

# FRANCHISE BROSHURE



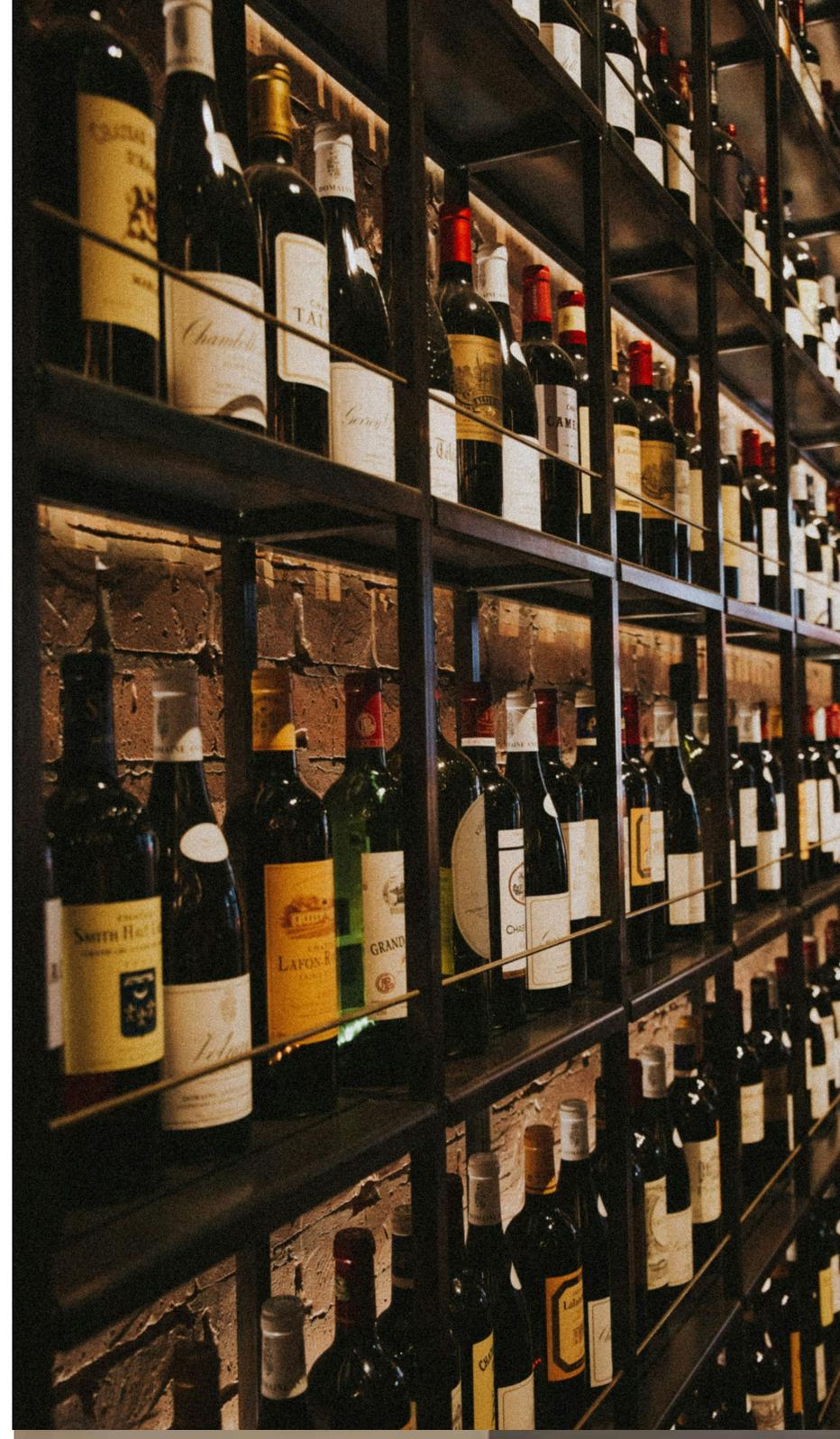


Founded in 2019, South African Liquor Distributors (Pty) Ltd (SALD) is part of AB Inbev, the world's biggest distributor with more than 400 brands and brewing interests around the world.

SALD is South Africa's fastest growing distributor and soon to be one of the nation's most admired companies.

The company distributes for 14 breweries out of 42 depots in South Africa with an annual distribution capacity of 1.1 billion liters.

Its portfolio of beer, spirit and wine meets the needs of a wide range of consumers.



## The South African Liquor Distributors Difference

**SALD (Pty)** is a leading distributor in the rapidly growing emerging liquor market, combining technology and franchising opportunities with ground-breaking financial success.

SALD Franchise offers customers an immediate, speedy, variety of products, competitive pricing and convenience.

## South African Liquor Distributors in South Africa

The potential for growth in South Africa and the African continent is limitless, with research indicating that **5000** bottle stores will be operating in South Africa by **2025**.

The SALD Franchising Model has proven to work exceptionally well in the US. Its track record for financial success has far surpassed expectations, and since its launch in South Africa, it has gained massive momentum and experienced tremendous success.

South African Liquor Distributors in South Africa saw net profits within just three months and is well on its way to becoming a super franchise within the African continent.

## “We make it possible to afford it!”

The ease of accessibility extended to a wide target market allows for people to fulfil the aspiration of owning premium-branded, Liquor at a price that they can actually afford.

## Our Services

**SELL | MANUFACTURE | BRAND | SPONSOR | PROMOTE | SUPPORT | DISTRIBUTE |**

Customers have the comfortability to buy their favorite product immediately and have guarantee on quality Our prices are structured around the individual so that they can enjoy the flexibility of having more products for less.



Our In-store Repair Centre offers customers a lower cost on device repairs that will be completed while the customer waits in your inviting **SALD (Pty) Ltd** This boosts sales through increased foot traffic into the store. Repairs will include screen repairs, buttons and power jacks, battery repairs, as well as hardware and software upgrades.

**SALD (Pty) Ltd** also extends our services to benefit the South African market by incorporating a range of value-added services such as bulk sales rentals, insurance and maintenance plans. We also have a wider range of brands availability based on extensive market search relevant to the South African with a distinct focus on local brewery products.

## **Income Opportunities – how will I make money?**

### **South African Liquor Distributors Franchise Model**

Capitalizes on multiple revenue streams, a high closing ratio, broad target market and a specialization in brands and customer loyalty

## **Everyone is a Potential South African Liquor Distributors Customer!**

[| Sales](#) | [Promotions](#) | [Jobs](#) | [Research](#) | [Social Marketing](#) | [Credit](#) |

There is an extremely high demand and desirability in South Africa for liquor at affordable price.

By becoming an South African Liquor Distributors Franchisee you will benefit from the duality of two complimentary businesses, rolled into one: Sales and premium, Brands. Our highly versatile products along with our perfect service makes us the liquor shop for all your customers needs.

## **Why become an South African Liquor Distributors Franchisee?**

**South African Liquor Distributors Franchise** will position you in the rapidly growing, liquor industry that offers infinite potential for growth.

- Based on an innovative Turn-key Franchise Model that has proven to work
- Strong sales history and growing profits
- Duality of sales and premium global products and local products
- High customer demands
- Extensive, premium product range
- Comprehensive training programme and support from industry experts
- Financing opportunities available stock credit up to R150,000
- Additional value-added services, Point of sale systems, Furniture, Shelving and Signage
- Temporary and Permanent Liquor License
- Advertising and marketing in place
- Location and set-up assistance, Painting of location, Lighting setup, Office equipment



## How will South African Liquor Distributors support me?

### | Liquor License | Training | Support | Financing | Marketing

The **South African Liquor Distributors** offers you the full package for starting your franchise, while ensuring that you will never go it alone. We will assist in establishing your license help select the ideal location to maximise exposure, coordinate the build-out and fitting of your store, store launch as well as offer extensive training and financing opportunities. You will also benefit from our complete marketing plan and pre-packaged marketing materials.

### Training

To ensure the success of your **South African Liquor Distributors Franchise** you will have extensive, on-floor training programme at your store. You will be provided with the knowledge and skills you will need to successfully run your franchise – from technical to business to marketing. Ongoing training support will also be provided.

### What will it cost?

The start-up capital required is dependent on the type of franchise you want, as well as your store's stock. It will typically range between R50 thousand – R60 thousand.

Franchise options:

- Bottle Store R50,000
- Shebeen/Tavern/pub/sportsbar R60,000

## How do I become part of the South African Liquor Distributors Franchise?

Applying to join our dynamic, world-class franchising opportunity is simple and easily accessible. Our fast evaluation process ensures a speedy process and begins with a quick application form.

1. Contact **South African Liquor Distributors**
2. Fill in a short registration form
3. Once we have reviewed and registered your information we will contact you for payment.
4. Once payment has been made we will apply for the necessary liquor licenses.
5. Delivery of refrigerators, POS, shelving, furniture and other setup materials.
6. Delivery of liquor and training on POS

## Liquor License

We will apply for a temporary liquor permit, meaning you will be able to trade for 31 days. Turnaround time will be 24 hours from the time of application. We will then apply for a temporary liquor permit every month for 3 months till your permanent liquor license is approved.

Permanent liquor license are split into two categories On-Site Consumption and Off-Site Consumption. We will apply for the liquor license that best suits you.

## Store Setup, Tavern, Pub ,Sportsbar:

South African Liquor Distributors will assist you with your store setup or tavern setup.

1. Signage of the establishment of your own design and display modifications security bars or shutters.
2. Refrigerators, Bar Fridges, branded coasters, branded glasses, bar tops, point of sale system.
4. Tables and chairs, outdoor toilet amenities, outdoor furniture.
5. R150,000 Stock

## Interest Royalties And Management fees

South African Liquor Distributors will not charge interest on stock that has been taken on credit.

There will be no royalty payments or any management fees.

## Meet our South African Liquor Distributors Team



### **Julian Nieuwoudt | Cesca Nieuwoudt**

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#### **CEO: South African Liquor Distributors South Africa**

**Julian Nieuwoudt** is a well-respected and highly established businessman in South Africa. Along with his wife, **Cesca Nieuwoudt**'s remarkable business acumen and marketing expertise, this dynamic husband-and-wife duo operated and owned a large agricultural business in the South Africa. Cesca successfully operated all of the marketing and administration of the agricultural business and her involvement lends greatly to its phenomenal success.

After 20 years in the agricultural industry, they sold the business and delved into property development and the commercial property market – where they experienced a high level of success. Julian and Cesca also successfully started, owned and ran many businesses including 11 franchises.



### **Dirk van Loggerenberg**

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#### **CFO: South African Liquor Distributors South Africa**

**Dirk is widely** recognised for his exhaustive experience, knowledge and expertise pertaining to the South African business landscape. Dirk is a registered Chartered Accountant (SAICA Reg. Nr. 08156162) whose talent for managing, leading, developing and establishing companies, has allowed him to work with South Africa's largest and most successful business and financial entities. He displays incredible skill in applying critical thinking, developing and implementing business strategies, and has received multiple high-profile awards within the industry.

Dirk is also an inspiring mentor with assertive leadership skills in managing and training staff and highly skilled business teams. His ongoing flexibility, tenacity, integrity and commitment to achieving goals is evident in every venture he takes on.



## Jaco Norton

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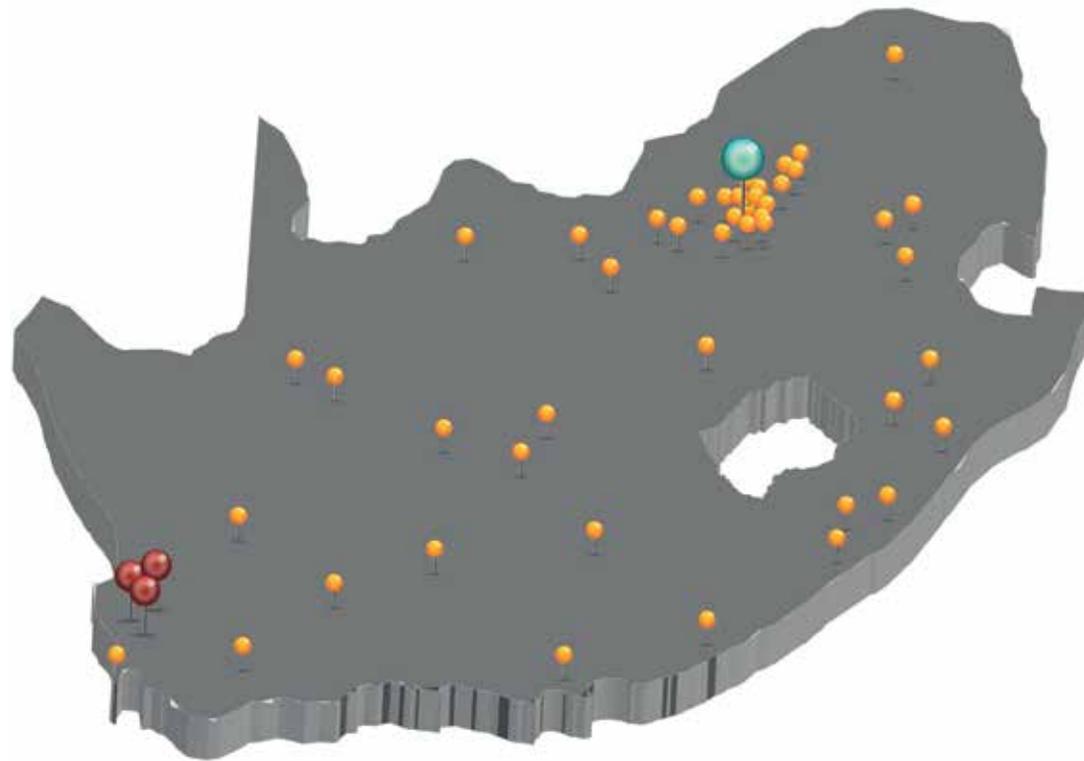
### COO: South African Liquor Distributors South Africa

From a young age **Jaco** has had a fervour for business. Not merely the workings of business, but the satisfaction that it creates when done right. During 2003 - 2004 Jaco obtained tertiary qualifications in **Sales & Marketing Management, Business Administration & Management**, and Principles of Public Relations and obtained accreditation as a business adviser in 2011.

Living this passion to build successful businesses, Jaco has successfully operated and owned a number of businesses in addition to partnering with and mentoring dozens of start-up and SMME entities in various sectors over the course of his career.

Jaco believes that excellent customer service is the backbone of a successful enterprise and he implements this belief within his role at South African Liquor Distributors.

# Available Stores Locations



## No. of franchise in each Province

Limpopo	1
Mpumalanga	2
Gauteng	8
Kwazulu Natal	3
North West	2
Eastern Cape	2
Free state	1
Western Cape	8
Northern Cape	2

 Pending Shops

 Existing Shops

 Flagship Shop



Further support...

For further information please refer to:

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

South African Liquor Distributors

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