

**Your Ultimate Advertising
and Branding Solution!**

FRANCHISE OVERVIEW





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WELCOME

Welcome

Thank you for expressing an interest in the Doctor's TV Ads franchise opportunity. This Overview will provide you with further information about Doctor's TV Ads and will help you to decide whether this franchise is the right business for you!

OUR HISTORY

Doctor's TV Ads started out as a small family-run business in 2004. Within three years this innovative concept had grown to become a very exciting and successful enterprise ready for expansion and perfect for franchising. Subsequently, 34 outlets have been registered.

In 2010, Doctor's TV Ads also received the Franchise Association of South Africa's Newcomer of the Year Award – a honour it shares with previous winners, the likes of which include Sasol, Vodacom, Mugg & Bean, Roman's Pizza, Hot Dog Café and Multiserve.

WHAT WE DO

Doctor's TV Ads is a dynamic and novel concept of advertising which is affordable for the local small business community in most towns and city suburbs. The name Doctor's TV Ads expresses precisely what we do. We utilise large format LCD screens in reception areas of doctors' consulting rooms where a captive audience can be exposed to a continuous stream of selected advertising material on behalf of our customers. The success of the concept lies in its simplicity. Doctors generally have busy schedules and this may result in patients waiting idly for long periods at a time, usually more than 40 minutes. An LCD monitor with interesting and informative advertisements provides a welcome distraction. Advertising slots are each 20 seconds long and are screened in cycles of 20 minutes. This gives the advertiser exposure of his service or product at least twice every 40 minutes to waiting patients.

FASA 2010 Awards



Newcomer
Franchisor
of the Year
2010

WELCOME



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Opportunity

Opportunity

WHY OWN A “DOCTOR’S TV ADS” FRANCHISE?

Please read carefully and consider the following Financial Information. Owning a Doctor’s TV Ads is a relatively small investment with a potentially excellent return. You do not need to rent an expensive office since the business can be run from home. Your income will be a direct reflection of the effort you put in. You will receive full training and as much support as you require.

ARE YOU READY TO OWN A FRANCHISE?

As a potential franchise owner you must realise that you are neither a partner in a business nor engaged in a joint venture with the franchisor. This is your business. However, you must also realise that you need to follow the set franchise model and adhere to specific, proven operating systems, not only in your own, but also in the interest of all the other franchisees. This franchise is driven by consistent delivery of quality service to each customer. The franchise model provides you with the recipe but you need to bake the cake! Although you will receive sufficient support from the franchisor, you are ultimately responsible for the success of your business. Your commitment, drive and will to succeed will determine the rewards.

TRAINING AND SUPPORT

Doctor’s TV Ads guarantees full training of each franchisee and 100% back-up and support in all facets of the business. This can be verified by any of our existing franchisees. Should you need advice, your franchisor is just a phone call away!



OPPORTUNITY



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FINANCIAL

Financial Information

WHAT DOES A NEW FRANCHISE COST? (FRANCHISE 6 + 1 SCREENS)

A franchise fee of R250 000 excl. VAT. A monthly royalty fee of R3 280 excl. VAT is payable.

WHAT DO I GET FOR MY INVESTMENT?

FULLY EQUIPPED TURNKEY OPERATION CONSISTING OF:

- Installation of equipment by the franchisor or its representative, at 7 host premises in a designated area
- 7 x 32" LCD screens
- 7 x Wall brackets
- 7 x Computers
- 7 x Operating system licenses
- 7 x Computer housings
- 7 x Advertising boards
- Installation charges
- Miscellaneous (installation)
- Laptop & flash drive
- Surge protection
- Electronic timers
- 500 x personalised business cards
- Wireless optical mouse
- USB multiplug
- Advertising programme will be incorporated into the start-up menu
- Relevant software
- TRAINING (including selling of first 3 adverts)

TRAINING CONSISTS OF:

An initial 3 day theoretical training program will be followed by practical training including:

- Identifying potential clients
- Contacting and setting up appointments
- On-site presentation, negotiation and closing the deal
- Signing of contract and sourcing relevant advertising material
- Submitting information to head office for graphic design
- Customer approval of created advert
- Finalising payment and advert upload at all the premises
- After-sales service and client follow-up regarding advert updates and contract renewals



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FINANCIAL

Financial Information

HOW MUCH MONEY CAN I MAKE? (FRANCHISE 6 + 1 SCREENS)

- The system allows for 60 advertising slots, 4 of which are allocated to the particular medical practice.
- 56 Advertising slots are therefore available to advertisers @ R8 200 per slot per annum excl. VAT.
- This translates to R459 200 per annum excl. VAT.
- Because this franchise is operated from home, overheads are low and therefore an excellent return on investment can be generated.

PROJECTED ANNUAL INCOME:

TURNOVER (56 slots x R8 200)

R 459 200

LESS TOTAL EXPENSES

R 169 200

Accounting

R 4 900

Bank charges

R 4 500

Insurance

R 6 200

Royalties (fixed fee of R3 280 monthly)

R 45 264

Cellphone & Internet

R 7 800

Fuel Cost

R 36 000

Promotions

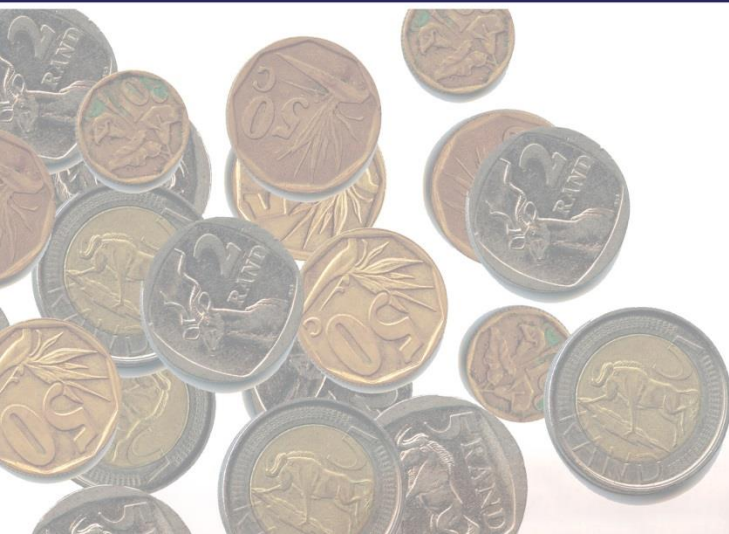
R 56 000

Miscellaneous

R 8 536

NET INCOME (before tax)

R 290 000





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CONTACT

Contact

CONTACT DETAILS

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E-MAIL	piet@doctorstvads.co.za
WEBSITE	www.doctorstvads.co.za

REFERENCES (EXISTING FRANCHISEES)

- | | |
|--------------------------|-------------------------|
| ● MARCEL +27 82 448 2556 | ● MARI +27 79 895 9902 |
| ● PAUL +27 84 866 0220 | ● SHAUN +27 82 549 0308 |

