following 4 years.
- Bought the Lumber City Franchise in 1994
- Established the Lumber City Franchise Office in 1997, concentrating solely on the expansion of the Franchise.
- Instrumental in opening the first Alunite store in Montague Gardens in 2006.
- Established the Alunite Franchise in 2009.

• **Jonathan Fleming:**

- Actively involved in building/renovating industry
- Opened/owned Alunite Montague Gardens in 2006
- Opened/co-owned Alunite Killarney Gardens in 2008
- Opened/owned Alunite Parow in 2010
- Joined the Alunite Franchise Office in 2011
- Instrumental in the opening of all the Alunite franchised stores.
- Managing member of Alunite CC t/a Alunite Franchise in 2015

- Both Charles & Jonathan have years of experience in the glass & aluminium industry.
- Years of experience in the franchising industry.
- Both have perfected the requirements and procedures to open a new Alunite franchise.
- With the experience acquired whilst managing their own very successful Alunite and other glass & aluminium stores, they have the knowledge of what it takes to make a business successful.

**9. Just-in-time Delivery:**

- The Alunite franchisee will be supplied by national suppliers nearest to their branches.
- This would ensure smaller and more frequent loads.

**10. Promotion:**

- The AF will see to it that the franchisee get promotional material such as banners, wall charts, leaflets and samples of various products before his store opens.
- The AF have continuous discussions with suppliers to source new innovative promotional material.

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*If you don't make a difference  
you don't matter.*

*The Alunite Franchise  
makes a difference.*