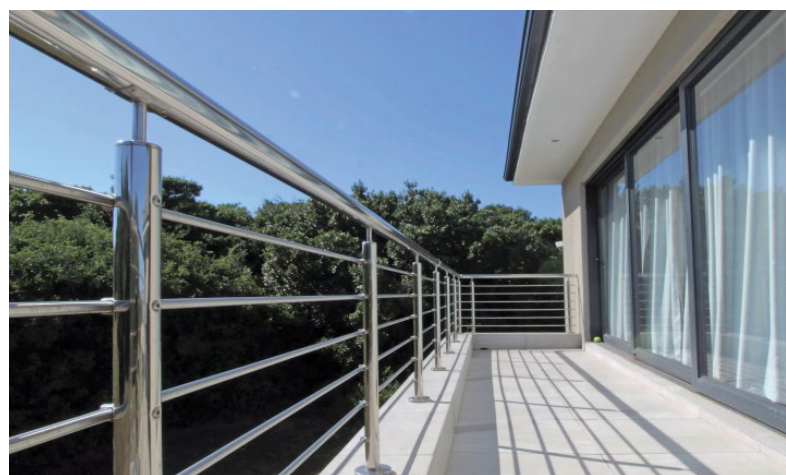




stainless  
design

Stainless Steel & Glass Balustrades

# FRANCHISE DISCLOSURE DOCUMENT



Patented stainless steel and glass balustrade systems.

[www.stainlesssteelbalustrades.net](http://www.stainlesssteelbalustrades.net)

[www.balustradescomponents.co.za](http://www.balustradescomponents.co.za)

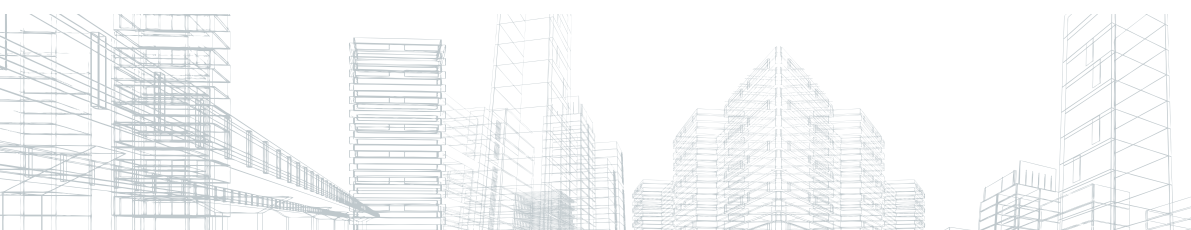


# 1. QUALIFICATIONS AND EXPERIENCE OF FRANCHISOR



Stainless Design, a division of Stainless Accessories, has over 20 years' experience in the manufacturing of Stainless Steel components.

Stainless Accessories has a TS16949 accreditation for the manufacturing of Stainless Steel components for various original equipment automotive manufacturers (OEMs) and has exported components to the USA, Canada, United Kingdom, Europe, the Scandinavian Peninsula, Brazil, China and Israel.





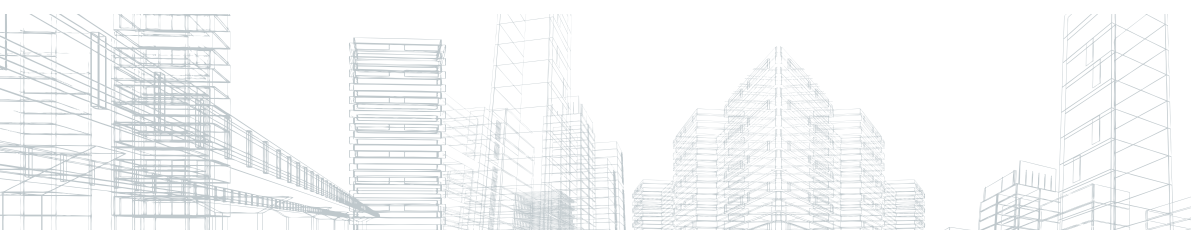
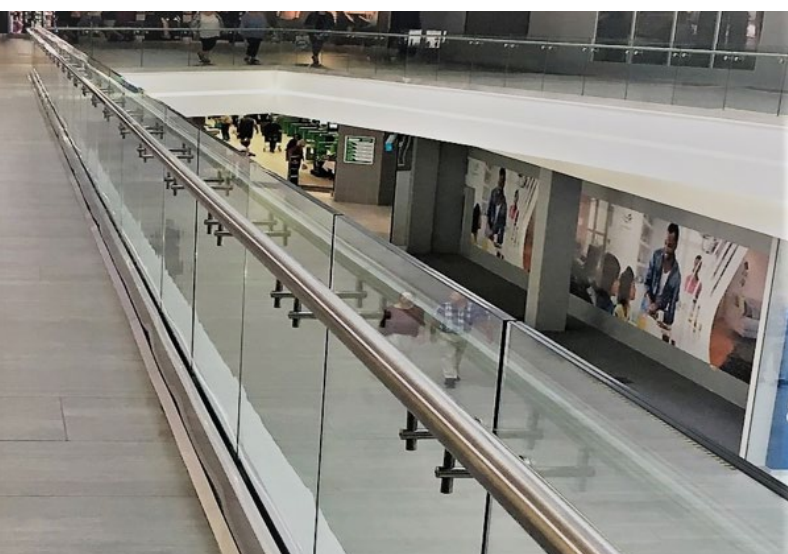
# 1. QUALIFICATIONS AND EXPERIENCE OF FRANCHISOR



In 2005, using experience gained in the production of Stainless Steel products, the company began the design and development of a self-locking balustrade system.

From these humble beginnings a complete and extensive balustrade product range has developed, on which Stainless Design currently hold twenty-four patent and design registrations.

Today Stainless Design can showcase commercial and residential installations around the globe and has sale distribution centres in South Africa, South America and Europe.



## 2. STAINLESS DESIGN FRANCHISE OFFER

### 2.1. About Stainless Design

**From the outset, our intention was to develop a balustrade system that:**

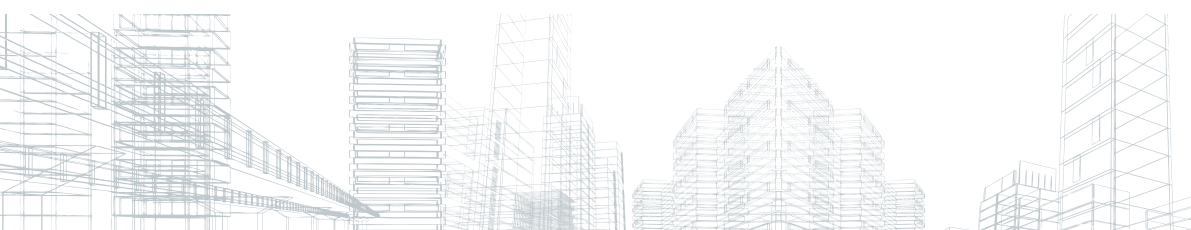
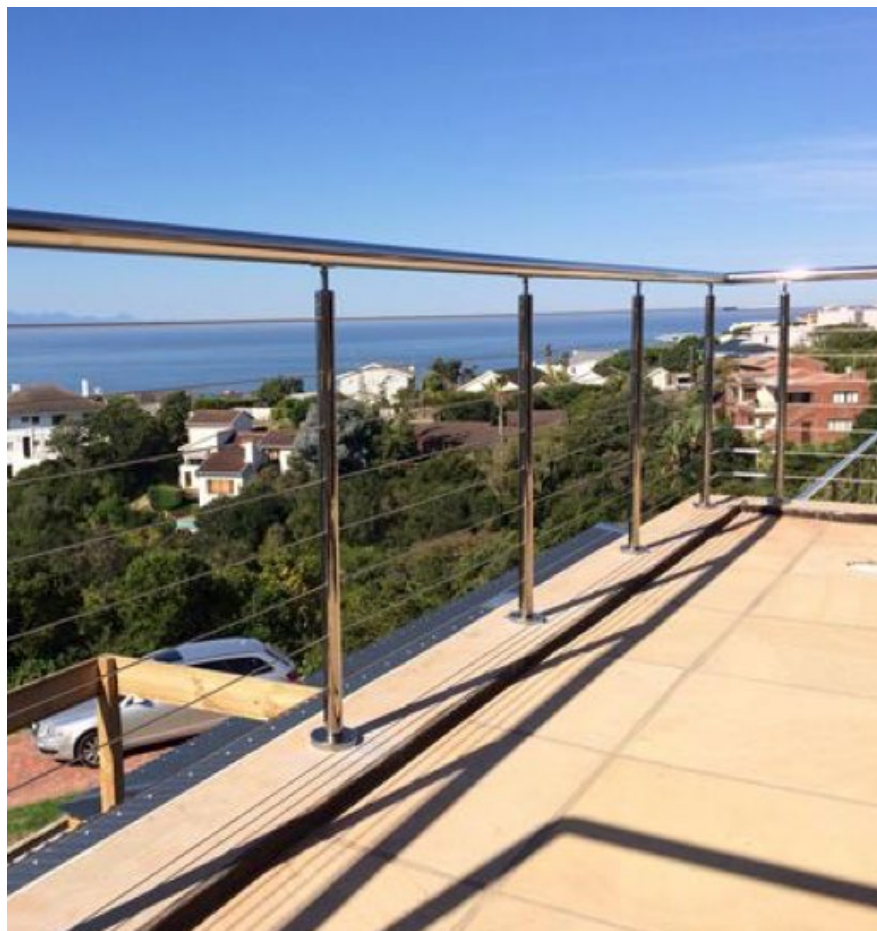
- Is simple and easy to install.
- Required no welding in the assembly and installation processes.
- Was conceptualized, developed and manufactured in South Africa using locally sourced materials and would always remain proudly South African.
- Would conform to all legislative strength requirements and could be used in any size project, from three steps in a home to a multi-level mega structure.
- Would be manufactured using automated production methods ensuring product of consistent quality at competitive prices.
- Would be innovative and have patent and design protection.

Today we produce a range of high-quality balustrade systems that are aesthetically pleasing and will compliment any architectural style.

To assist our franchises, we have developed a web-based App that works off an Android tablet. The easy to use SD-ITool generates an exact installation floor plan, along with a Bill of Materials and quote. We also provide a complete training and installation manual.

Stainless Design has also developed an effective marketing and selling strategy that assists in lead generation for franchisees. Focus is given to the organic ranking of our national, regional and product specific web sites and all generated leads are passed on to our franchisees.

Our products are also marketed through national building supply chains where the installation of the retail purchase, if not a DIY sale, is passed on to the regional franchisee.





## 2. STAINLESS DESIGN FRANCHISE OFFER



### 2.2. Who should buy a Stainless Design Franchise

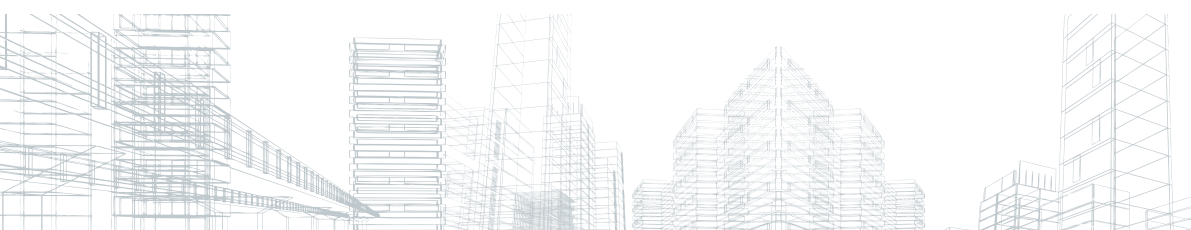
A Stainless Design franchise is ideally suited to any company or individual currently working within the construction or home improvement industry.

The installation process of balustrades will use similar skills, equipment and procedures to that of the installation of aluminium doors and windows as well as for decking, roofing, plumbing, electrical, building, tiling, carpentry and shop-fitting.

Stainless Design would perfectly complement your existing business and skill set. Not only will Stainless Design generate leads for your business, but you can add Stainless Design products to your existing product range and service offering without requiring any additional overheads or equipment.

### 2.3. Why you should buy a Stainless Design Franchise

- The most important reason is that the franchise has proven profitability. You can expect to generate a gross profit of between R400 and R600 per meter of balustrading.
- Acquiring the franchise is very simple and will require, at most, two days of training. The interruption of your existing business will be very limited.
- The franchise is very easy to manage and implement and the equipment needed is relatively inexpensive, if not already part of your current tooling.
- Stainless Design has developed a market leading product that is of the highest quality yet competitively priced and is simple to install.
- All products have certification and are tested to the legislative strength requirements.
- The SDI-Tool, leads management system and technical support makes the running of your business very easy.
- Our project management system assists in budget setting and the monitoring of all costs for each project and thereby accurately ascertains profitability for each installation.
- Our marketing efforts assist in generating leads.



## 2. STAINLESS DESIGN FRANCHISE OFFER

### 2.4. The Stainless Design App.

The SD-ITool prompts the franchisee for product specifications based on the product selected for the installation. After answering a limited number of product specific questions, the franchisee draws the installation area on the App and inserts the perimeter dimensions.

The App then generates a quotation, bills of material and installation floor plan.

Having accurate, precise information allows the installer to work towards the ideal scenario of a single trip to site per installation.

All products can be prepared off site.

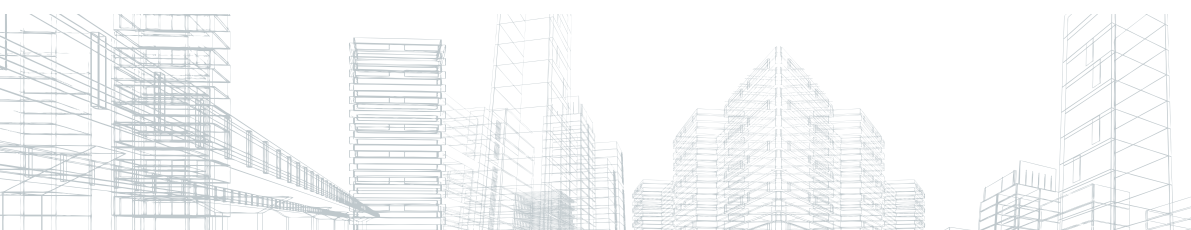
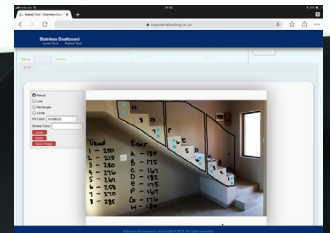
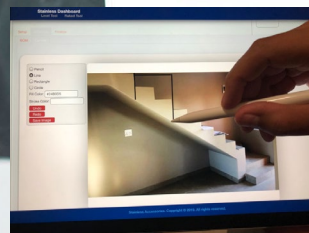
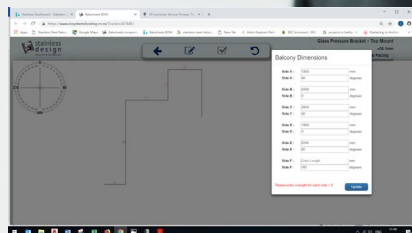
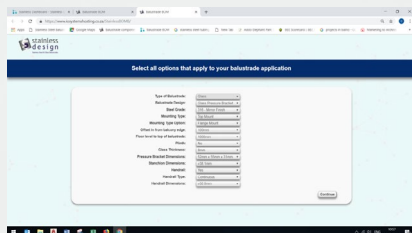
Glass can be pre-ordered before the installation of the balustrade hardware.

Our Stainless Design App is web based and works on an Android tablet.

To be able to use the App, the franchisee needs to be registered at our head office. Franchisees will be fully trained in the use of the App.

While great effort has been made to ensure that the App caters for all installation scenarios, a Toll-Free help line operates during work hours to assist Franchisees with any bespoke products or installation anomalies that may occur.

The Stainless Design technical team is available for any advice or assistance that may be required.





## 2. STAINLESS DESIGN FRANCHISE OFFER

### 2.5. How our marketing strategy is implemented

We use a combination of old and new technology in placing Stainless Design balustrades before a potential customer.

Stainless Design has exhibited at the leading national building expos.

We have launched several national, regional and product specific websites that have excellent organic Google rankings. A website search of industry terminology such as Stainless Steel Balustrades, Glass Balustrades, Balustrade Components or regional equivalents will inevitably find the Stainless Design website on the first internet page.

We also have an ongoing national marketing campaign using Facebook and email campaigns to generate direct leads.

We have a National Toll-Free Number call centre at our head office that receives all telephonic queries and requests for quotations. These leads are allocated to the relevant franchisee.



### 2.6. Making Money

As mentioned above, our franchise generates between R400 to R600 per meter of balustrading installed.

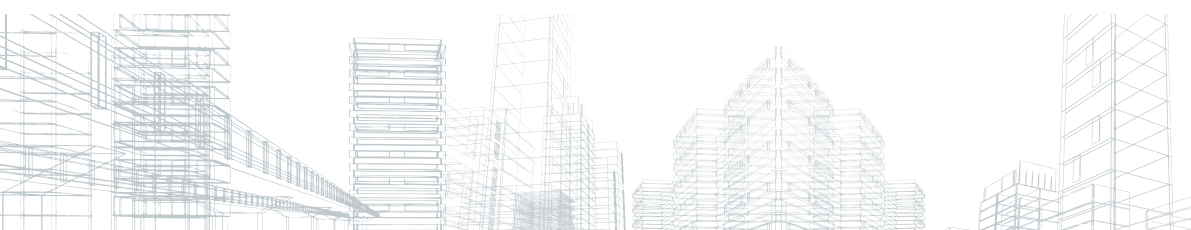
The bill of materials is all inclusive and will be custom packed for each job. Franchisees will thus have no material wastage.

Dependant on the complexities of the installation a trained team of two can expect to install about 20 meters of balustrading a day.

As most business allocated to the franchisee will be in their immediate location, travel costs are kept to a minimum.

Proper utilization of the Stainless Design tools and adequate planning would ensure that medium size installations can be completed with a single site visit.

Our franchises have a proven record of profitability.



### 3. OBLIGATIONS OF THE FRANCHISOR TOWARDS THE FRANCHISEE



#### 3.1. Use of the Stainless Design Brand

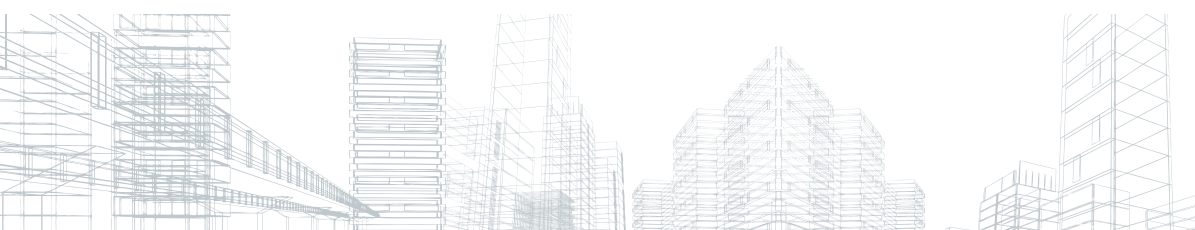
The franchisor allows the franchisee to use the Stainless Design brand on marketing material provided that the franchisee conforms to the style guide of the franchisor.

The franchisor will provide the franchisee with the necessary stickers, jpegs, livery and links that can be used by the franchisee to brand themselves as a Stainless Design franchisee and to conduct local marketing.

#### 3.2 Allow franchisee exclusive rights within certain geographic areas

The franchisee will be granted exclusive installation and marketing rights within a specific geographic area.

Should the franchisee be contracted to do a job that it is outside of the scope of means of the franchisee the franchisor will provide direct assistance in the planning, financing and instillation of the job.





### 3. OBLIGATIONS OF THE FRANCHISOR TOWARDS THE FRANCHISEE



#### 3.3. Assist the franchisee in establishing their franchise by

- In addition to the use of the App, provide the services of a draughtsman to utilize the information gathered at the quoting phase to generate drawings for all quotes accepted for raked installations.
- Providing the franchisee with a cloud-based CRM that will manage business leads.
- Creating a corporate identity for the franchisee which includes logo, business cards, email signature, letterheads and any other stationary requirements.
- Creating a marketing and sales strategy.
- Creating a social media presence.
- Training on all aspects of the business including sales techniques, customer relations, essential advert content, communication and dealing with typical customer requests.

#### 3.4. Provide ongoing assistance to the Franchisee

- Maintain and continuously develop the Stainless Design App.
- Maintain and constantly develop the websites.
- Conduct national and local marketing campaigns.
- Develop a subscriber database of potential customers.
- Provide technical assistance and guidance where necessary.
- Assist with implementing projects that are beyond the scope of means of a franchisee.
- Deliver the Bill of Materials for each job efficiently and reliably.

## 4. OBLIGATIONS OF THE FRANCHISEE TOWARDS THE FRANCHISOR

- Pay the non-refundable purchase price for the Franchise once the Franchise Agreement is signed.
- Install only Stainless Design balustrade products.
- May not be involved in any other business that might conflict with Stainless Design.
- Conform to the minimum safety, installation and communication standards set by Stainless Design.
- Protect and maintain the Stainless Design brand as required.
- Inform Stainless Design immediately if they notice that the Stainless Design brand is being used by a third party and the franchisee is to take all necessary steps to protect the brand.
- Inform the Stainless Design as soon as is reasonably possible if the franchisee is requested to quote on a job that is beyond the scope or means of the franchisee.

