

Est. 2002



THE INKY SHOP EXPRESS  
*Franchise opportunity*

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



# INTRODUCTION



INKJET CARTRIDGE



TONER CARTRIDGE

## **Established in 2002**

We have refined The Inky Shop's successful business model in order to formulate a recipe to pass onto other like-minded entrepreneurs.

The company has accumulated vast experience in both the printer consumables industry as well as in the retail market. Amalgamating these strengths, we have carefully created a brand that is positioned to take the market by storm.

## **Think Ink, Think Inky Shop...**

This is a motto that is fast becoming a self-fulfilling prophecy as our network proliferates.

This exciting opportunity, at an affordable investment, allows the right candidate to become an owner-operator with the support of an experienced, reputable company.

## **The Inky Shop Express**



## AREAS TO BE FRANCHISED

Are you interested in an Inky Shop Express franchise in your area?

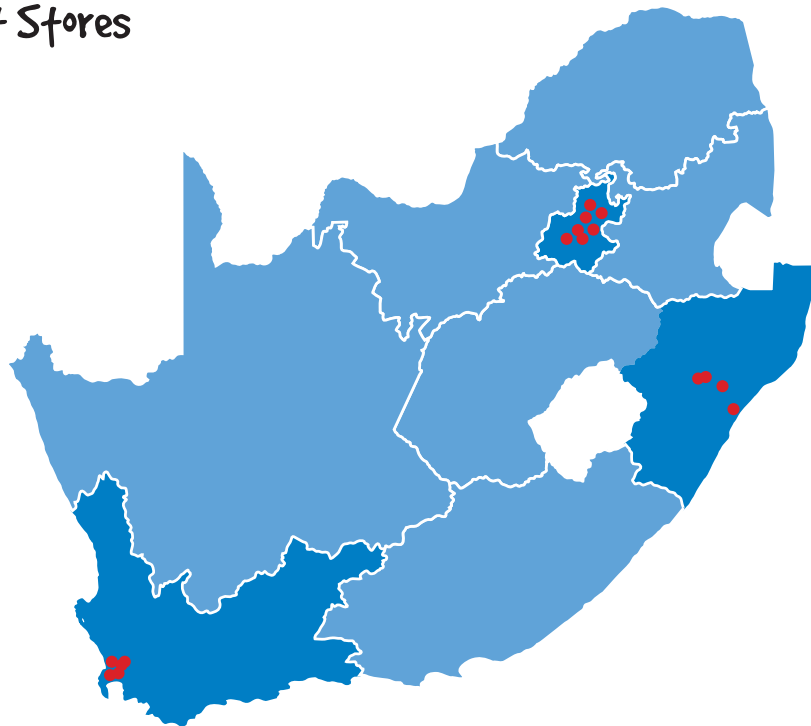
The Inky Shop has a well established presence in the Western Cape, Gauteng and KwaZulu Natal. We are looking to expand on our successful model in these areas by offering franchisees an opportunity to benefit from this existing structure.

We are also very excited about the opportunity that exists for The Inky Shop brand to expand into all other regions of the country.

### current Stores

GAUTENG	WESTERN CAPE	KZN
Atterbury	West Coast Village	Midlands
Bedford	Tokai	Galleria
Brooklyn	Cape Gate	Hillcrest
Clearwater	Tygervalley	
Fourways	De Ville Centre	
Mall @ Reds		
The Glen		

### current Stores



## WHAT KIND OF SUPPORT WILL I RECEIVE?



### *The benefits of becoming an Inky Shop franchisee:*

- Initial training - technical, systems and procedures
- Project management for store set up
- Access to preferred suppliers with the advantage of bulk buying power across The Inky Shop Group
- Administrative systems e.g. securing debtors, IT system, product codes
- Central marketing through the marketing fund
- Advice on local area marketing initiatives to be implemented
- Established brand which strengthens as the network grows
- Ongoing training
- Access to information, benchmarking, industry changes
- Access to Franchise Champion or Regional Master Franchisee
- Continual upgrading of franchise documentation
- Updates on best practices
- Franchisee communication and franchisee meetings
- Upgrading of systems technology and applicable tools where necessary
- Quality control including benchmarking and franchisee visits
- New products introduction and updating of the system
- Business support and business analysis

# THE FRANCHISE RECRUITMENT PROCESS

The Inky Shop has developed a recruitment and selection process, based on franchise best practice, to assist in identifying only the best operators into our system.

We are growth orientated and multi-store operators will be considered for select applicants.

## THE INVESTMENT

How much will I be required to invest?

The investment and the breakdown thereof is listed below:



The Investment	Rands (excl. VAT)
Upfront Franchise Fee	R50 000
<b>Total Investment Required</b> <i>(NOTE: This includes upfront franchise fee, set up costs and opening stock)</i>	<b>Approximately R250 000</b>
Unencumbered Cash Contribution <i>(NOTE: This includes the upfront franchise fee)</i>	Approximately 50% of Total Investment

The total investment varies and is to be confirmed per area of application in relation to the size and set up costs. The unencumbered cash contribution required starts from R125 000. This will be negotiated with the relevant financial institution at the applicable point in the recruitment and selection process. Additional working capital will be required. This will vary from franchise to franchise.

**Note:** All costs shown are indicative and subject to change and are exclusive of VAT. T&C's apply.

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## CONTACT DETAILS



contact us  
for more information  
about The Inky Shop  
franchise opportunity

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