



PROSPECTUS

EVERYTHING ELECTRICAL



FASTEST GROWING ELECTRICAL RETAIL FRANCHISE

ACDC Express is an electrical retail franchise, specialising in everything electrical. Established in 2007, our core focus is to provide customers with quality electrical solutions.

We offer a full turn-key solution and a unique concept store that provides customers with a convenient and versatile shopping experience, allowing customers to browse at leisure in what is effectively an electrical 'supermarket'. In addition, ACDC Express actively participates in adding value to the customers by not only meeting customer expectations through superior customer service, but continuously offering excellent after sale service.

Our independently owned stores are primarily supplied by ACDC Dynamics, which boasts a product range of over 80 000 individual items. These products are crucial in daily operations within the home, office and factory. This automatically creates a great and continuous demand for these products.

The growth and success of the ACDC Express Franchise Group is attributed to 2 basic principles, which form the cornerstone of the business: Customer Relationship Management and maximising business efficiency.

BENEFITS OF BEING A FRANCHISEE

WHAT KIND OF SUPPORT WILL I RECEIVE?

In terms of the franchise network and the Franchisor's ongoing commitment to its network of growing franchisees, ACDC Express Franchising will honor its obligations in the following manner:

- Recruitment and selection of franchisees.
 - Approval of sites (approval of lease).
 - Advisory role in terms of store set up.
 - Provide project plan, site specifications and where applicable, preferred contractors.
 - Training of the franchisee.
 - Assistance with the initial recommended order.
- Additional responsibilities to be taken care of by the franchisor:
The franchisor shall provide the franchisee with advice and consultation of the following:
- i. Initial set-up requirements;
 - ii. The location of the premises;
 - iii. Internal and external signage for the premises;
 - iv. ACDC Franchise's systems;
 - v. The launch of the business whereby the cost will be incurred by the franchisee;
 - vi. Advice on the management and accounting aspects of the business;
 - vii. Advice regarding the layout, fixtures and fittings of the premises selection of equipment, and computer hardware and software. The costs thereof is to be funded by the franchisee;
 - viii. ACDC Franchise undertakes to provide the franchisee and its staff with adequate training to enable the staff to meet the requirements of the agreement and manuals. Should certain parties not meet the required competency levels of ACDC Express it shall inform the franchisee accordingly;
 - ix. ACDC Franchise will provide the franchisee with a manual(s) specifying certain policies and procedures the franchisee is required to adhere to in the management and operation of the business.

ONGOING OBLIGATIONS OF THE FRANCHISOR TO ITS FRANCHISEES:

Marketing
Building the brand
Ongoing training
Research and development
Sourcing new products
Approval of secondary suppliers
Supplier quality control
Benchmarking on performance
Field service systems
Examine management accounts from the franchisees on a monthly basis
Communication: initiatives as specified
Systems development
Approval of local marketing initiatives



OUR EXISTING FRANCHISES



ACDC EXPRESS **ALBERTON**



ACDC EXPRESS **BALLITO**



ACDC EXPRESS **BELLVILLE**



ACDC EXPRESS **BOKSBURG**



ACDC EXPRESS **BRAKAPAN**



ACDC EXPRESS **BURGERSFORT**



ACDC EXPRESS **CENTURION**



ACDC EXPRESS **FOURWAYS**



ACDC EXPRESS **KLERKSDORP**



ACDC EXPRESS **KIMBERLEY**



ACDC EXPRESS **LICHTENBURG**



ACDC EXPRESS **MIDDELBURG**



ACDC EXPRESS **MIDRAND**



ACDC EXPRESS **NELSPRUIT**



ACDC EXPRESS **NEWCASTLE**



ACDC EXPRESS **PAARL**



ACDC EXPRESS
PIETERMARITZBURG



ACDC EXPRESS **POLOKWANE**



ACDC EXPRESS **PORT ELIZABETH**



ACDC EXPRESS **RICHARDS BAY**



ACDC EXPRESS **RUSTENBURG**



ACDC EXPRESS **SECUNDA**



ACDC EXPRESS **SOMERSET WEST**



ACDC EXPRESS **SILVERTON**



ACDC EXPRESS **STRIJDOM PARK**



ACDC EXPRESS **STRUBENS VALLEY**



ACDC EXPRESS **TZANEEN**



ACDC EXPRESS **WITBANK**



ACDC EXPRESS **WORCESTER**

HOW DO I BECOME A FRANCHISEE?

The franchisee selection process is detailed and thorough, simply because we want to ensure that we have recruited the right personality to join our franchisee network and also to help us grow the ACDC Express brand successfully. Below is a step by step breakdown of the recruitment process.

LEAD

- Obtain the initial application form and confidentiality, non-use and non-disclosure agreement from Franchise

Head Office.

- Tel: (010) 020 7721
- Email: sales@infinitybrands.co.za
- Complete initial application form and submit.



DISCOVER & DIAGNOSE

- Obtain and complete full application form.
- Complete questionnaire and submit.
- Complete franchise assessment interview.
- Submit business plan (a business plan guideline is sent).



There are 6 stages remaining at this point.



INVESTMENT INFORMATION

Large Store Investment Breakdown		Standard Store Investment Breakdown	
Upfront Franchise Fee	R 180 000.00	Upfront franchise fee	R 180 000.00
Shop Set Up	R 2 200 000.00	Shop Set Up	R 1 580 000.00
Peugeot Boxer (Optional)	R 390 000.00	Peugeot Partner (Optional)	R 230 000.00
Stock	R 2 500 000.00	Stock	R 1 500 000.00
Marketing	R 180 000.00	Marketing	R 180 000.00
Working Capital/Overdraft	R 800 000.00	Working Capital/Overdraft	R 600 000.00
Total Cost	R6 250 000.00	Total Cost	R 4 270 000.00
<ul style="list-style-type: none"> • This store requires a retail location between 500m - 700m. • The type one store is best suited for larger areas. • We guarantee that another Express store will not be opened within an 7km radius. • This store has a higher staff requirement that houses all operational staff. • 75% of the store is retail. 		<ul style="list-style-type: none"> • This store requires a retail location between 200m - 400m. • The Express mini store is best suited for smaller areas such small towns. • Priority will be given to existing Express store owners. • This store has a minimum staff requirement. • 90% of store is retail. 	

*Note: All costs as listed above are estimates and are subject to change

*Note: For International Franchises, all costs listed above will be subject to currency exchange rates and will carry additional legal fees.

The total investment varies and is to be confirmed per area of application. The unencumbered cash contribution required should be a minimum of 50% of the total cost. This will be negotiated with the relevant financial institution at the applicable point in the Recruitment and Selection Program.

Note: All costs shown are indicative and subject to change and are exclusive of VAT. Working capital will be required to carry the new business for at least 6 to 9 months. This will vary from franchisee to franchisee and from business to business. We also will assist you in calculating the working capital requirement for your business through the compilation of cashflow projections, and the likes of.



CONTINUING MANAGEMENT SERVICE FEE

The following management service fees in respect of gross monthly income of the Franchisee shall apply:

Gross monthly income (Rands excl. VAT)	Percentage of gross income payable
R0 - 1 000 000	4%
R1 000 000 - R2 000 000	3%
R2 000 000 - R4 000 000	2%
R4 000 000 and above	1.8%

DISTRIBUTION REACH - TARGET MARKETS

PRIMARY

← END USER →



- AGRICULTURAL
- AUTOMOTIVE
- CORPORATE / COMMERCIAL
- ELECTRICAL
- ENTERTAINMENT
- EDUCATION
- HOSPITALITY
- PETROCHEMICAL
- PUBLIC SECTOR
- MANUFACTURING
- MEDICAL
- MINING / MINERAL PROCESSING
- RETAIL (DIY)

← CONTRACTORS →



- AIR CONDITIONING / REFRIGERATION
- AUTOMOTIVE
- BUILDING / SHOPFITTER
- ELECTRICAL
- GENERAL
- IRRIGATION / PUMPS
- LIGHTING
- MINING / MINERAL PROCESSING
- PETROCHEMICAL
- SECURITY
- SERVICE
- SIGN-WRITING
- SOLAR



OUR MARKETING EFFORTS

The ACDC Express brand is backed by a dynamic and motivated marketing team that is committed to creating awareness and excitement around each store, as well as maintaining a strong brand presence within the market.

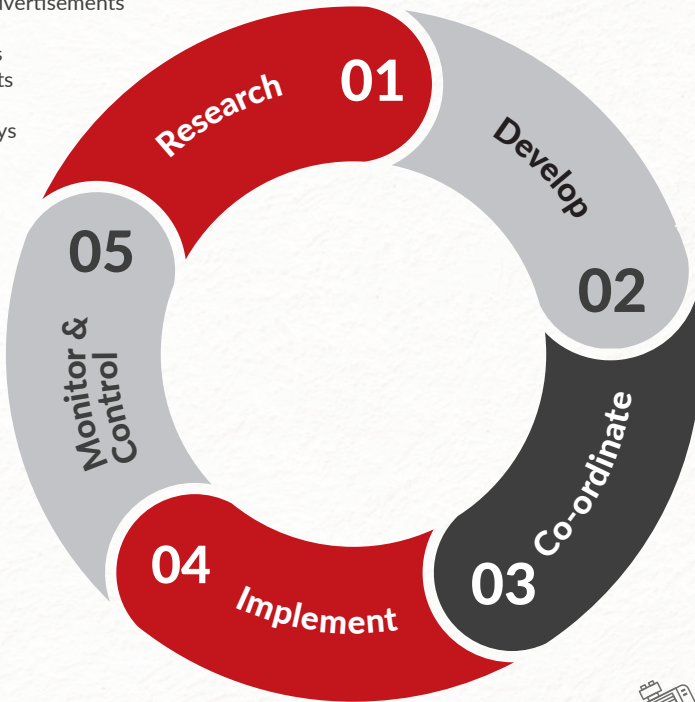
OUR MARKETING EFFORTS ARE EXECUTED ON TWO LEVELS:

National:

- Print
- Radio
- Exhibitions
- Social media
- Online marketing
- Monthly Specials

Local:

- Community publications
- Street pole advertisements
- Sponsorships
- Charity drives
- Corporate gifts
- Launches
- Customer Days



AVAILABLE FRANCHISE LOCATIONS

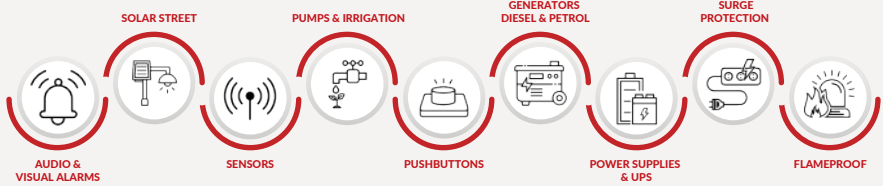
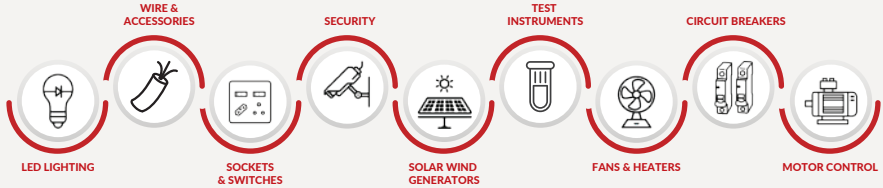
	GAUTENG	KWAZULU - NATAL	WESTERN CAPE	FREE STATE
PRETORIA	Metro Area	Metro Area	Metro Area	Metro Area
	Wonderboom	Hillcrest	Durbanville	North Ridge
	Sammy Marks Square	Pinetown	Kuilsriver	Loch Logan
	Menlyn	Umgeni	N1 City	Showgate
	Faerie Glen	Durban (CBD)	Parklands	Non-Metro Area
	Gezina	Durban South	Kenilworth	Bethlehem
	Garsfontein	Chatsworth	Tokai	Welkom
	Silverlakes	Amanzintoti	Non-Metro Area	
	Kempton Park	Non-Metro Area	Stellenbosch	
	Hyde Park	Port Shepstone	Langebaan	
JOHANNESBURG	Krugersdorp	Scottsburgh	George	
	Rosebank	Ladysmith		
	Helderkruijn			
	Germiston			
	Johannesburg (CBD)			



EASTERN CAPE	MPUMALANGA	NORTHERN CAPE	LIMPOPO	NORTH WEST
Metro Area Vincent East London (CBD) Moffet	Non-Metro Area Ermelo Acornhoek	Non-Metro Area Kimberley	Non-Metro Area Lephalale Thohoyandou Louis Trichardt	Non-Metro Area Brits Hartbeespoort Potchefstroom Klerksdorp
Non-Metro Area Mthatha King Williams Town Jeffrey's Bay				



Join the ACDC Express family. Own your very own franchise today!



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