



# Franchise Investment Opportunity

INFORMATION PACK

2025

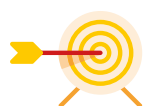




## YOUR ESSENTIAL SERVICES RETAILER

3@1 is your one-stop-shop for all your business or home office needs and services. We utilise the latest technologies to provide the highest quality material, printing and finishing while honouring your deadlines.

We are the leading communications retail franchise providing a wide array of services and products which includes the likes of worldwide courier, local courier, extensive print services, photographic and secretarial services.



## AN ESTABLISHED FRANCHISE CONCEPT

3@1 business centres are an ideal opportunity for those with entrepreneurial flare looking to exit the corporate environment. 3@1 provides an outstanding alternative career and investment opportunity with excellent returns.

Franchise partners benefit from a complete turn-key setup, support with site location and lease negotiation assistance; in-store training in all facets of the business; Partnerships with leading brands and ongoing operational support.



## COMPETITIVE EDGE

3@1 continues to adapt its progressive franchise model in an ever-evolving business environment, ensuring that the concept stays fresh and relevant in the market place.

3@1 Key West, Gauteng



## REAL BENEFITS

- Affordable investment opportunity - well under R1 Million.
- Lowest Royalties in the communication retail sector.
- Well established brand, South African born and bred - here in our culture, for our culture.
- Entrepreneurial business approach.
- Tech savvy setup that will stay relevant making retail customer service cheaper, faster and easier.
- Virtual operational support means no trading down-time.
- 3@1 pre-negotiates preferential rates due to the strength of our brand and long standing reputation.
- Established in 5 SADC countries being South Africa, Namibia, Mauritius, Zambia and Uganda. Expanding to the UK in 2022.
- Fully functional web-based online store.



## 3@1 ONLINE SHOP

We now include a fully functional web-based store with our franchise setup, resulting in increased reach and profitability. Customers can order digital and canvas prints, photo printing and various courier services from any device.



## PHOTO PRINTING

The PhotoMe Centre is a self-service approach where customers are able to select, edit and develop photos, print collages and assemble photo books at our terminals, all at the touch of a button. We offer a professional ID photo facility, which prints while you wait.

Variety of Sizes • ID and Visa Photographs • Photo Books and Collages

**PhotoMe**  
Digital Moments

## THE PRINTING STATION

The print station ensures that each 3@1 store provides fantastic print and copy facilities. The use of state of the art equipment including colour and mono printers as well as wide format printing and scanning, which are able to print all sizes ranging from business cards to building plans, posters, canvas and much more...

Digital Printing • Large Format Printing • Canvas Printing • Sublimation Printing • T-Shirt, Mug Printing • Plan Printing



## DHL COURIER COUNTER

We have partnered with DHL South Africa, a global leader in logistics and transportation solutions. This gives us the ability to offer competitive, convenient and cost-effective express courier services, both internationally and locally as well as effortless E-Commerce solutions.

International Courier • Domestic Courier • Counter to Counter • Online Shopping Collection and Return Point



## WEB ACCESS POD

Our high speed internet connection affords customers a virtual office service and various web-based functions allowing the customer to edit, process and dispatch their documentation.





## WHO IS THE IDEAL FRANCHISE PARTNER?

Prospective franchisees should be eager to evolve alongside this growing brand to meet the ever-changing communication and technology needs of South Africans. Most of all, the 3@1 partner must enjoy building relationships. An outgoing personality and a desire to support and service business owners and consumers are also important. Some retail or management experience is an advantage but not a necessity. All 3@1 Business Centres should be owner operated.

3@1 has attracted franchisees from a variety of backgrounds, from ex-farmers to recent graduates, from corporate players to housewives, all have been drawn in by the broad range of business products and services on offer in a 3@1 Business Centre as well as the support on offer from the franchise team.



## TURNKEY OPENING

3@1 Franchising provides a full turnkey setup meaning that the head-office team is alongside you all the way, from the planning phase to store opening. Initial training takes place at the premises of an existing 3@1 Business Centre for one week prior to the launch of your own outlet. Thereafter the franchise team will spend more time on site to ensure you and your staff are proficient and comfortable. Ongoing support and training is available throughout the franchise relationship, whilst we also keep the brand fresh, evolving our service offering and expanding our footprint.



## STORE SETUP FROM R650K ex VAT

- Includes R65 000 ex VAT\* franchise license fee
- Floor space from 50m<sup>2</sup> - 70m<sup>2</sup>
- Ideal for full scale independent sites
- Includes online shop setup (excl. hosting)
- Total setup cost may vary slightly, depending on the size, shape and condition of the proposed location.
- We assist in site election and lease negotiation.
- Excludes landlord rental deposit and working capital (we recommend 6 months operating capital)



- Specialised management team
- Assistance with site sourcing and lease negotiations
- In-store training in all aspects of the business
- Hands-on in-store opening and ongoing support
- Regular workshops incorporating topics such as operational, financial & marketing
- Landlords deposit 2-3 month rental
- Minimum royalty of R3300 or 3% of turnover, whichever is larger.
- Unencumbered cash investments only
- 10 year renewable franchise license



## 3@1: AN INVESTMENT OPPORTUNITY

For 25 years and with an international network we offer a Multi-Tiered Selling approach with a Store front & Online Shopping offering.

In addition to the return on investment, a franchisee will be able to draw a salary and have acquired a business with future value.



## BREAK EVEN ANALYSIS

**Operational Break Even  $\pm$  6 Months**

**Trading Break Even  $\pm$  12 Months**

The break even projections can be attributed to:

- A low cost of sale of 34% in relation to other retail investments
- Franchisor royalties at 3%
- Assisted rental negotiations
- Excellent relationships with suppliers

### Typical financial projections:

Overhead Costs (OH)	40%
Cost of Sale (COS)	34%
Net Profit Percentage (NPP)	26%



## RETURN ON INVESTMENT

**Proven healthy 3 year ROI of 34%**

This is far greater when compared to the ROI of a standard capital investment at a financial institution which is typically in the region of 5–7% p.a.

**In addition to the return on investment, a franchisee will:**

- be able to draw a salary
- have acquired a business with future value



## GROWTH POTENTIAL

**Opportunity to expand within the 3@1 group:**

Multi franchise option to grow a network of retail stores in a pre-determined region, province and into Africa.

Disclaimer: all figures shown are estimates and cannot be guaranteed by 3at1 Franchising, as all circumstances vary.

3@1 Salt Rock, Kwazulu-Natal



3@1 Brits, Gauteng



3@1 Cascavelle, Mauritius





## FRANCHISE PARTNER TESTIMONIALS



"After what is now approaching our 17 year anniversary, the business model has proven to be a success, despite an economy that is far from galloping, the 3@1 business centre service is still growing at a good pace.

— **Tania & Peter Edwards**  
**3@1 Business Centre, Fourways**



"We are very excited as we are getting the rural community connected. Apart from running a business for the obvious, making profit, we pride ourselves in bringing those much-needed services at a very low price. Our business is growing strength to strength every month..."

— **Midas Chawane**  
**3@1 Business Centre, Acornhoek**



"We've experienced regular month on month growth since inception, even after the disastrous Covid-19 pandemic, and we continue to be inspired by the exceptional successes of the many 3@1 stores who continue their operations well beyond 10 years..."

— **Assia & Elaais**  
**3@1 Business Centre, Green Valley**



## SEND AN APPLICATION FORM

The first part of the process is to complete and submit a non-binding application form and C.V. for a contact interview.

**Fill in our application form online**

## CONTACT US TO DISCUSS FURTHER

Email: [hq@3at1sa.co.za](mailto:hq@3at1sa.co.za)

Website: [www.3at1.co.za](http://www.3at1.co.za)

Facebook: <https://www.facebook.com/3at1franchise>

Instagram: <https://www.instagram.com/hq3at1/>



**Chris Dunn**  
Managing Director



**Belinda Dunn**  
Franchise Development Director



**Edward Nkomo**  
General Operations Manager



**Heinrich Lemmer**  
Operations Manager



**David Bailey**  
Operations Manager



**Tamara Blaser**  
Admin Manager



**Ronél Coetzee**  
Senior Bookkeeper

