



PROSPECTUS



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ENTRANCE



ACDC
EXPRESS
EVERYTHING ELECTRICAL

Protect Yourself
We're all in this together

PLEASE FOLLOW THESE PREVENTATIVE MEASURES

1M
Social Distancing

Save the Your Hands

Clean & Disinfect

Cover Coughs & Sneezes



1.2. More About Us

VISION STATEMENT

To be the preferred electrical retailer.

MISSION STATEMENT

To be the best solutions-driven electrical retailer. Focused on customer service and convenience to ensure electrical needs are satisfied.

RESPECT

Listening to Understand
Communicating with a clear intent
Giving thought to decisions

INTEGRITY

Proving that our word is our bond
Supporting our teams unconditionally
Taking ownership of our responses
Being consistent and taking action

CUSTOMER FOCUS

Inspiring loyalty
Striving for NPS10
Producing work of value

HAVING FUN IN THE PROCESS!

1.3. CUSTOMER SEGMENTS

Contractor

- Retain large and small customers.
- Promote interest and awareness within the contractor business market.

End-user

- Promote interest and awareness within the market.
- Direct end users to the store.

Retail Customers

- Retail or DIY customers buy small quantities and the product usage would be by the consumer or his/her family members or friends.
- They are generally seeking alternative energy, lower and cost- effective electric bills

Manufacturers

This category includes original equipment Manufacturers/Panel Builders.

The following are priorities for Manufacturers:

- Produce high quality products at competitive pricing.
- Strategic partnership will ensure a successful business model.
- Having an account with ACDC Express is a key part of doing business.



1.3. CUSTOMER SEGMENTS

Resellers

Buy in small, medium and large quantities and the product usage would be used by:

- Electrical Wholesaler Stores
- Stockist Stores
- Distributor Stores
- Specialist Stores
- Hardware Stores
- Retail Stores
- Cooperative Organisations

Consultants

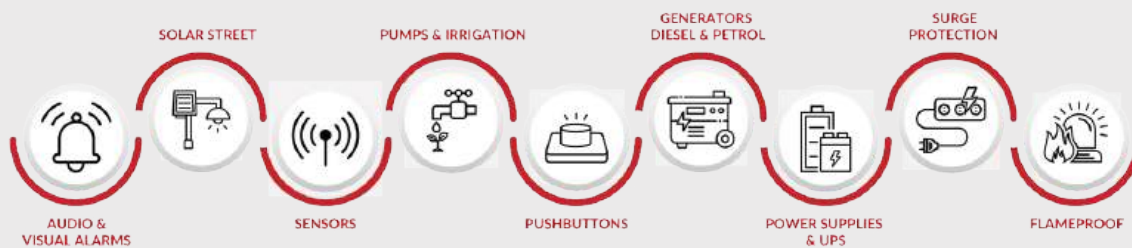
The consultants we work with include Engineers, Architects, Designers, and Interior Decorators

Their purchasing decisions are based on the following:

- Quality dictates and price is not a real issue.
- Focus on aesthetics and variety.
- “My client deserves the best.”



1.4. PRODUCT RANGE



1.5. OUR BRANDS

3M  **arnocanali** **AuCom** **Autonics**

BLUE NOVA
energy



TC **C&S**
electric

ARDIG

ÅKERSTRÖMS

Chorus

auer

COMEPI

DATALOGIC
THE VISION IS YOURS

EFAPEL

EMKO

ERICO

FLUKE

Gwwe

GEWISS

HUAWEI

KATKO

MASTECH

MOEL

O.ERRE

Palazzoli
Leading Electrotechnology

QUADRIALIA

ravioli

ORBIS

RHOMBERG

SALTEK

Televes

**RE
LE ITALIANA
RELÉ**

VACON

zaMeL **Get**

TERASAKI
Innovators in Protection Technology



1.6. EXISTING FRANCHISES

ACDC Express Alberton
ACDC Express Ballito
ACDC Express Bellville
ACDC Express Bloemfontein
ACDC Express Boksburg
ACDC Express Brits
ACDC Express Centurion
ACDC Express Eswatini
ACDC Express Fourways
ACDC Express Gezina
ACDC Express Hartbeespoort
ACDC Express Hermanus
ACDC Express Kempton Park
ACDC Express Longmeadow
ACDC Express Middelburg
ACDC Express Nelspruit
ACDC Express Newcastle
ACDC Express Paarl
ACDC Express Paarden Eiland
ACDC Express Pietermaritzburg
ACDC Express Port Elizabeth
ACDC Express Potchefstroom
ACDC Express Richards Bay
ACDC Express Richmond Park
ACDC Express Rustenburg
ACDC Express Secunda
ACDC Express Silverlakes
ACDC Express Somerset West
ACDC Express Strijdom Park
ACDC Express Strubensvalley
ACDC Express Umhlanga
ACDC Express Vaal
ACDC Express Vredenberg
ACDC Express Waterfall
ACDC Express Witbank
ACDC Express Woodmead
ACDC Express Worcester



1.7. AVAILABLE FRANCHISE LOCATIONS

	GAUTENG	KWAZULU - NATAL	WESTERN CAPE	FREE STATE
PRETORIA	Metro Area Sammy Marks Square Faerie Glen	Metro Area Hillcrest Pinetown Umgeni	Metro Area Durbanville Kuilsriver N1 City Kenilworth	Metro Area North Ridge Loch Logan Showgate
JOHANNESBURG	Garsfontein Krugersdorp Helderkruijn Germiston Johannesburg Waterfall	Durban (CBD) Durban South Chatsworth Amazintoti	Tokai	Non-Metro Area Bethlehem Welkom
		Non-Metro Area Port Shepstone Scottsburgh Ladysmith	Non-Metro Area Stellenbosch	

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



1.8. ACDC EXPRESS ENVIRONMENT



1.10. 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 obligation 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 signature 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 are 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:

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

1.11. FRANCHISEE SELECTION PROCESS

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:



1.11. FRANCHISEE SELECTION PROCESS



1.12. INVESTMENT INFORMATION

Large Store Investment Breakdown		Standard Store Investment Breakdown	
Upfront Franchise Fee	R 200 000.00	Upfront Franchise Fee	R 200 000.00
Shop Set up	R 4 215 000.00	Shop Set up	R 3 014 000.00
Peugeot Boxer*	R 599 900.00	Peugeot Boxer*	R 449 900.00
Stock	R 3 200 000.00	Stock	R 2 000 000.00
Marketing	R 180 000.00	Marketing	R 180 000.00
Working Capital/Overdraft	R 900 000.00	Working Capital/Overdraft	R 650 000.00
Total Cost	R 9 294 900.00	Total Cost	R 6 493 900.00
<ul style="list-style-type: none"> • This store requires a retail location between 500m² and 700m² • The type one store is best suited for larger areas • We guarantee that another Express store will not be opened within 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 350m² and 500m² • The standard store is the ideal size for setting up your first ACDC Express franchise • As a secondary store, an Express mini store can be opened. This is best suited for areas such as small towns • Priority will be given to existing Express store owners • This store has a minimum staff requirement. • 75% of the store is retail • The standard store is the ideal size for setting up your first ACDC Express franchise 	

*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

*Note: The delivery vehicle (Peugeot Boxer/Partner or equivalent) needs to be supplied by the franchisee

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.

1.13. CONTINUING MANAGEMENT SERVICE FEE

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

Gross monthly Income (Rands ex. 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

1.14. OUR MARKETING EFFORTS

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

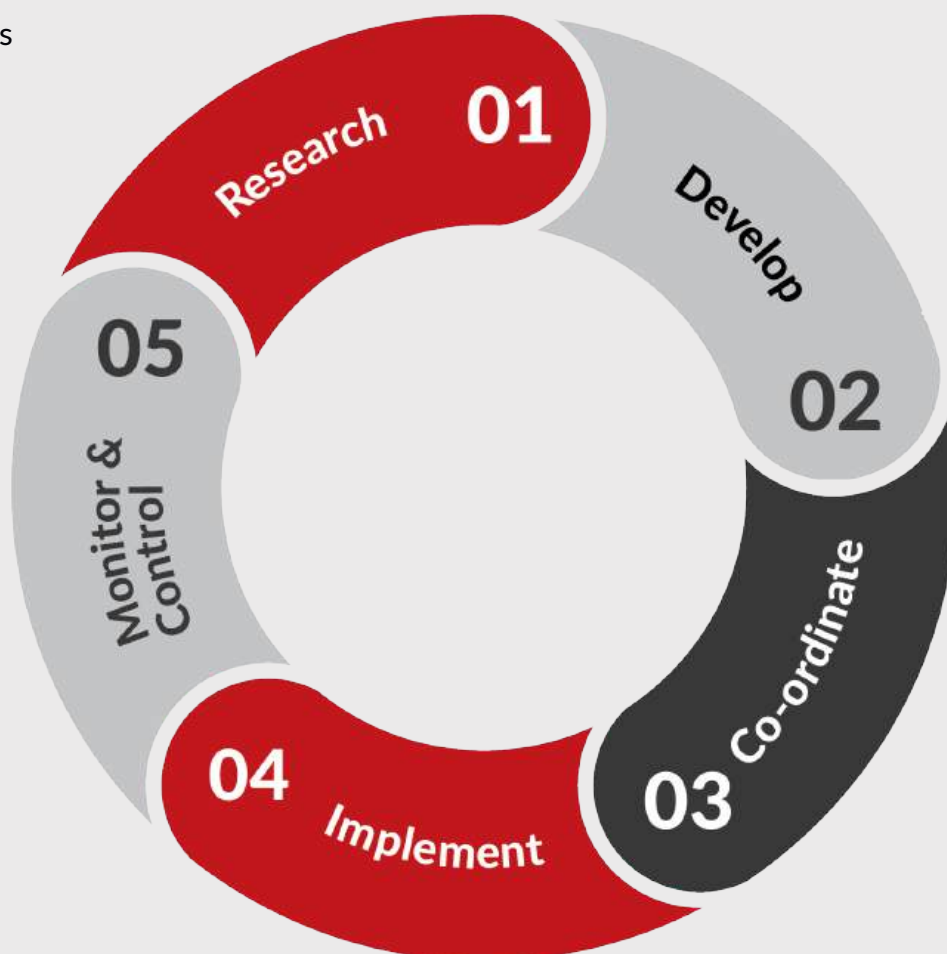
OUR MARKETING EFFORTS ARE EXECUTED ON TWO LEVELS:

National

- Print
- Radio
- Exhibitions
- Social Media
- Online Marketing
- Monthly Specials

Local

- Community publications
- Street Pole Advertisements
- Sponsorships
- Charity drives
- Corporate gifts
- Launches
- Customer Days



1.15. FREQUENTLY ASKED QUESTIONS

Q: WHAT SIZE OF THE STORE IS NEEDED?

A: This will depend on the location in question. Some regions will require a large store, while others can accommodate a smaller one. More information will be provided after registration.

Q: CAN THE FRANCHISE SELL ANY BRANDS OTHER THAN THAT OF ACDC?

A: No, ACDC Dynamics will be the primary supplier of the brands to be sold. Secondary suppliers will need to be nominated by the franchise.

Q: WILL ACDC FRANCHISE FIND A LOCATION FOR ME TO LEASE?

A: No, ACDC Franchise will provide you with site selection guidelines that will assist you in finding the ideal location to open your store. It's suggested to identify at least three possible sites in case the first one does not qualify.

Q: WHAT IS ACDC FRANCHISE'S DISCOUNT STRUCTURE?

A: As the recruitment process continues, this information will be made available. It must be said that the discount structure is attractive and favourable.

Q: IF I REGISTER AS AN INTERESTED APPLICANT, AM I FINANCIALLY COMMITTED?

A: Not at all. The process of registering merely shows your interest in the possibility of becoming a future franchisee. There is no financial commitment when registering.

Q: ONCE THE FRANCHISE AGREEMENT HAS BEEN SIGNED HOW LONG WILL IT TAKE BEFORE I CAN OPEN MY STORE AND BEGIN TRADING?

A: 3 months. To open and begin trading can take up to three months. This is primarily because of the branding requirements of the store, packing stock and any renovations the store may require.

Q: CAN I TAKE INITIATIVE AND MARKET MY STORE LOCALLY?

A: Yes, you are encouraged to locate and take part in possible marketing opportunities in your local area. All artwork for this will need to be designed and approved by the head office to ensure brand integrity.


Q: WHAT IF THE AREA I'M INTERESTED IN IS NOT IN THE PROSPECTUS?

A: Other areas will be taken into consideration when required. After an intensive analysis has been done, a decision will be made by the head office.




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



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