



## Why join Boost?

**At Boost we have a passion for health, mind and body.** We aim to build the Worlds largest collection of juice bars and we are always interested in talking to like-minded people who have a zest for life and take the view that helping others can also be very financially rewarding. Our intention is to grow but with a very strong foundation.

We have become the largest juice and smoothie bar in the Southern hemisphere largely due to our franchising and international partnership strategy we believe that we are yet to meet the many more prospective Boost Partners either within South Africa or overseas.

We receive hundreds of franchise enquiries each week from all over South Africa and throughout the world and we will continue our commitment to sourcing and selecting the best Partners we believe exist!

As the Founder of Boost Juice, Janine Allis says, "The Boost Partners are dynamic, inspirational people who have fresh ideas and new energy. We recruit like-minded people who share our enthusiasm and energy and believe that for Boost Juice to be successful, everyone involved must share the passion and the rewards".

Thanks for checking us out.

If you're thirsty for more then read on to find out the steps involved in becoming a Boost Partner as well as some frequently asked questions.

### Naturally High!

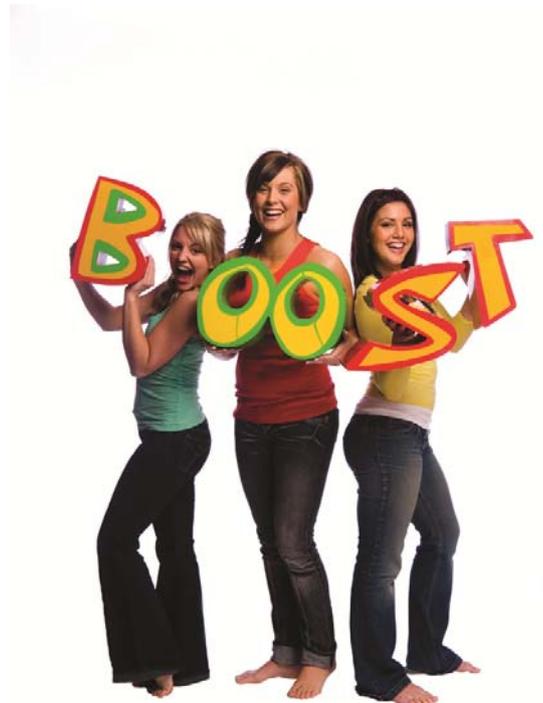
#### Franchising Team

Boost Juice Bars

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Edenvale





## Frequently asked questions

### What is my initial investment?

Franchisees can look at an initial investment of approximately R550,000 to R600,000.(excl VAT). This range includes our franchise fee of R75,000 (excl VAT) our training fee, fitout costs, plant & equipment and an allowance for working capital. The actual costs depend on variables including the size and the location of the store or kiosk.

### Are there any continuing or on-going fees after the Franchise Fee and the store establishment costs are paid?

Yes. You will be required to pay an on-going royalty of 8% of gross monthly sales. An additional 4% of gross monthly sales are required as contribution to the Boost Juice Marketing Fund. The contribution to the Marketing Fund is an invaluable contribution as it goes toward growing the strength of the Boost Juice brand, with the funds to be spent on large-scale advertising and promotional initiatives.

### What kind of return can I expect from the operation of a Boost Juice franchise?

Due to the significant number of variables affecting the profitable performance of each individual franchise, we cannot give an accurate indication of what turnover you can expect from your operation of a Boost Juice franchise. Once we have received your Application Form and after the initial telephone interview, we release a Confidentiality Agreement to you. Following the execution of a Confidentiality Agreement and a meeting with the Franchise Recruitment Manager, historical sales turnover figures of the existing Boost Juice stores may be disclosed to you, together with a Financial Planning Guide, which will assist you in the preparation of your Business Plan.



### **Is previous experience in owning your own business required?**

No. Whilst experience in owning/operating such a business would be regarded as advantageous, it is not imperative as part of the selection process.

### **Is training provided?**

Yes. Upon final approval by the management team, you will undergo three weeks of comprehensive training by an experienced and accredited Franchisee. Your training program is determined by the Boost team and is either conducted by the Learning and Development Operations Trainer or an experienced and accredited Partner Trainer. Typically, training is scheduled 4-5 weeks prior to your store handover. This allows for the information you have learnt to be fresh in your mind for when you start in your store. This training, as well as material provided to you in the Operations Manual includes information on recruitment, product, suppliers, customer service, financial reporting and marketing tips, and will therefore provide you with the necessary skills to assist you in your business venture.



### **Which sites are available?**

At the time that you submit your Boost Juice Application Form, it's likely that we will either have sites available which have been secured or are in the lease negotiation stages for a number of sites throughout South Africa. We rarely advertise the sites we have available



and never compromise on the quality of the sites we secure - just as we never compromise on the quality of the people we select to become our Boost Partners.

**Generally speaking, there are three options for site-selection:**

- 1.** You may be granted the opportunity to franchise a site we have already secured
- 2.** You may be granted the opportunity to franchise an existing store; or
- 3.** You may nominate a particular area on your Application Form or during the Franchise Recruitment process which if available and considered viable by Boost, you may lock-in.

Sites are something best discussed during the Franchise Recruitment process. We need to assess your suitability to the Boost Juice franchise network, just as you need to do your own assessment of our suitability to you and your lifestyle. When we are both comfortable to progress, you will be given the opportunity to 'lock-in' a particular site within a region which you designate. The lock-in procedure may be discussed in more detail in the interview stage.

**How long until I am up and running?**

The timing of your store opening is completely dependent on the handover and lease commencement date outlined in the lease. Our internal Leasing Department negotiates all of the commercial terms of the lease, including the handover date. We nominate a date suitable to you, to the landlord and to Boost.

**I would like to pursue multi-site franchise opportunities. Is this possible?**

Yes. Boost encourages Multi-Site ownership, however there is a comprehensive Multi-Site Assessment process that you will be required to under-go to be approved as a Multi-Site Boost Partner. Our criteria for Multi-Site ownership include operation of your initial store for a minimum of six months, achievement of certain KPI's such as mystery shopper averages, store audits, compliance to the Franchise Agreement and business acumen.





## Simple steps to joining

### STEP 1 - Download and complete the Boost Juice Application Form

Our Application Form must be completed in full by all parties who are applying for the franchise opportunity. Once completed, the form should be sent to the Boost Juice Support Centre, together with an EFT transfer for R5,700.00 Incl Vat.

If your application is successful, the payment will go towards the costs incurred in preparing your Franchise Agreements. The R5,700.00 is fully refundable\* and will be returned to you in full should you decide at any time to withdraw your application, or should Boost Juice deem you unsuitable for this venture.

#### Banking Details:

Standard Bank Bedford Gardens

Account Number: 022 55 55 60

Branch Code: 018 305

Reference: FR DEP 'Surname'

### STEP 2 - Telephone screen

This telephone screening process will help the Franchise Recruitment department to assess your suitability as a Boost Partner. You will be contacted for the Phone Interview within approximately 72 hours of the date we received your Application form. The time frame can vary occasionally due to the volume of Applications we receive.

### STEP 3 - First Interview





During the first interview, you will receive an informal, yet comprehensive introduction into Boost Juice Bars and the franchising opportunity will be discussed with you in more detail. The first interview may be treated as a get to know you session where both parties to the meeting may form further opinions as to the overall suitability of the application. It is vital that this interview is attended by all parties to the proposed franchise operation.

#### **STEP 4 - Franchisee Kit**

You will be issued with the Franchisee Kit (including the Disclosure Document and sample Franchise Agreement).

#### **STEP 5 - Operational Questionnaire**

We will ask you to complete a comprehensive questionnaire detailing a series of operational-based questions which will assist the Franchise Recruitment team in assessing your application.

#### **STEP 6 - Contact Existing Partners**

We encourage you to contact existing Partners and get the heads-up from them as to what they think of us, about each other and about Boost in general. This contact should be part of your due diligence in researching any franchise opportunity and we trust through this contact you will see how these Partners were each granted a Boost franchise.



#### **STEP 7 - In Store Experience Day**

The Experience Day is an opportunity to ensure that all potential New Partners to the Boost Network are not only the right cultural fit; they also have the necessary motivation to



become Brand ambassadors and strong operational leaders. This program is facilitated by one of our accredited Experience Day Leaders in a Boost Juice store.

### **STEP 8 - Final Interview**

The final interview should take place only when you feel 110% confident about wanting to join the Boost team. Final approval as Boost Juice Partners will need to be granted by the Boost Juice Managing Team. The final interview provides both the team and you with the opportunity to learn more about each other. Final approval will either be given at the final interview or within 48 hours following. In most instances, the venue for the final interview is at the Boost Juice Support Centre in Edenvale.

### **STEP 9 - Franchise Agreement**

Following your approval into the Boost Juice franchise network, we will liaise with you in preparing your Franchise Agreements. Depending on organization and time constraints, the Franchise Agreements can be organized within three weeks.

You will be required to pay the balance of the fully refundable\* joining fee of R75,000 (plus VAT) at this point.

### **STEP 10 - Induction**

The Boost Team will sit with you doing an induction to discuss the way forward. The project plan, building of the store, store handover, stock, suppliers and support afterwards are discussed.

*\*The fees are fully refundable less the reasonable legal costs incurred in preparing the Franchise Agreements or other cost accrued finalizing the site.*

