

The Signarama Xpress Store

Signarama is thrilled to introduce a new franchise model to our repertoire! Our Xpress Store is an innovative approach to our franchising model that eliminates the need for a physical storefront, enabling you to operate remotely from a virtual or shared office. The Xpress Store model removes the necessity of initial equipment purchases by outsourcing production, dramatically reducing financial investment, operational costs, and working capital needs.

Signarama is seeking high energy, tech savvy, sales-driven, target-focussed, customer service-obsessed candidates to operate our Xpress franchises.



For a low initial investment, franchisees will benefit from:

- An established brand name
- Industry leading business and project management software
- Systems driven marketing and lead generation
- An existing support network including the franchise support team, our Signarama suppliers, and existing Signarama franchisees
- The ability to expand into a bricks and mortar location with a team of staff
- Preferred pricing from Signarama suppliers
- An unrivalled online presence, with targeted advertising
- Training from the industry leaders
- A flexible work/life balance
- A re-investment of a portion of the Franchise Fee back into marketing to obtain leads



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As an Xpress Store owner, your primary role would be focused on local marketing and project management, while manufacturing and installation tasks are outsourced.

The Xpress Store is expected to transition to a Signarama Studio or Superstore within 18 months of launch.

The costs of a Signarama Xpress Store are as follows:

Total Cost: R85,000 ex VAT

Includes:

- The franchise fees.
- Comprehensive four-week training program and ongoing support.
- Marketing setup.
- A re-investment of R25,000 into your marketing for the first 6 months of operation.

Excludes:

- Working capital
- Royalty fees: 6% of turnover, subject to Royalty Cap Incentive (first 3 months royalty-free)
- Marketing fees: R5250 ex VAT minimum, R6750 Maximum
- POS System: R2750 ex VAT per month