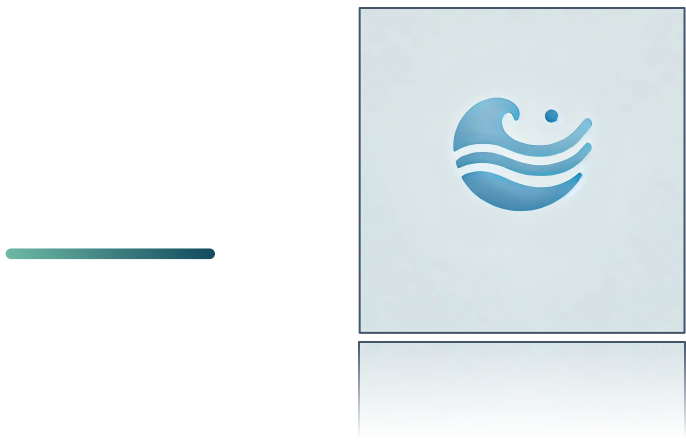


# Fresh Wave



## Company Vision & Mission

At Fresh Wave, we believe that access to clean, safe drinking water is a fundamental human right. Our mission is to make this a reality for all South Africans by providing water that is not only safe but also affordable. We are committed to building a network that will bring this vital resource to communities across the country, ensuring that everyone has access to water that meets the highest standards of safety and quality.

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A division of Phoenix Trading And Development  
(pty) Ltd

# Steps to joining our network



## Initial Discussion

Begin your journey with Fresh Wave by scheduling an initial discussion. We'll provide detailed insights into our model and explore how you can own your very own water purification business.



## Sign Purchase Agreement

After aligning on details, signing our Fresh Wave installation agreement brings you one step closer to joining our network. This legal document formalizes the installation agreement with us, setting the stage for your successful venture in the water industry.



## Process Funds

Secure your installation slot by processing the necessary funds. This includes your initial investment and working capital, ensuring all financial aspects are in place for a smooth business launch.



## Installation

Our professional team will handle the complete site installation, equipping your location with state-of-the-art water purification systems, ready to start serving customers.

# Business Case



## High Demand for Clean Water

- **Growing Market:** With increasing concerns about water quality, the demand for purified drinking water is rising rapidly.
- **Essential Product:** Safe, clean water is a necessity, ensuring consistent customer demand and repeat business.

## Flexible Pricing

- **Set Your Own Prices:** You have the freedom to set prices per liter, typically ranging from R1.5 to R3.5, depending on your local market.
- **Profit Margins:** Enjoy significant profit margins as the cost of purification is low compared to the selling price.

## Revenue Stream

- **Primary Sales:** Earn revenue by selling purified water to local customers by the liter.
- **Add-On Products:** Increase your earnings by selling complementary products like fruit juice extracts, and other related items.

## Operating Costs

- **Minimal Overhead:** With a small footprint and efficient technology, operating costs are kept low, maximizing your profit potential.
- **One Person** required to operate the shop



# Cost Breakdown

- Shop Front, Training and branded clothing

R 195 000

- Equipment And Installation Cost

R 150 000

- Working Capital

Approximately R 80 000  
(Depending on location)

Training

Free



# Installation And Commissioning



## Google Business Profile Creation

We set up a Google Business Profile for your business, enhancing online visibility and helping local customers easily find and connect with you.

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## Promotional Video

A professionally crafted promotional video showcases your Fresh Wave business, highlighting your unique offerings and attracting customer interest.






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## Facebook Profile Creation

We create a Facebook profile for your business, enabling you to engage with your community, share updates, and run targeted advertising campaigns.

Marketing Material

# Package Includes

Item	Included
<ul style="list-style-type: none"><li>• 2 x Reverse Osmosis Water Bars (200 L Glass Tank with air compressor, level switches etc)</li></ul>	
<ul style="list-style-type: none"><li>• Front Desk</li></ul>	
<ul style="list-style-type: none"><li>• Window Signage/Stickers</li></ul>	
<ul style="list-style-type: none"><li>• Yoco card payment processor</li></ul>	
<ul style="list-style-type: none"><li>• Google Business Account Setup</li></ul>	



**Thank You**