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The Local Farmer

EST. 2020

PROSPECTUS

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The Local Farmer initiative will facilitate environmentally-friendly, sustainable urban farming by combining modern technology with traditional farming techniques to produce something new, exciting, and innovative. We're reinventing farming by making it accessible to everyone – regardless of outdoor spatial constraints.

OUR PHILOSOPHY

PROFESSIONALISM

We treat your home or business as if it were our own. We offer scheduled appointments and upfront pricing for your convenience.

RELIABILITY

Our in-depth, contemporary training approach ensures our high product and service quality remains consistent.

SAFETY

Our fellow farmers have been thoroughly trained to follow safety regulations at all times. Smart measures have been incorporated into the design of our mighty machine to ensure that all of our produce is safe to consume.

VISION

To be leaders in the urban farming industry by providing customers with modern, innovative farming solutions.

CUSTOMER SATISFACTION

"Customer service shouldn't be a department; it should be the entire company." – Tony Hsieh.

We are committed to crafting a uniquely enjoyable experience for our customers.

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THE IDEAL FRANCHISEE

The following descriptions determine the ideal profile of our franchisees. We are always on the lookout for new franchisees to grow our existing network alongside us:

ROLES AND RESPONSIBILITIES OF A FRANCHISEE

- Management of staff – including HR/IR responsibilities.
- Recruiting, appointing, training, and motivating staff.
- Assisting customers with the goal of building future relationships.
- 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 other administrative duties required by the Franchisor.
- Business planning (forecasts, budgets, etc.).
- Financial management — cash flow and standard reporting.
- Sales and marketing - including local area marketing.

QUALITIES OF OUR IDEAL FRANCHISEE

- Prepared to work hard.
- Passionate, committed, and dedicated.
- Thinks laterally and has common sense.
- Pays particular attention to detail.
- Willing and able to invest ahead of the curve.

SKILLS

- Interpersonal social skills (build relationships with customers and staff).
- Leadership and communication skills.
- Management skills.
- Systems oriented.
- Organised.
- Computer literate.
- Multi-tasking – operations and administration.
- Sales capabilities.

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BENEFITS OF BEING A FRANCHISEE

WHAT KIND OF SUPPORT WILL I RECEIVE?

In terms of the franchise network and the franchisor's ongoing commitment to the network of growing franchisees, The Local Farmer franchise will honour its obligations in the following manner:

TRAINING COMMITMENT

One of the most exciting benefits of becoming one of The Local Farmer's franchisees is the fact that we identify and nurture your potential for growth. The importance we place on helping you reach your full potential directly impacts the success of your business. We dedicate a tremendous amount of time and energy to ensuring your ultimate success.

TRAINING PROVIDED:

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

This allows us, as The Local Farmer franchisor, to provide the franchisee and its staff with adequate training to ensure the franchise agreement requirements are met.

PROCUREMENT AND MARKETING

Branding efforts include the incorporation of The Local Farmer trade name and trademark on stationery, uniform, etc. The Local Farmer franchisees will receive all the coaching, mentoring, technical and field training needed to succeed.

THE OBLIGATIONS OF THE 'FRANCHISOR' TO THE 'FRANCHISEE' WILL BE ONGOING.

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HOW TO BECOME A FRANCHISEE

One of the most exciting benefits of becoming one of The Local Farmer's franchisees is the fact that we identify and nurture your potential for growth. The importance we place on helping you reach your full potential directly impacts the success of your business. We dedicate a tremendous amount of time and energy to ensuring your ultimate success.

LEAD

- Obtain the initial application form, and the confidentiality, non-use, & non-disclosure agreement from Franchise Head Office.
- Tel: 010 020 7721
- Email: sales@infinitybrands.co.za
- Complete and submit the initial application form.
- Watch shared videos about franchising with The Local Farmer.

DISCOVER AND DIAGNOSE

- Obtain and complete the application form.
- Complete and submit the questionnaire.
- Complete the franchise assessment interview.
- Submit a business plan according to the guideline we provide.

THE REMAINING 7 STAGES MUST BE COMPLETED BEFORE YOU BECOME A FRANCHISEE OF THE LOCAL FARMER.

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NOTE: ALL COSTS SHOWN ARE INDICATIVE, SUBJECT TO CHANGE, AND EXCLUDE 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 6 months. This will vary from franchise to franchise. We will assist you in calculating the working capital requirement for your business through the compilation of cash flow projections etc.

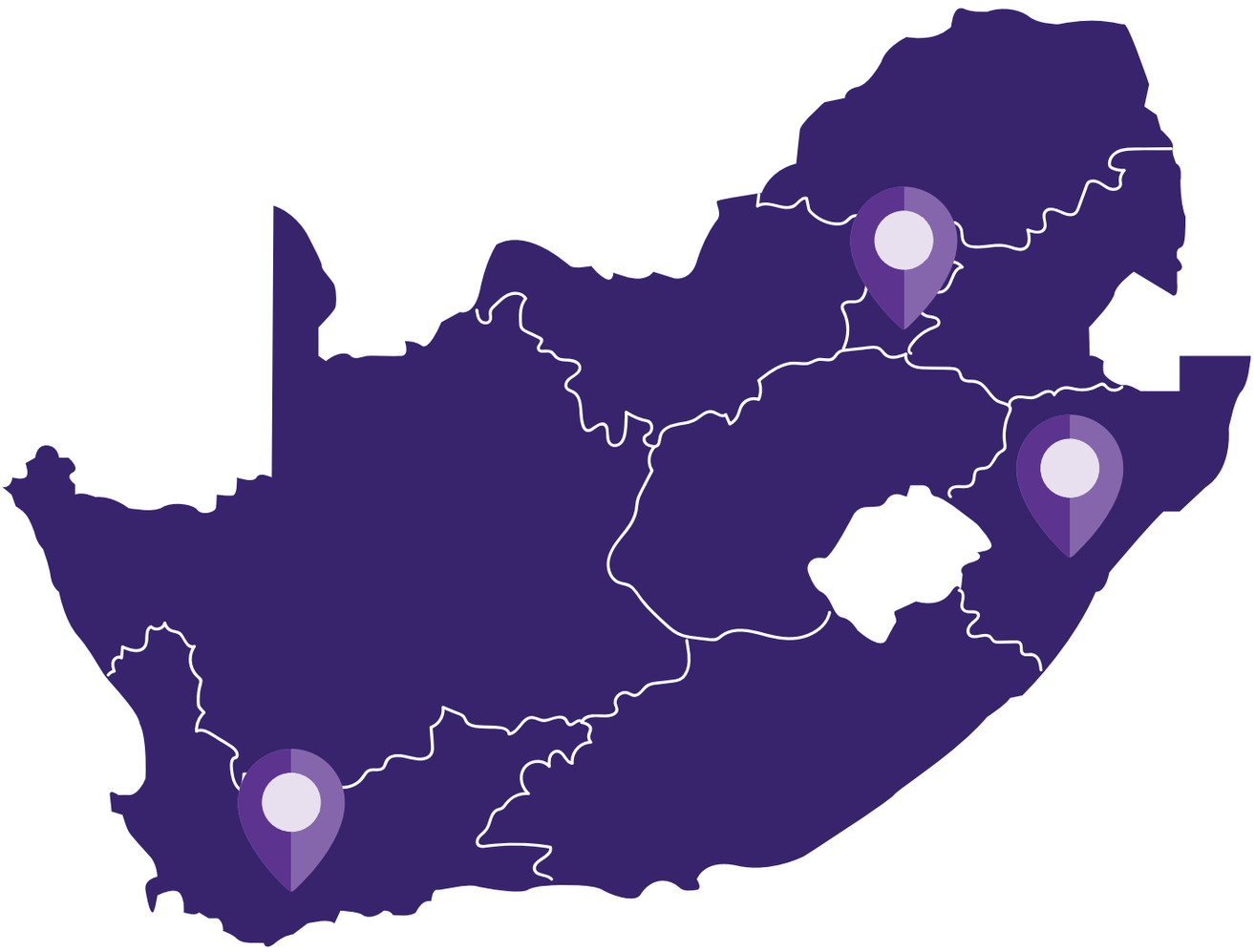
DESCRIPTION	NEW
Mighty Grow Machine	R35,000.00
Mighty Grow Tent	R15,000.00
Marketing	R9,000.00
Equipment & Supplies	R25,000.00
Software & Hardware	R10,000.00
Registrations	R3,420.00
Working Capital — 6 Months	R57,000.00
TOTAL	R154,420.00

A franchise fee is charged according to the relevant area zonage. The franchisee fee secures the area of purchase and also goes towards the payment of assessments and credit checks that need to be conducted on behalf of the prospective franchisee.

ZONE	FRANCHISE FEE
A	R25,000.00
B	R20,000.00

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MAP OF PROSPECTIVE LOCATION



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AVAILABLE FRANCHISE LOCATIONS IN GAUTENG

ZONE A

- North Sandton
- East Sandton
- West Sandton
- Midrand
- East Rand A
- Irene
- Pretoria East

ZONE B

- Alberton
- Krugersdorp
- East Rand B
- Centurion

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AVAILABLE FRANCHISE LOCATIONS IN WESTERN CAPE

ZONE A

- Knysna
- Cape Town
- Hout Bay
- Stellenbosch

ZONE B

- Mossel Bay
- Bloubergstrand
- Somerset West
- Pringle Bay
- Saldanha Bay

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AVAILABLE FRANCHISE LOCATIONS IN KWAZULU-NATAL

ZONE A

- Ballito
- Umhlanga
- West Sandton

ZONE B

- Richards Bay
- Hillcrest
- Durban Point

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OUR MARKETING EFFORTS

The Local Farmer brand is supported by a dynamic and motivated marketing team from Infinity Brands.

This group of professionals is committed to creating awareness and hype around each franchise, as well as maintaining a strong brand presence.

- Digital marketing
- Social media marketing
- Emailers
- Videography
- Print marketing



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FREQUENTLY ASKED QUESTIONS

Q: Can the franchise purchase any products from any brand?
A: Yes, however Infinity Brands suggests specific suppliers in order to obtain the best pricing options for franchisees.

Q: Where do I run my business from?
A: You can run your business from home in the beginning, however as your business grows you may need to move to a bigger facility

Q: Do I need any agricultural experience?
A: No, you don't. Training is provided and the mighty machine is designed to complete the majority of the farming process

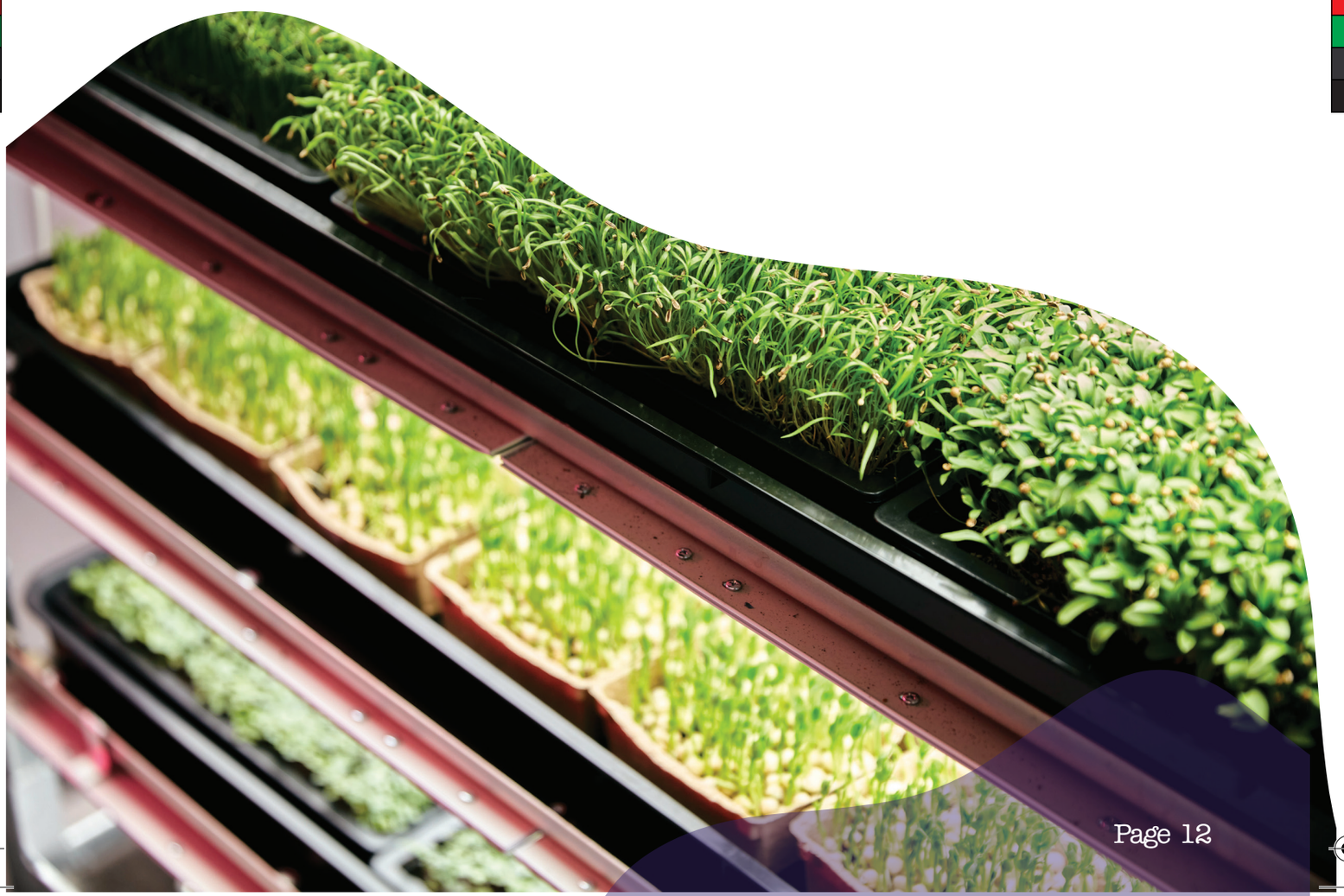
Q: If I register as an interested applicant, am I financially committed?
A: The process of registering merely reflects your interest in the possibility of becoming a future franchisee. There is no financial commitment involved in registration. As the franchisor, we will guide you through the process if you decide to take the next step.

Q: Once the franchise agreement has been signed, how long will it take to begin trading?
A: It can take up to three months before you can begin trading. This time period is determined by how long it takes to manufacture the mighty machine and complete the in-house training.

Q: Can I take initiative and market locally?
A: Absolutely. We encourage you to find and take part in possible marketing opportunities in your local area. However, please note that all artwork will need to be designed and approved by head office to ensure brand integrity.

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GROW YOUR OWN PRODUCE, GROW YOUR OWN INCOME



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Infinity Brands has launched ZeeStore which serves as the vendor relations agency for all franchisees. ZeeStore is a platform that enhances its members' ability to construct and preserve successful relationships with elite vendors through the preferred vendor program.

With ZeeStore, we strive to continuously provide members exclusive business opportunities with vendors by improving communications, leveraging buying power, providing promotions, rebates, and special pricing. This makes it easier for franchisees to purchase items in the internal catalogue, hassle-free.

ZEESTORE



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INFINITY BRANDS
Building and Managing Franchises

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