

SINCE 2003

ALL-IN-ONE DIGITAL AGENCY

Web Devine has been in existence since 2003, operating from our office in Magalieskruin, Pretoria. We have also recently opened a second branch, which is situated in the Western Cape.

**TRIED
&
TESTED**



02

UNMATCHED



WHY WEB DEVINE?

We are a complete one-stop shop for all your web design, web and email hosting, online advertising, branding, marketing consulting, and app development needs.



OUR WORK IS OUR PRIDE

When we build websites, craft online marketing campaign or web apps, it has to meet the unique requirements of the client.

01

INVEST IN YOUR SUCCESS

Web Devine is a full service website design and digital advertising firm that specializes in growing your business.



OUR PURPOSE

Our purpose is "To create superior value for our customers, shareholders and other stakeholders".

FRANCHISEE SUPPORT 03

Web Devine supports franchisees by providing intensive training to ensure that each franchise meets its financial expectations.



WWW.WEBDEVINE.CO.ZA

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0861 99 99 12





WebDevine

GENERATING LEADS SINCE 2003

FRANCHISE

OPPORTUNITY GUIDE

SINCE 2003 we've been building websites that serves as the competitive edge in businesses. We build our clients a complete website and add our marketing touch to assist them to bring in traffic and convert them to sales.

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ABOUT

Web Devine is a full-service website design and digital advertising firm that specializes in growing businesses. Our design and development services are cutting edge, and our results are unmatched. In a time where digital proficiency matters more than ever, we are the partner businesses are looking for.



SJ VAN LOGGERENBERG

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OVERVIEW

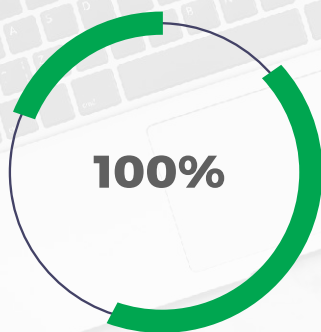
WHERE IT STARTED

The Company started by offering web design services but has since extended its service offering to include website maintenance, copywriting and blogging, website development, domain registration, hosting, SSL Certificates, Google advertising, search engine optimisation, social media marketing and advertising, marketing consulting, graphic design (branding), app development, printing, and many other services.

SUPPORT TO FRANCHISEES

Web Devine supports franchisees by providing intensive training to ensure that each franchise meets its financial expectations, and that the franchise system standards are understood and, most importantly, adhered to.

WEB DESIGN HOSTING, DOMAINS, ETC.



DIGITAL ADS & SOCIAL MEDIA MANAGEMENT



BRANDING GRAPHIC DESIGN & PRINTING



We develop basic websites, to a complete state-of-the-art concept that is optimised for smart phones and tablets. We also specialise in content management systems, online payment facilities, website, and email hosting, etc.

If you're looking to make your website a competitive edge in your business, we will build you a complete website and add our marketing touch to help you bring in traffic and convert them to sales.

INTRODUCTION

CREATING SUPERIOR VALUE **01**

Our purpose is “To create superior value for our customers, shareholders and other stakeholders”. All outlets are required to adhere to individual standards for methods of operation, service levels, management, profitability and continuous training of staff.

INTENSIVE TRAINING **02**

Web Devine supports franchisees by providing intensive training to ensure that each franchise meets its financial expectations, and that the franchise system standards are understood and, most importantly, adhered to.

WHAT ARE THE BENEFITS?

Our franchisees receive several important benefits directed at ensuring success and gaining a competitive edge in the marketplace: **03**

- Although the franchisee starts a new business, with the existing brand he or she will be able to develop a loyal following in a short period of time.
- The franchisee retains some level of independent ownership on an operational level and regarding operations, while being able to rely on the support of Web Devine.
- An established and credible brand.
- The required systems and procedures for effective management and control.
- Ongoing and effective advertising.

VALUE PROPOSITION

WHAT WE OFFER

EXPERIENCE

Our management team has extensive hands on and strategic experience to ensure that your business succeeds from month one.

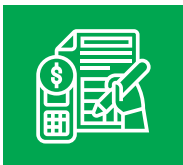


FRANCHISEE SUPPORT

We help our franchisees, new or experienced, to establish their low overheads, work from home office, kick-start marketing, securing key accounts and offering ongoing business coaching that leads to sustainable business growth..

MARKETING

Our comprehensive and professional portfolio will make it easy for franchisees to secure business. The franchisor gives assistance with the development of products/services.



ADMIN SUPPORT

The admin back office of the franchisee can be taken care of by the Franchisor, creating an opportunity for the franchisee to save cost and making valuable time available for marketing and sales.

ADVERTISING

The services of Web Devine are advertised on an ongoing basis and the main emphasis of the advertising campaigns are via Google Ads and social media marketing & advertising.



DECREASING FRANCHISE MANAGEMENT FEES

The more our franchisees earn the less Franchise Management Fees they will pay. This means that the larger the turnover, the smaller the percentage of the Franchise Management Fee payable becomes. We don't penalise our franchisees for their success.

SALES SUPPORT

We offer personalised support for any franchisee that struggles to reach their sales targets. We assist our franchisees in implementing sustainable business plans and marketing strategies to drive leads and sales through their doors. We also offer refresher and ongoing training to each franchisee that joins our network.



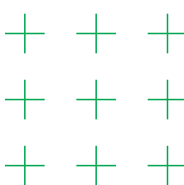
QUOTES AND ORDERS

We have implemented a highly effective Quoting and Invoicing/Billing System.

BUSINESS COACHING

As a prospective Franchisee you have at your disposal an experienced team that will partner with you, from initiation to completion.

The training includes: Brand standards manual and training manual assistance with the advertising for and interviewing of new applicants. Training courses run for a period of 4 to 5 days. The training programme is on-going and refresher courses are always available.



OUR WORK IS OUR PRIDE

When we build websites, craft online marketing campaign or web apps, it must meet the unique requirements of the client.

Our creative team designs numerous types of websites and web applications, and we have tailor made packages to cater for everyone's taste.

Anywhere from a basic website, to a complete state-of-the-art concept that is optimised for smart phones and tablets.

We also specialise in content management systems, online payment (e-commerce) facilities, customised learning management systems and email hosting, etc.

A FEW OF OUR LOYAL CLIENTS



Being in the web design & development, web hosting, online advertising, and branding industry for so many years has allowed us to build quality and long-standing relationships with our clients.

We pride ourselves in being at the top of our game, and as our clients have come to learn; "You get what you pay for at Web Devine. Do it right the first time, don't waste money on empty promises!"



FRANCHISE AGREEMENT

01

The right to use the brand name and associated intellectual property within the brand guidelines set out by Web Devine.

Joining fee – it grants the Franchisee access to the network and its intellectual property, as well as entitling the Franchisee to receive initial training and assistance in all facets of setting up the business. Initial training in all facets of operating the business:

- Help with finding and entering into agreement with sub providers for additional services e. g, print and support services e.g. courier services.
- Assistance with staff recruitment and training.
- Assistance with a launch strategy which will have as its main aim the branding of premises, branding of vehicles and an initial advertising campaign through Google, Facebook and Instagram.

SUMMARY OF RESTRICTIONS OF THE FRANCHISEE

02

TERRITORIAL

The Franchisee will not be entitled for a period of 2(two) years after termination of the franchise agreement to own, operate or have any interest, direct or indirect, in the ownership or operation of any similar outlet within a radius of 50 (fifty) kilometre from the premises.

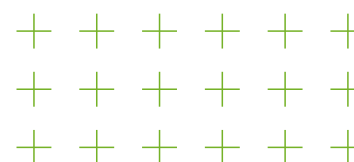
The Franchisee shall not be entitled to sell, alienate or part with possession of the business or any of the assets of the business franchised in terms of the agreement to any person. Nor should the Franchisee, be it a company or close corporation, permit the disposal or any share or interest in such company or close corporation without the prior written consent of Web Devine, and always subject to the Franchisor's right of first refusal.

ASSIGNMENT

The Franchisee shall not be entitled to cede or assign his rights, duties and obligations in terms of the franchise agreement without the prior written consent of the Franchisor.

INVOLVEMENT IN RELATED BUSINESS

The Franchisee shall not own, operate, or have any interest, directly or indirectly, in the ownership or operation of any other outlet, other than the outlet operated in terms of the franchise agreement, without the prior written consent of the Franchisor.



SUMMARY OF TERMS & CONDITIONS RELATING TO TERMINATION & RENEWAL

03 **TERMINATION**

The franchisee has a right to cancel the agreement by giving notice, in writing, within ten business days after signing. No costs or penalties will be imposed should the prospective franchisee walk away.

Web Devine is entitled to cancel the franchise agreement upon breach by the Franchisee of any of the terms and conditions of the franchise agreement, and after failure by the Franchisee to remedy such breach after having been given the opportunity to do so by the Franchisor, in terms of the franchise agreement. The Franchisor can claim all monies owing to it by the Franchisee, as well as any damages that it suffers as a result of the cancellation of the franchise agreement.

Upon termination of the agreement:

- All monies owing by the Franchisee to the Franchisor shall become due and payable.
- The Franchisee shall immediately cease to use or permit the use of the name or any other name or symbol referred to in the franchise agreement, and will forthwith surrender to all paper, goods and advertising material bearing any such name or symbol.
- The Franchisee shall be precluded from making use of any written object whatsoever which would lead to an impression that there is any connection or relationship between the Franchisee and Web Devine
- The Franchisee shall be precluded from holding out verbally, or otherwise, that any connection or relationship between the Franchisee and Web Devine still subsists.
- Web Devine and the Franchisee shall be entitled to make it known, in such manner as either or both shall deem fit that the franchise agreement is of no force or effect whatsoever.

RENEWAL OF FRANCHISE AGREEMENT

Upon renewal, the Franchisee would enter into a new franchise agreement, the terms of which would be renegotiated with Web Devine.

KNOWLEDGE & EXPERIENCE

Web Devine will make available to the Franchisee the benefit of its specialised knowledge and experience in the operation of the business.

TRAINING

Complete training of the Franchisee's employees.

TRADING

To provide other assistance that Web Devine may deem necessary or required by the Franchisee for the establishing, training and operating of the outlet; including general advice, information as to items available for re-selling, advice on advertising, instruction in product purchasing and handling, record keeping and general administration.

It is important to note that the included cash flow projections in no way represent any form of guarantee or undertaking by the Franchisor to the Franchisee that any figures set out herein will be achieved.

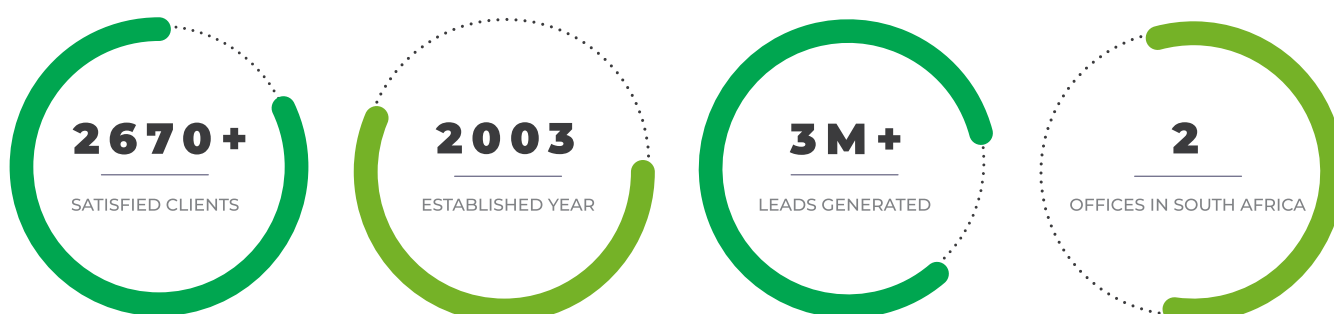
MAIN EXPENSES

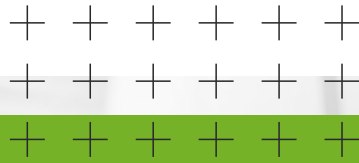
Main expenses headings which will impact directly on the Net Profit of the business are:

- Salaries
- Sub-contractors
- Royalties
- Advertising
- Computer
- Telephone
- Rent (if applicable).

Two parties, being the franchisor and franchisee, respectively: (a) in which, for consideration paid, or to be paid, by the franchisee to the franchisor, the franchisor grants the franchisee the right to carry on business within all or a specific part of the Republic under a system or marketing plan substantially determined or controlled by the franchisor or an associate of the franchisor; (b) under which the operation of the business of the franchisee will be substantially or materially associated with advertising schemes or programmes or one or more trademarks, commercial symbols or logos or any similar marketing, branding, labelling or devices, or any combination of such schemes, programmes or devices, that are conducted, owned, used or licensed by the franchisor or an associate of the franchisor; and (c) that governs the business relationship between the franchisor and the franchisee, including the relationship between them with respect to the goods or services to be supplied to the franchisee by or at the direction of the franchisor or an associate of the franchisor.

Cooling-off period in terms of which a franchisee may cancel a franchise agreement.





WebDevine

GENERATING LEADS SINCE 2003

Stop wasting money on empty promises and start investing in your business. Our digital advertising skills will help you reach your online marketing goals.



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