

EXPORT

**FRANCHISE &
AGENTS**



Maxidor
OUR STRENGTH IS YOUR SECURITY

Export and F&A Mission

Maxidor is expanding into South Africa and going deeper into Africa.

- The franchise model is aimed at entrepreneurs who want to enter the physical security barrier industry, who are serious at working the business and growing the brand into their own country (or province).
- Maxidor is looking a driving the sub-assembly model with the delivery of container loads of components.
- Maxidor is geared to provide stock, training and services to prospective Franchises, without the extra burden of 'goodwill' or 'franchise fees'. This is referred to as "Business in a Box" which will be developed in conjunction with the website.



Export and F&A Website Outline

- The *new website* will have a dedicated page seen and accessible from the home page entitled:
“International Business Opportunities”
- The content will be set up in an easy to navigate Step-by-Step format
- All communications will be monitored online and automated where possible, including an online ordering platform



Export and F&A Website Outline

Intro

- Video Introduction to Maxidor
- Script on IBO Introduction (Opportunity Map)

STEP 1

- First Contact (Application Form is submitted)

STEP 2

- Log-In to website

STEP 3

- Research and Feasibility Study(Qualifier)

STEP 4

- Commitment

STEP 5

- Official Agreement

STEP 6

- Order Online

Export and F&A Website Outline

Intro

- Video Introduction to Maxidor
- Script on IBO Introduction (Opportunity Map)

As one enter the page, the browser will be able to:

1. Select their language ie: English, French, Portuguese Chinese (?).
2. View a video of one of the directors (to be decided) selling the vision. The video could have a written transcript in the language they selected (concept to be finalised) Video Presentation (Share the Passion, Sell the Vision). Emphasise our vision in their country, potential success.
3. See an “interactive” opportunity map of Africa.
 - a. They select their country which will highlight under the cursor’s movement
 - b. They enter their own specific portal
 - c. We will indicate where we have representation already and where we are actively seeking immediate representation.

Export and F&A Website Outline

STEP 1

• First Contact (Application Form is submitted)

- Each country will have a custom page with an “**sale blurb**” tailored around stats and info which we are busy compiling (“We are talking to them specifically and engaging with our audience”)
- Education tour about Maxidor and the business proposal. This will be made with simple “blocks” containing basic but “enticing” info in either script form or video (all to be as visual as possible).

About Maxidor

Product Range

Training and Support

Note: Explain sub-assembly, franchise and agency platforms

Export and F&A Website Outline

STEP 1

- First Contact (Application Form is submitted)



A “Diagram” will explain to them very clearly the steps in the entire process. This diagram will be as interactive as possible and each steps clearly defined so to make it easier to grasp and minimise verbal/written communication at this stage.

Submit
Application

Export and F&A Website Outline

STEP 1

• First Contact (Application Form is submitted)

Submit
Application

- Automated response will be forwarded to advise them that application form has been received
- Establish system to archive all applications (database)
- Marketing survey questionnaire and profile info will be captured
- Applicant will be investigated and if approved, a personal letter will be forwarded to them with login code and letter of intent
- (human interaction)

STEP 2

• Log-In to website

- The login code (temporary) is only to ensure that only qualified people have access to information.
- If not activated within 2 weeks, the code will become nil and void.
- This is a temporary code for marketing research and feasibility studies on their part and will give them a deeper understanding of the business opportunity but still a limited access to information.
- This login code will be monitored and controlled by a person via website.

STEP 3

• Research and Feasibility Study (Qualifier)

- Once logged in, they will be able to retrieve the next level of information which will allow them to make their market research as well as a thorough feasibility study to ensure they are truly well and ready to go ahead with Maxidor.
 - **Product range proposal (Including all the equipment, warehousing etc.. to set up)**
 - **Estimated cost analysis and profit margin, container cost and export tax etc..**
 - **Templates for marketing research and marketing tools will be provided**
 - **Training (sales and installation) as well as the entire support structure etc..**

STEP 4

• Commitment

Commitment

- Once the applicant has done all his research and decides this the business opportunity he is looking for, the next step is a firm commitment to go ahead.
- Dedicated person to provide what “commitment” document to put in place and what deposit/payment is required for Maxidor.
- Once that is received and processed, then “human interaction” will take place. Up to now the entire process was done online.... At this stage Miki or a selected Maxidor representative will/may visit the applicant and assist in the process etc...

STEP 5

• Official Agreement

- At this stage of the interaction, Miki and applicant will seal the deal and all legal contracts and documentation necessary will be signed.
- Person will perform all of the due diligence.
- A permanent franchise code will be given to the successful applicant.

STEP 6

• Order Online

- A online order form will be integrated on the website for all export partners.
- This will minimise paper work and human errors in order capturing. It will integrate in Maxidor's current process and "raise the bar" for Maxidor providing a true platform for growth within the global community.

• Local market within South Africa

- A similar process will exist for anyone interested in starting up a business opportunity within South Africa.
- On the landing page, as browsers hover over the map of South Africa, they will be able to go through an identical process (adjusted to this domain) but making application within our borders.
- Once approved, they will be provided with their own unique code and place their orders on line for components, containers or completed products.

Export and F&A Website Outline

• Existing F&A

- Once the Pastel system on line is set up, all Maxidor's existing F&A base will be provided with a user code and will be able to order on line.
- This part = sql communication

