



# Franchise Investment Opportunity

INFORMATION PACK

# 2026





## YOUR ESSENTIAL SERVICES RETAILER

3@1 is the go-to destination for business and home-office services — a place where customers know they can get everything done quickly, professionally, and under one roof. By embracing the latest technology and delivering top-tier printing, finishing, and communication solutions, we've built a reputation for reliability, quality, and service that keeps clients coming back.

As the market leader in communications retail, our offering spans a powerful mix of high-demand services: global and local courier, comprehensive print and copy solutions, photographic services, wide-format and signage work, and vibrant sublimation products. This broad range allows each franchisee to serve a diverse customer base, drive multiple revenue streams, and grow a sustainable, future-proof business.

## AN ESTABLISHED FRANCHISE CONCEPT

3@1 Business Centres is a wonderful opportunity for anyone with an entrepreneurial spark — whether you're moving on from the corporate world or simply ready for a new chapter altogether. Our model suits first-time business owners, families, career-changers, and seasoned entrepreneurs alike, offering a rewarding way to build a business with strong support behind you.

When you join our network, we guide you through every step. You'll receive a complete turnkey setup, help in selecting the right location, and support with lease negotiations. We provide hands-on, in-store training across all areas of the business, access to partnerships with leading brands, and ongoing operational assistance to ensure you're set up for long-term success.



## COMPETITIVE EDGE

3@1 continues to adapt its progressive franchise model in an ever-evolving business environment, ensuring that the concept stays fresh and relevant in the market place.



## REAL BENEFITS

- Affordable investment opportunity - well under R1 Million.
- Lowest Royalties in the communication retail sector.
- Well established brand, South African born and bred - here in our culture, for our culture.
- Entrepreneurial business approach.
- Tech savvy setup that will stay relevant making retail customer service cheaper, faster and easier.
- Virtual operational support means no trading down-time.
- 3@1 pre-negotiates preferential rates due to the strength of our brand and long standing reputation.
- Established in 4 SADC countries being South Africa, Namibia, Mauritius and Zambia.
- Fully functional web-based online store (optional).

## DIGITAL PRINTING STATION

The print station ensures every 3@1 Business Centre delivers dependable, high-quality printing and copying. With advanced colour and mono printers, each store can produce a wide range of formats - from business cards to large documents - providing a complete printing solution for both personal and business customers.

Monochrome and Colour Printing • Photocopies • Binding and Laminating



## WIDE FORMAT PRINTING STATION

Wide-format printing gives 3@1 Business Centres a competitive edge, producing posters, banners, signage, and large prints that attract retail and corporate clients. It drives higher margins, repeat business, and cross-selling, while boosting the store's one-stop hub status, increasing foot traffic, revenue, brand visibility, and customer loyalty.

Poster Printing • Canvas Printing • Plan Printing • Pull-up Banners



## PHOTO PRINTING

The PhotoMe Centre is a self-service approach where customers are able to select, edit and develop photos, print collages and assemble photo books at our terminals, all at the touch of a button. We offer a professional ID & Passport photo facility, which prints while you wait.

Variety of Sizes • ID and Visa Photographs • Photo Books and Collages

**PhotoMe**<sup>TM</sup>  
Digital Moments



## COURIER COUNTER

We have partnered with DHL South Africa, a global leader in logistics and transportation solutions. This gives us the ability to offer competitive, convenient and cost-effective express courier services, both internationally and locally as well as effortless E-Commerce solutions.

International Courier • Domestic Courier • Counter to Counter • Online Shopping Collection and Return Point



## NOVELTY BRANDING

Branding equipment gives stores the power to help customers stand out, boost their brand and also create fun memories with friends and family. A great value-added service!

T-shirt Branding • Mug Branding • Corporate Gifts





## TAKE YOUR 3@1 STORE ONLINE

We now include a full website for every franchise, with the option to add an online store — giving you the chance to reach more customers and boost profitability. Your clients can easily order digital and canvas prints, photo products, and a variety of services from any device, making your store accessible around the clock.

## MARKETING

We empower every franchise partner with ready-to-use marketing tools that make promotion simple and effective. From eye-catching social media campaign templates to professionally designed in-store posters, you'll always have fresh content at your fingertips.

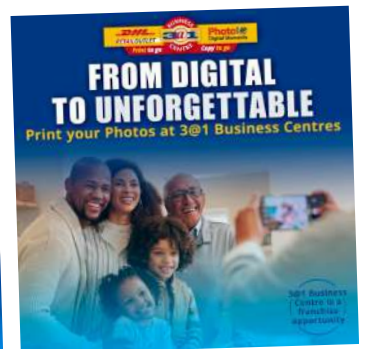
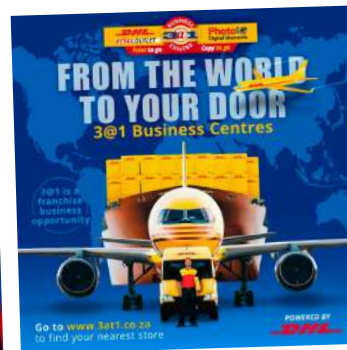
Our marketing support spans all the major digital platforms — Google Ads, Facebook, Instagram, TikTok, WhatsApp for Business, and email campaigns — helping you reach more customers, build your local presence, and drive consistent growth.



Introducing our mascot, **Printiva**



TikTok





## THE IDEAL FIT FOR A 3@1 BUSINESS CENTRE

We welcome franchise partners from all walks of life. What matters most is a willingness to grow with the brand, a genuine enjoyment of people, and the desire to support both businesses and everyday customers. An outgoing personality helps, and while retail or management experience can be beneficial, it's by no means essential. All 3@1 Business Centres are owner-operated, ensuring hands-on involvement and personal service.

Our network is proudly diverse — from former farmers and recent graduates to corporate professionals and homemakers. Each has been drawn to the wide range of services we offer and the strong, ongoing support provided by our franchise team.



## TURNKEY OPENING

Your initial training takes place at an existing 3@1 Business Centre, where you'll spend a week learning the operations hands-on. Once your store opens, our franchise team joins you on-site to help you and your staff settle in and build confidence.

Support doesn't stop there. We provide ongoing training and guidance throughout your journey, while continually refreshing the brand, expanding our services, and growing our national footprint.



## NEW STORE SETUP FROM R650K ex VAT

- Includes R65 000 ex VAT\* franchise license fee
- Floor space from 50m<sup>2</sup>
- Ideal for full scale independent sites
- Includes online shop setup (excl. hosting)
- Total setup cost may vary slightly, depending on the size, shape and condition of the proposed location.
- We assist in site selection and lease negotiation.
- Excludes landlord rental deposit and working capital (we recommend 6 months operating capital)



## TAKEOVER OPTION

- Franchise fee: R95 000 ex vat



- Specialised management team
- Assistance with site sourcing and lease negotiations
- In-store training in all aspects of the business
- Hands-on in-store opening and ongoing support
- Regular workshops incorporating topics such as operational, financial & marketing
- Landlords deposit 2-3 month rental
- Minimum royalty of R3300 or 3% of turnover, whichever is the greater.
- Unencumbered cash investments only
- 10 year renewable franchise license



## 3@1: AN INVESTMENT OPPORTUNITY

For 25 years and with an international network we offer a Multi-Tiered Selling approach with a Store front & Online Shopping offering.

In addition to the return on investment, a franchisee will be able to draw a salary and have acquired a business with future value.



## BREAK EVEN ANALYSIS

**Trading Break Even ± 12 Months**

The break even projections can be attributed to:

- A low cost of sale of 32% in relation to other retail investments
- Assisted lease negotiations
- Excellent relationships with suppliers

### Typical financial projections:

Overhead Costs (OH)	40%
Cost of Sale (COS)	32%
Net Profit Percentage (NPP)	28%



## RETURN ON INVESTMENT

The R.O.I. on a 3@1 Business Centre is significantly higher when compared to the R.O.I. of a standard capital investment at a financial institution which is typically in the region of 5-7% p.a.



## GROWTH POTENTIAL

**Opportunity to expand within the 3@1 group:**

Multi franchise option to grow a network of retail stores in a pre-determined region.

Disclaimer: The above figures are merely projections based on existing stores trading records. 3AT1 Franchising cannot warrant these figures as the business success depends on the ability and efforts of the operator as a businessperson.

3@1 Optenhorst, Paarl



3@1 Moreleta Corner, Pretoria



3@1 Norwood, Johannesburg



## FRANCHISE PARTNER TESTIMONIALS



“After what is now approaching our 22nd anniversary, the business model has proven to be a success, despite an economy that is far from galloping, the 3@1 business centre service is still growing at a good pace.

— **Tania & Peter Edwards**  
**3@1 Business Centre, Fourways**



“We are very excited as we are getting the rural community connected. Apart from running a business for the obvious, making profit, we pride ourselves in bringing those much-needed services at a very low price. Our business is growing strength to strength every month...”

— **Midas Chawane**  
**3@1 Business Centre, Acornhoek**



“We’ve experienced regular month on month growth since inception, even after the disastrous Covid-19 pandemic, and we continue to be inspired by the exceptional successes of the many 3@1 stores who continue their operations well beyond 10 years...”

— **Assia & Elaais**  
**3@1 Business Centre, Green Valley**



# OUR TEAM: EXPERIENCE THAT DRIVES 3@1 BUSINESS CENTRES



**Chris Dunn**  
Managing Director

1999 to date Managing Director of 3AT1 Franchising – 90 Business Centres trading throughout South Africa, Namibia, Zambia, and Mauritius 1993-1997 co-founder and Director of PostNet SA, Cash Converters SA, 1983-1992 Franchise Director, Spur Steak Ranches. 1992 – to date Founder \ Managing Director Surefire Franchise Developments.



**Catherine Van Vuuren**  
Head of Franchising

25 years' experience in franchise sales, retail, operations, business development and franchising with various franchise concepts across South Africa. Cathy began her Franchise career at Cash Converters and has worked for and consulted to several brands in beauty, retail, food, security, service franchises and many more in South Africa.



**David Bailey**  
Operations Manager

2024 to date Western Cape Operations Manager of 3AT1 Franchising --1997-2002 Operations Manager Famous Brands 2003-2009 Training Manager Micros . 2010 - 2014 – Cash Crusaders Operations Manager 2014-2018 Cash Crusaders National Training Manager.



**Heinrich Lemmer**  
Operations Manager

2023 to date Operations Manager at 3AT1 Franchising-Ensuring brand consistency and enhancing franchise performance across diverse sectors throughout South Africa. Operations manager 2001-2022 Cash Crusaders Franchising, 1994-2001 Spur Steak Ranches, Store Manager.



**Ronél Coetzee**  
Senior Bookkeeper

2023 to date, 3AT1 Franchising as Senior Bookkeeper - Responsible for financials, HR and admin support across National and International Business Centres / 1986-2023 Financial Manager and Human Resources Manager in the Printing and Woodworking Industry and ABSA Bank.



**Belinda Dunn**  
Franchise Development Director

Belinda is a director of 3@1 Franchising and of Surefire Franchise Developments and with 30+ years' experience in sales, franchising, and business development across retail, FMCG, property, and corporate services. She began her career in 1993 with Kwik Copy Print and later led exhibition sales for major trade events in South Africa, Africa, and internationally.



**Edward Nkomo**  
General Operations Manager

Retail and franchise operations professional with 20+ years' experience across FMCG, quick service restaurants, and franchising. Captain Dorigo's (2004-2006) and Area Manager (2007-2011). Gained retail expertise at Woolworths 2006-2015-2015, serving as Senior Operations Manager at 3@1 Franchising.



**Casey Prokopiou**  
Operations Manager

Area Manager / IT Manager Mochachos Franchise Management 2009-2016, Partner Mochachos Franchise 2020-2023 Operations Manager Franchise 2024-2025.



**Tamara Blaser**  
Admin Manager

2023 to date: Admin Manager – Sales, General Administration & Marketing Support, 3@1 Franchising 2008-2022: Executive Assistant & Admin Manager, Jeral Distributors. 2005-2007: Admin / Warehouse Manager, Freeman Office Supplies

## SEND AN APPLICATION FORM

The first part of the process is to complete and submit a non-binding application form and C.V. for a contact interview.

[Fill in our application form online](#)

## CONTACT US TO DISCUSS FURTHER

Email: [hq@3at1sa.co.za](mailto:hq@3at1sa.co.za)

Website: [www.3at1.co.za](http://www.3at1.co.za)

Facebook: <https://www.facebook.com/3at1franchise>

Instagram: <https://www.instagram.com/hq3at1/>



Disclaimer: This information pack provides a helpful overview of the 3@1 Business Centre franchise opportunity. Note that services at each store may vary based on location and local market needs.