

# Graffiti Removal Services

## Franchise Brochure



## Working towards a Graffiti Clear South Africa!

### WE ARE COMMITTED TO:

- ④ Always act within the best interest of the products and brand we represent.
- ④ Drive volume and constantly grow the market.
- ④ Provide a superior service based on morals and values.
- ④ Maintain customer satisfaction through competent service and tested products.

### MISSION

- ④ Product mission: To provide our customers with the best possible products and service in the market.
- ④ Community mission: To provide community support through customer involvement, free advice and assistance.
- ④ Economic mission: To operate and grow at a profitable rate through sound business decisions.



## Vision

To establish a Company with integrity that provides a solution to Graffiti removal, thus providing a superior service with branded products, set market standards as well as dominate market share within the boundaries South Africa.

## History

Due to the increasing amount of Graffiti vandalism over the last few years, in May 2004 we set about investigating the market for a possible solution. In addition it was clear that the South African market was virtually unexposed to these products as well as effective solutions in solving our ever-growing Graffiti problem. The current processes often had undesirable results many times damaging surfaces beyond repair. With contacting international distributors of effective proven Graffiti Removal Products we established a partnership with a local partner securing the products and distribution rights for the African Continent.

Graffiti Removal Services are a first for the South African market. To the best of our knowledge no other company offers a specialised Graffiti Removal Services with these unique and truly effective products. We are in a position to set high service standards as well as control market pricing and service offerings. It is foreseeable especially with South-Africa hosting the 2010 Soccer World Cup that the market will expand rapidly as soon as awareness has been created. Being early adopters however we are in a position to withstand competition due to early market penetration, a superior product offering and established operational procedures resulting in extensive and captive market exploration.

From the onset of establishing Graffiti Removal Services G.R.S in October 2004, we have aimed to effectively combat and remove Graffiti. As a company we strive to provide an effective long term solution to Graffiti vandalism offering a dedicated service and operating with integrity at all times. We have been registered on the JHB Municipalities Database as a supplier offering Graffiti Removal Products and Services. In addition we have done numerous Graffiti removals for Major Corporate Companies, Shopping Centres, Schools, Residential and Business Complexes.

**SINCE 2004 G.R.S HAS REMOVED IN EXCESS OF 40 000 GRAFFITI TAGS FROM VARIOUS SURFACES.**

G.R.S uses products from the most advanced patented water-based technology in the world. This ensures that the product is user friendly, bio-degradable, extremely safe to work with and furthermore guarantees effective removal processes with desired results. The product distribution is strictly controlled by G.R.S and its trading partners.

## Market Segments

We have identified four Segments of which we are actively marketing and offering our services & products to namely;

- 🔗 Residential
- 🔗 Corporate
- 🔗 Governmental
- 🔗 Retail

In many ways G.R.S is unique, not only are we introducing a brand new concept to the South African market but also our dedication to service, supported by products delivering effective solutions and desired results support our strength within the market place.

## Products And Services

Graffiti Removal Services offers products with the following applications:

- 🔗 Specifically used to remove paint and spray-paint from surfaces.
- 🔗 Specifically used to remove paint shadows or residue from surfaces.
- 🔗 Specifically used to remove marker pen from surfaces.
- 🔗 Specifically used to act as a Graffiti Shield to ensure Graffiti can be removed easier up to 5 times.
- 🔗 Used to remove Fly Posters and Glue from surfaces.
- 🔗 Specifically used to prevent Fly Posters from "sticking" to surfaces.
- 🔗 Specifically used to remove Oil and Grease Stains from paving or concrete.
- 🔗 Specifically used to clean mortar and cement from building sites.
- 🔗 Used for General cleaning purposes.

Graffiti Removal Services offers services supporting the above products

- 🔗 Graffiti Removal on a once off contract.
- 🔗 Graffiti Removal on a monthly retainer basis.
- 🔗 Glue and Gum removal on a once off contract.
- 🔗 Fly poster removal on a once off contract.
- 🔗 Fly poster removal on a monthly retainer basis.
- 🔗 Application of Graffiti Shields.
- 🔗 Application of Fly Poster Shields.
- 🔗 High Pressure washing of surfaces that needs general cleaning.
- 🔗 High Pressure washing of building sites.
- 🔗 Painting services including on-site colour matching.
- 🔗 Product sourcing and distribution to end-users.





# Competitive Comparison

## PRODUCTS

We have acquired the exclusive distribution of the most technologically advanced patented products in the world.

## SERVICE

Based on international trends and from first-hand experience the Graffiti Removal needs of our markets are mainly providing a complete service. This is largely due to the skilled techniques and experience required to execute and ensure effective and complete Graffiti Removal processes. In addition due to the South African market being virtually unexposed to Graffiti Removal, private individuals and many originations are not comfortable with having a DIY approach to the removal of Graffiti. Furthermore such DIY attempts often results in just smudging and worsening the overall substrate appearance and Graffiti removal cost.

## Training

### GRAFFITI REMOVAL TRAINING (GRT) SESSION

Compulsory training on products and techniques are one of the most vital functions within assuring effective Graffiti Removal processes and business success. In return this will reduce costly product wastage due to unnecessarily re-application as well as reduce labour and other associated costs. It also allows the franchisee to be highly effective and maximize profitability from Graffiti Removal Sites.



## Franchise Grant

A Graffiti Removal Services Franchise is granted to the Franchisee for a period of 5/five years. The above period will be calculated from date of signing the Franchise agreement. No renewal cost is payable when this period has lapsed. A renewed Franchise Agreement will be signed to reflect any updates or changes within new policies and procedures.

### RENEWAL IS SUBJECT TO:

- ⦿ Excellent work quality and consistent customer satisfaction.
- ⦿ Continued yearly growth in turnover as per the franchise agreement.
- ⦿ Good track record with payments of monthly and on-going fees.
- ⦿ Any issues or infringements that has been communicated to the Franchisee by the Franchisor been dealt with effectively and to the satisfaction of the Franchisor by time renewal.





## Territory

Until such time, as other areas have been sold to other Franchisees within your region you may trade freely within the boundaries of areas considered to be part of this region. Should an area be sold to another franchisee you will be notified in writing by the Franchisor. Upon receiving written confirmation by the Franchisor of an area being sold you will discontinue trading within that area within a period of 30/thirty days from notification.

Once all Franchise areas have been sold you would only be allowed to trade within your own exclusive area as stipulated in the Franchise Agreement.



## Franchise Payment Structure

The payment structure consists of 3 payments namely:

### **A FEE OF INTENTION:**

Once an agreement has been reached i.t.o territory area and price, this fee is payable and used to secure a specific area for the franchisee and for the franchisor to proceed in registering a CC. as company registration normally takes the longest to finalise.

### **INITIAL DEPOSIT:**

This fee is due after the franchisee had sufficient time to review and question the franchise agreement as drafted by FASA accredited attorneys.

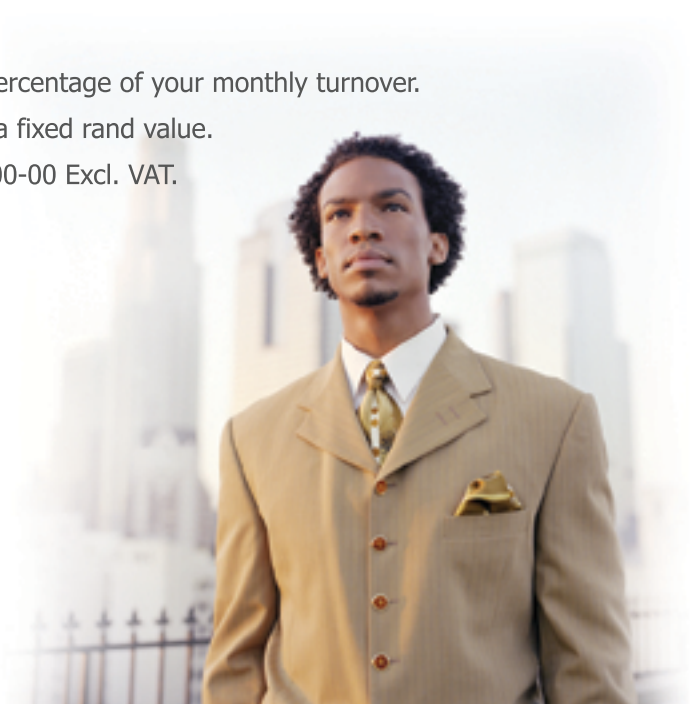
This fee is due upon signing the franchise agreement.

### **BALANCE:**

The balance of the agreed purchase price including VAT. making up the total price is due within 30 days of signing the franchise agreement.

## Monthly Fees Payable

- 🕒 Monthly Management Service Fee – calculated as a percentage of your monthly turnover.
- 🕒 Monthly Advertising Contribution Fee – calculated as a fixed rand value.
- 🕒 Minimum monthly chemical product purchase of R1000-00 Excl. VAT.



## Franchisor's Obligations

- 🌀 The Franchisor is obligated to provide the Franchisee with open and transparent disclosure document.
- 🌀 The Franchisor is obligated to provide the Franchisee with an operations manual and "know how".
- 🌀 The Franchisor is obligated to provide the Franchisee with supportive and on going training.
- 🌀 The Franchisor is obligated to assist with the initial setup of making the Franchisee operational.
- 🌀 The Franchisor is obligated to assist with brand development, group purchases and ongoing quality control.
- 🌀 The Franchisor is obligated to provide the Franchisee with best and most updated Graffiti Removal techniques.
- 🌀 The Franchisor is obligated to always act in a fair and reasonable manner towards the franchisee.





## Your Graffiti Removal Franchise

### WHAT IS INCLUDED?

- ⌚ An exclusive area or territory.
- ⌚ A Closed Corporation / C.C.
- ⌚ ABSA bank account (optional).
- ⌚ VAT, PAYE and UIF registration.
- ⌚ 1 Pastel Express accounting package.
- ⌚ 10 litres of each Graffiti removal chemical.
- ⌚ 6 brushes, 2 black containers, 1 water tank 55-100L.
- ⌚ 4 jerry cans 25L.
- ⌚ 1 multi-purpose step ladder.
- ⌚ 1 complete petrol pressure washer - industrial - 200 bar.
- ⌚ A digital camera.
- ⌚ 500 business cards & 250 letterheads.
- ⌚ 2 quote books & 200 invoices.
- ⌚ 2 G.R.S. banners (3 metre - wing type).
- ⌚ 1 company stamp.
- ⌚ T-shirts, caps, shorts - 5 of each.
- ⌚ Company marketing material.
- ⌚ Full theory and on-site training at your premises/area.
- ⌚ An operations manual.
- ⌚ A Graffiti Removal Services e-mail account.
- ⌚ Graffiti Removal Services web site contact details, access and online passwords.
- ⌚ Comprehensive site and telephonic support.

### WHAT IS NOT INCLUDED?

- ⌚ A laptop and printer.
- ⌚ A fax machine.
- ⌚ Accounting software training direct from Pastel.
- ⌚ Business Insurance.
- ⌚ Mode of Transport.
- ⌚ Setup of Telkom telephone / fax lines and an internet account. (Internet dial-up can be arranged at R85 per month).



## Reasons For Considering A Graffiti Removal Services Franchise

- 🌀 Graffiti Removal Services has an excellent reputation within the Graffiti Removal Industry.
- 🌀 We have a substantial database of clients that we have worked for, adding credibility for a franchisee.
- 🌀 Our Graffiti removal techniques have been perfected and mastered over the years, saving costly and painstaking trial and error stages for inexperienced Graffiti Removers.
- 🌀 Our business yields exceptional margins and high profitability due to cost saving techniques and processes being implemented.
- 🌀 Start-up support from Head-Office assists our franchises to become operational in the shortest time possible.
- 🌀 As the pioneers of Graffiti Removal in S.A we receive regular publicity in print, radio and television.
- 🌀 Access to "know how" and proven and tested approaches in marketing our Graffiti Removal and other services assist in attaining a higher contract approval rates.
- 🌀 In addition to Graffiti Removal Services we also offer a range of other services and products to the public to create additional income for the franchises.
- 🌀 We are continuously improving our products and techniques. i.e. Painted Surfaces and Anti Graffiti Shields.
- 🌀 The Graffiti Removal Market is growing and on-going.
- 🌀 As a company we have been recognized internationally for our results achieved in Graffiti Removal.
- 🌀 Great being outdoors and with a regular change in your surroundings.
- 🌀 The potential of the 2010 Soccer World Cup and working towards a Graffiti Clear South Africa!
- 🌀 Large and exclusive Franchise territories or areas to work within.
- 🌀 Strong and identified company website, corporate branding and stationary supports our franchises.
- 🌀 Being your own boss, but with someone there to give you a helping hand, when needed.
- 🌀 For competitors to enter the market is very difficult as they most likely would not be able to remove Graffiti to an acceptable standard due to limited experience and using incorrect chemicals and techniques.
- 🌀 Unique and exciting franchise business with loads of positive feedback from clients and the public.
- 🌀 Substantial opportunities in growing and expanding product and service offerings.
- 🌀 Statistically a franchised business chances for survival and success is better than stand alone ventures.
- 🌀 Our franchises are very important to us and not just a number as in larger franchised operations, therefor personal service and assistance is guaranteed.

## Graffiti Removal Services - Media Publicity Exposure for 2007

- 702 Talk Radio - John Robbie Show.
- SAfm - Michelle Constant Show.
- SABC - 50/50.
- SABC - Heads-Up Mzansi.
- SABC - Chiper Talk Show.
- BEELD Newspaper.
- Northcliff Melville Times.
- Randburg Sun Newspaper.
- The Mercury Newspaper.
- Daily News.
- Berea Mail.
- Environment Management Magazine.



## Summary

Graffiti Removal Services G.R.S offers a truly unique service and as a company we are highly motivated and excited about these new prospects and limitless opportunities within the Graffiti Removal market.

Ultimately we aim to clean-up our cities and especially our beautiful recreational facilities, thus to give it back to our communities where it has been vandalized and restore South Africa to its original Graffiti free state. In addition we hope to create new employment opportunities and prosperity for our rainbow nation.

Thank you for considering a Graffiti Removal Services franchise.

Should you wish to further discuss the opportunities of a Graffiti Removal Services Franchise. Please complete our online franchise contact form at [www.graffitiremovalservices.co.za](http://www.graffitiremovalservices.co.za) or e-mail [hanreh@grs-online.co.za](mailto:hanreh@grs-online.co.za) to receive further communication or to arrange a face to face meeting.



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**Intellectual Property (IP) Clauses;**

Only authorized users may have access to manuals containing any intellectual property and information on know-how. All manuals should be safe guarded and kept under lock and key when not in use.

**Confidentiality Clauses and Provisions;**

This pertains to all franchisees and staff employed by the franchisees

**Restraint on Trade;**

Restraint of Trade will be enforced around our Graffiti Removal Services G.R.S trading Name, logo's and any confidential information

Graffiti Removal Services - **Working towards a Graffiti Clear South Africa!**

**Disclaimer and confidentiality note**

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