



**SUNBURST
ELECTRIC**

EXPERT ELECTRICAL SERVICE



Sunburst Electric Prospectus



Sunburst Electric is an electrical contracting franchise that will service the residential and commercial markets, by offering repairs, upgrades and installations while delivering high customer satisfaction by getting the job done right the first time. Our courteous technicians respect the home and family of their customers by providing an attention to detail that ensures quality and safe work. No matter what the electrical contracting service you need, Sunburst Electric has the power to make things better!

Service Philosophy

Professionalism

Our polite, uniformed and knowledgeable Service Professionals treat your home or business as if it were their own. We offer scheduled appointments and up front pricing.

Reliability

Our in depth training means we get it right the first time!

Safety

All our Service Professionals have had background checks.

Convenience

Our wide range of products and services means you only have to make one call.

Vision

To be known as the leader in the residential and commercial electrical service and repair industry.

Mission

Sunburst Electric is dedicated to providing world class service by getting the job done right the first time.

Customer Satisfaction

"A sale is not something that you pursue; it is something that happens to you while you are immersed in serving your customer."

At Sunburst Electric we strive for service excellence. Our electrical staff attend regular training sessions to equip them with superior electrical knowledge and unrivaled customer service etiquette. The brand managers and training facilitators at our Head Office work intensely on all aspects of the brand to ensure that our electrical staff are equipped with up to date information and an ability to provide excellent service. To extend our accessibility we offer direct communication lines to our customers via Facebook, LinkedIn, Instagram and our website www.sunburstelectric.co.za. Our latest offerings and promotions are also included in our newsletters. It is possible to subscribe to our exclusive subscription list through registration on our website.

The following are descriptions and criteria to distinguish if you match the profile of the type of franchisee we are looking for to grow the franchise network along with us:

Job Description of a Franchisee

- Management of staff – including HR/IR responsibilities
- Recruiting, appointing, training and motivating staff
- Assist and build relationships with customers
- Stock management
- Logistics
- Quality control
- Service and maintenance of the outlet
- System controls
- General business administration
- Legislative compliance (PAYE / UIF etc)
- Implementation of new franchise policies and procedures
- Reporting and administrative requirements of the Franchisor
- Business planning (forecasts, budgets etc)
- Financial management - cash flow & standard reporting
- Sales & marketing - including local area marketing

Personal Characteristics

- Prepared to work very hard
- Passionate, committed and dedicated
- Common sense and lateral thinker
- Specific attention to detail
- Willingness and ability to invest ahead of the curve

Skills

- Financially savvy
- People skills (customers and staff)
- Communication, relationship, interpersonal and leadership skills
- Systems oriented
- Organised
- Computer literate
- Multi-tasking – operations and administration
- Sales abilities
- Management skills

Qualifications

- It is a requirement that the franchise owner or at least one of their technicians be a qualified electrician with a wireman's licence. This is also a requirement as per the Occupational Health and Safety Act.

"Play to watch 'Why Franchising' video"

What Kind of Support Will I Receive?

In terms of the franchise network and the franchisor's on-going commitment to the network of growing franchisees, the Sunburst Electric franchise will honour its obligations in the following manner:

Training Commitment

One of the most exciting and unique benefits of becoming a Sunburst Electric franchisee is the fact that we identify that the growth within you, the franchisee, is of utmost importance. This has a direct impact on the outcome of the business. We allocate a tremendous amount of time and energy to training, in order to help you succeed. If there is additional training you would like to attend, please notify us in order to make arrangement, we would like to assist anywhere we can.

Training Provided:

- Selling
- Time management
- Goal setting
- Public speaking
- Life coaching
- Executive coaching
- Health & Safety Training (As per the Occupational Health & Safety Act)

This allows the Sunburst Electric franchisor to provide the franchisee and its staff with adequate training to enable staff to meet the requirements of the franchise agreement and manuals.

Remember, the more balanced you are, the more successful you become and the happier your family will be.

Procurement and Marketing

Branding efforts include the incorporation of the Sunburst Electric trade name and trademark on stationery, uniform, etc. Sunburst Electric franchisees will receive all the coaching, mentoring, technical and field training needed to run a business well.

On-going-Obligations of the 'Franchisor' to the 'Franchisee'

- Marketing
- Building the brand
- Professional training
- Research and development
- Sourcing of new products
- Approval of suppliers
- Suppliers quality control
- Benchmarking on performance
- Field service systems
- Examine management accounts from the franchisees on a monthly basis
- Systems development

"Play to watch 'What you get with a franchise' video"

The franchisee selection process is detailed and thorough simply because we want to ensure that we have selected the right personality to join our franchisee network and who will assist in successful growth of the Sunburst Electric franchise.

Below are the first two stages in the selection process:

Lead

- Obtain the initial application form and confidentiality, non-use and non-disclosure agreement from Franchise Head Office.
- Tel: 010 202 3360
- Email: sales@sunburstelectric.co.za.
- Complete initial application form and submit.
- Watch shared videos on franchising with Sunburst Electric.



Discover & Diagnose

- Obtain and complete full application form.
- Complete questionnaire and submit.
- Complete franchise assessment interview.
- Submit business plan (a business plan guideline is sent).



Only 7 stages remain to your own Sunburst Electric franchise.

NOTE: ALL COSTS SHOWN ARE INDICATIVE AND SUBJECT TO CHANGE AND ARE EXCLUSIVE OF VAT.

The total investment varies and is to be confirmed per area of application. The unencumbered cash contribution required should be a minimum of 50% of the total cost. This will be negotiated with the relevant financial institution at the applicable point in the Selection Process.

Financial Obligations: Royalty payments are 7% on turnover and Marketing contributions are 3% on turnover.

Working capital will be required to carry the new business for at least 3 months. This will vary from franchise to franchise. We too will assist you in calculating the working capital requirement for your business through the compilation of cash flow projections etc.

Description	Peugeot Partner	Peugeot Boxer
Vehicle & Accessories	R278,516.00	R455,416.00
Equipment	R108,120.00	R108,120.00
Marketing	R25 119.21	R25 119.21
Software & Hardware	R50,327.00	R50,327.00
Health & Safety	R18,500.00	R18,500.00
Registrations	R2120.00	R2120.00
Total (excl. Working Capital)	R484 702.21	R661 602.21

Zone	Franchise Fee
A	R95,000.00
B	R85,000.00
C	R75,000.00
D	R70,000.00
E	R65,000.00

*Each zone sold requires its own operating vehicle. Prices are subject to change.

Roll out of the Sunburst Electric franchise will be throughout South Africa with various hotspots.



Zone A

Zone B

Zone C

Fourways / Lonehill

Glenhazel / Observatory

Groenkloof / Waterkloof

Krugersdorp

Modderfontein / Edenvale

Moreleta Park / Faerie Glen

Morningside / Kelvin

North Cliff / Greenside

Parktown

Randburg / North Riding

Randpark Ridge / Robin Hills

Sandton South / Illovo

Sunninghill / Woodmead

Aeroton / Mondeor

Bedfordview

Benoni

Blaigowrie / Craighall Park

Blue Hills AH

Boksburg North

Bridle Park

Centurion

Cosmo City / Kya Sand

Horizon View

Kempton Park

Montana

Randfontein

Silver Lakes / Mooikloof

Irene

Akasia

Boksburg South

Brakpan

Claremont / Uitzicht

Germiston

Glen Austin/ Midrand

Heidelberg

Kyalami

Melville / Maraisburg

Nigel / Selcourt

Pretoria Central

Pretoria West

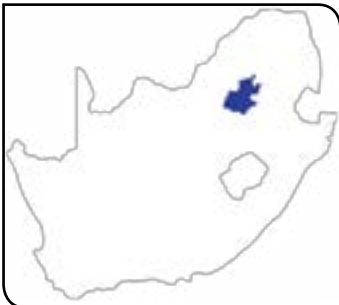
Roodepoort

Springs

Turffontein / Ormonde

Vanderbijlpark

Vereeniging



*Each zone sold requires its own operating vehicle.



Zone D

Zone E

Bronkhorstspuit

Carletonville

Fochville

Hamanskraal

JHB Central

Kagiso

Lenasia

Lanseria

Magaliesburg

Rayton / Cullinan

Riverlea / Langlaagte

Selby / Booysens

Bapsfontein

Daveyton

Ekangala

Evaton

Hillbrow

Mamelodi / Eersterust

Soshanguve

Soweto

Tsakane / KwaThema

Tembisa

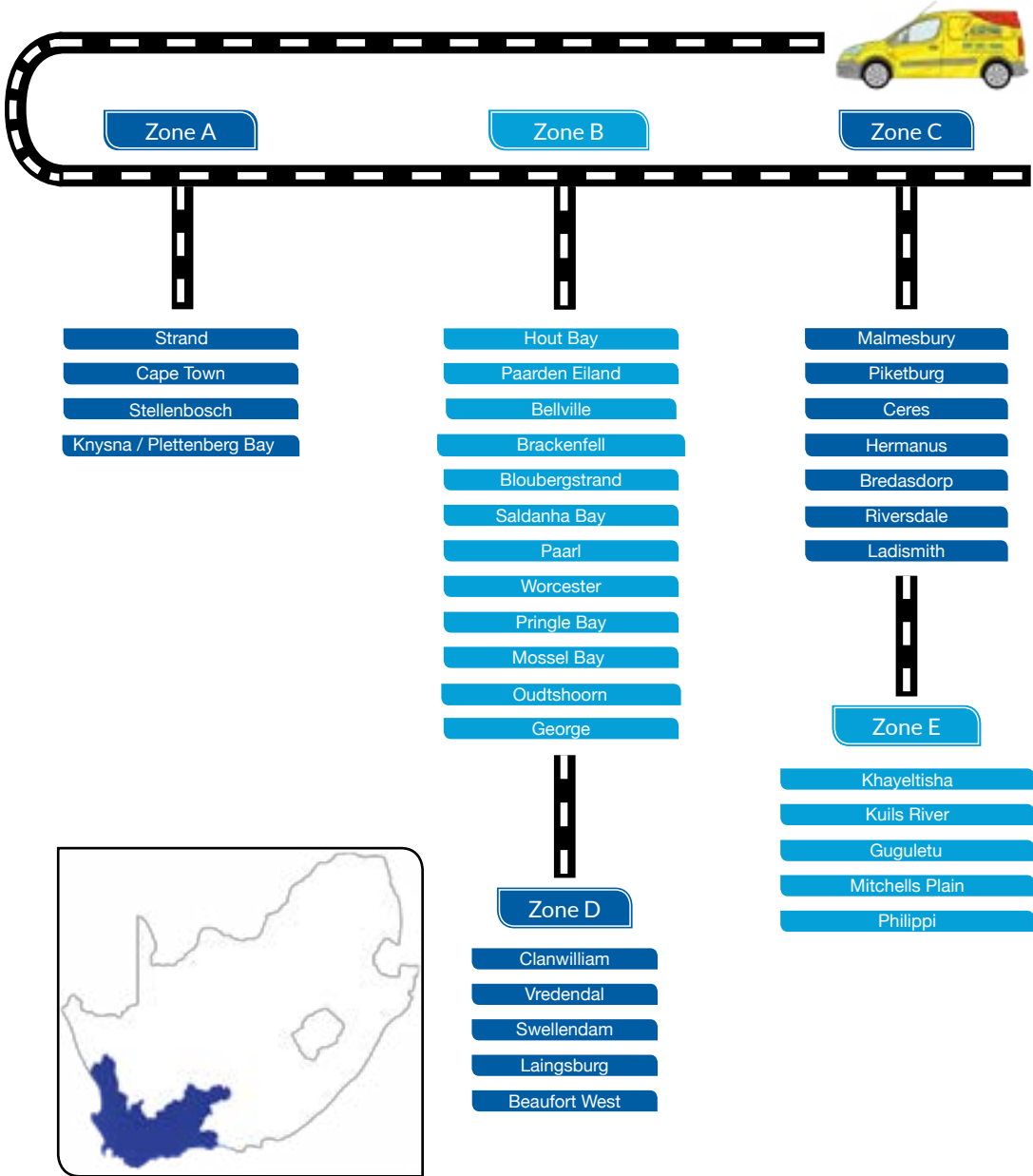
Vosloorus

Westonaria

Vaal Marina



*Changes may occur without prior notice.



Zone A

- Strand
- Cape Town
- Stellenbosch
- Knysna / Plettenberg Bay

Zone B

- Hout Bay
- Paarden Eiland
- Bellville
- Brackenfell
- Bloubergstrand
- Saldanha Bay
- Paarl
- Worcester
- Pringle Bay
- Mossel Bay
- Oudtshoorn
- George

Zone C

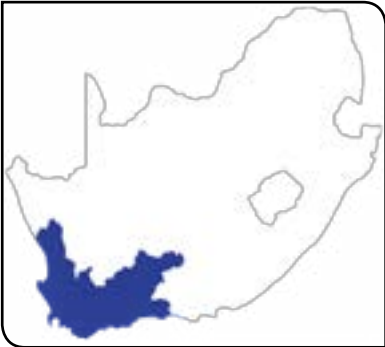
- Malmesbury
- Piketburg
- Ceres
- Hermanus
- Bredasdorp
- Riversdale
- Ladismith

Zone E

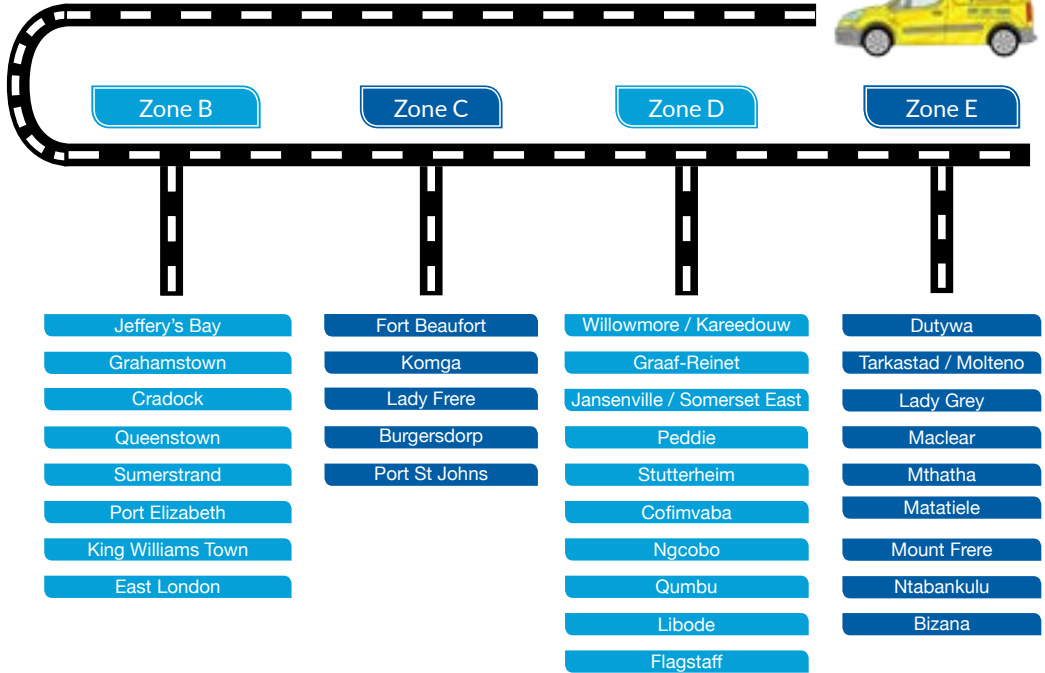
- Khayeltisha
- Kuils River
- Guguletu
- Mitchells Plain
- Philippi

Zone D

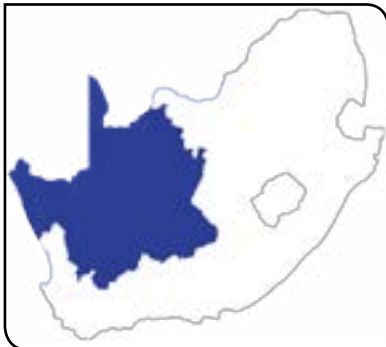
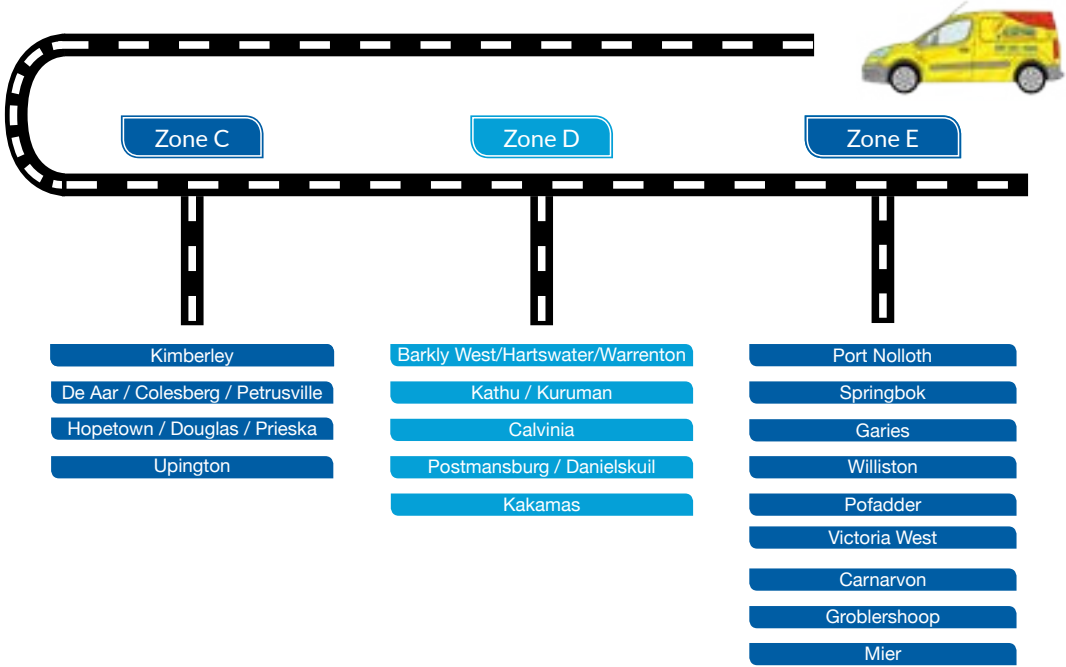
- Clanwilliam
- Vredendal
- Swellendam
- Laingsburg
- Beaufort West



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Zone A

Zone B

Zone C

Durban South

Ladysmith

Port Shepstone

Richards Bay

Bergville

Umhlanga

Ntambanana / Umlalazi

Pinetown

Mooi River / Impendle

Chatsworth

Richmond / Camperdown

Amazintoti

Pietermaritzburg

Zone D

Zone E

KwaDumisa / Scottburgh

Nongoma

Ntabamhlophe

Mathulini

Estcourt

Izingolweni / Harding

Winterhoek

Ashburton

Driefontein

Ndwedwe

Greytown / Tugela Ferry

Mpumalanga

Dundee / Nquthu

Umlazi

Nkandla

Kwa-Mushu

Mbonambi

Utrecht / Danhauser

Wartburg / Howick

Ulundi

Edendale

Pongola

Phoenix

Underberg

Kokstad

Newcastle

Jozini

Jobe

Paulpietersburg / Vryheid

Toongaat

Hluhluwe



*Each zone sold requires its own operating vehicle.



Zone B

Zone C

Zone D

Zone E

Madibeng Townships

Rustenburg North East

Rustenburg South West

Potchefstroom / Ventersdorp

Klerksdorp

Mahikeng

Brits / Hartebeespoort

Taung

Ganyesa

Zeerust

Lichtenburg

Mogwase / Sun City

Makapanstad

Koster / Swartruggens

Christiana / Wolmaranstad

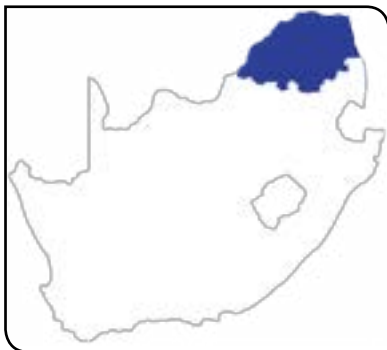
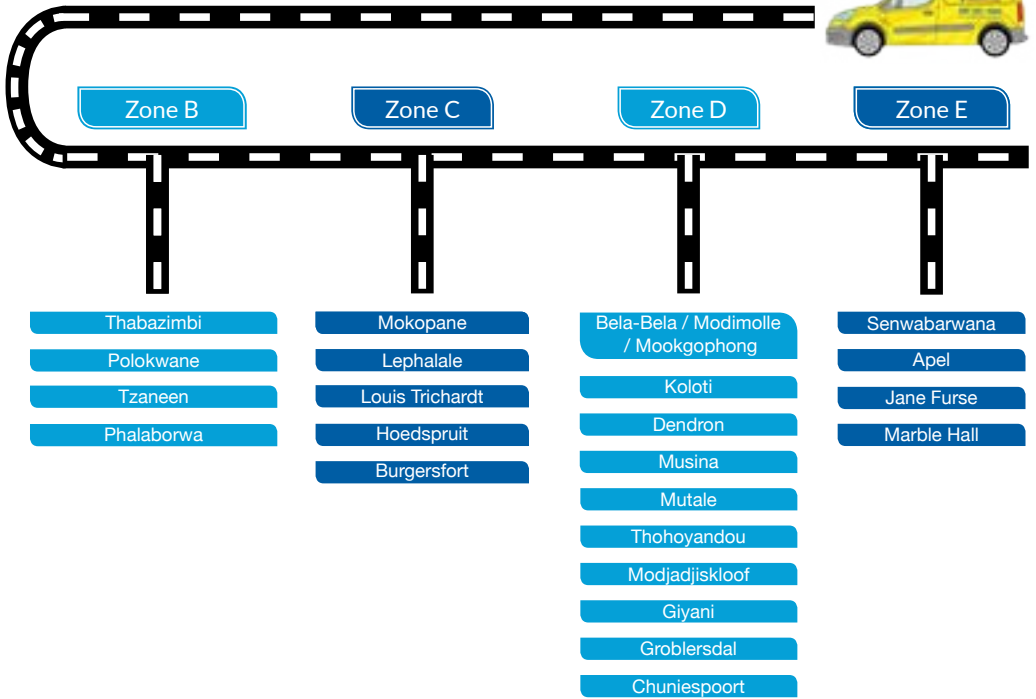
Vryburg / Schweizer Reneke

Setlagole

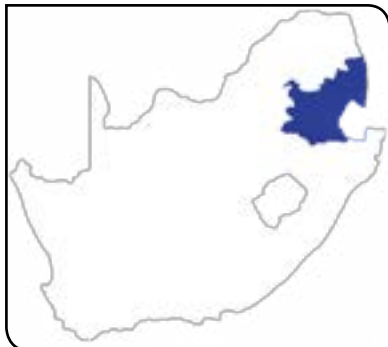
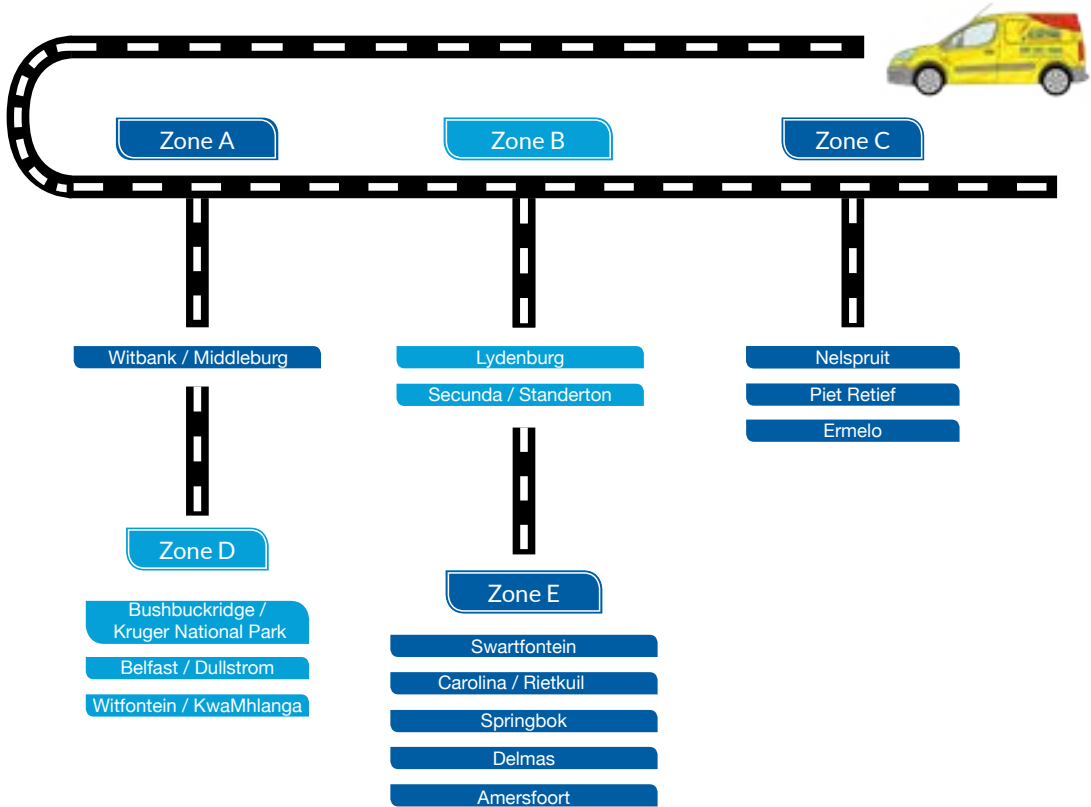
Delareyville



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Zone B

Zone C

Zone D

Zone E

Sasolburg

Bloemfontein

Welkom

Harrismith

Bethlehem

Parys

Kroonstad

Boshof

Theunissen

Botshabelo

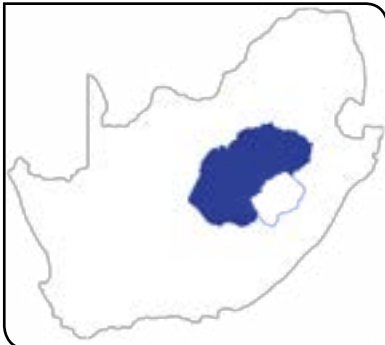
Mangaung

Frankfort

Ladybrand / Ficksburg

Trompsburg / Kofffontein

Dewetsdorp / Zastron



*Each zone sold requires its own operating vehicle.

The Sunburst Electric brand is supported by a dynamic and motivated Infinity Brands Marketing Team that is committed to creating awareness and excitement around each franchise, as well as maintaining a strong brand presence.

Print


- Banners
- Channel Partner Promos
- Flyers
- Magazine Adverts
- Posters
- Specials

Physical

- Exhibition
- Franchise Blitz
- Mall Activations
- Open Days
- Corporate Gifts

Digital

- Email
- Signatures
- Facebook
- Twitter
- LinkedIn
- Website
- Google (PPC/SEO)



**SUNBURST
ELECTRIC**
EXPERT ELECTRICAL SERVICE

We Have The Power To
Make Things Better!

087 551 1000

Independently Owned & Operated



Q: Can the franchise purchase any products from any brand?

A: Yes, however suppliers are suggested by Infinity Brands in order to be able to get better pricing passed onto the franchise.

Q: Where do I run my business from?

A: You can run your business from home to start off. As you grow you may need to move to a bigger office.

Q: Do I need to be a d electrician?

A: No, you don't, however it is required that you have a technician who is a qualified electrician in order to sign off work.

Q: If I register as an interested applicant, am I financially committed?

A: The process of registering merely shows your interest in the possibility of becoming a future franchisee. It needs to be highlighted that there is no financial commitment when registering. We as the franchisor will walk with you in terms of providing the necessary guidance and advice.

Q: Once the franchise agreement has been signed, how long will it take to begin trading?

A: To begin trading can take up to three months. This is primarily because of the branding requirements of the vehicle and ordering of equipment, systems and stock.

Q: Can I take initiative and market locally?

A: Yes, you are encouraged to locate and take part in possible marketing opportunities in your local area. All artwork will need to be designed and approved by head office to ensure brand integrity.

"Play to watch 'Next steps in franchising' video"



2 Nguni Drive, Longmeadow Estate West
Edenvale, South Africa

T | +27 10 202 3360

F | +27 87 897 5402

E | sales@sunburstelectric.co.za

W | www.sunburstelectric.co.za