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GOZONE WATER  
**BUSINESS  
MODEL**

| PROPOSAL 2023

## What we specialize in

**Gozone Water Head Office are specialists in everything water. We are the team that knows how:**

Gozone water refill and bottling business in a retail and factory environment  
Industrial water purification  
Industrial ozone manufacturing  
Industrial sewage treatment plants  
High speed filling line manufacturers of all beverage and water products  
PET bottle manufacturers  
PET bottle blowing machine manufacturers  
Injection moulding equipment

Gozone Water HQ has adapted an inhouse manufacturing policy to bring new entrepreneurs into the market in the most sustainable manner possible. All components of a Gozone Water business model are manufactured by us and we therefore maintain a flexibility to be able to customise what suits the area of operation and not just a one size fits all approach.

**WE FUND YOUR GROWTH**  
– from your 2nd shop,  
Gozone will finance your  
growth, NO banks involved.  
Let us explain this to you in  
a face to face meeting.  
Please note  
certain T & C's apply here.



Gozone Water HQ bases all our decisions on 3 pillars, these pillars govern our everyday operations of how we can best serve our Grantees. Grantees in the market must be competitive to the competition on the following:

- Pillar 1 – Price competitive
- Pillar 2 – Look and quality competitive
- Pillar 3 – Brand competitive





## FRONT SHOP

Window branding . Overhead signage . 2 piece branded counter with display shelves . Double door branded fridge . Some shop fitting . Yoko POS software . I5 Laptop . Barcode Scanner . Thermal slip printer . Cash drawer . 4 A0 clip frames and informational posters . Serving kiosk branded with energy saving downlights, granite tops, aluminium support poles, 3 tap stainless steel tap table . Surgical grade hoses for dispensing . High quality branded gazebo, shark fin banner, pop up, X banner



## BACK SHOP

14000L per day Reverse Osmosis plant . Water softener with auto circulation heads . Prefiltration with carbon and AFM . Mineral reintroduction cartridges . Variable Speed Drive pressure pump . 2 gram ozone generator venturi fed . 3 stage air dryer . Storage tanks 2 x 1000L . Electrical distribution board with soft start electrical components . All solenoids . wiring , fitting and installation . Second 3 tap dispensing table with surgical grade hoses . Wrapping station for case wrapping .



## SUPPORT

Training provided: Brand, Sales and marketing with scripted dialog . Product and production knowledge . Finance & cost accounting

Add the below options to your Gozone business package to increase your basket size for extra income and GP.

The below added products add amazing value to your clients.

## Gozone Gourmet ICE

1. 240kg on 24 hour cycle
2. Scotsman ice machine
3. 350L catchment bin
4. Fed with Gozone water from plant
5. Purified ozonated ice
6. 3kg bags Gozone branded
7. Includes cutter pump, recycling of ice rinse water to tank system, delivery, piping & installation



## Gozone Sparkling

1. 3 Tap dispensing table
2. Specialised carbonation dispensing taps
3. Chiller
4. Agitator
5. Pressure gauges
6. Release valves
7. 125 bottles per hour



## Juice Sachets

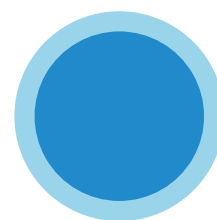
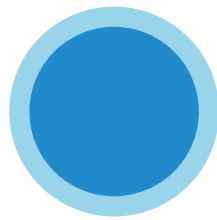
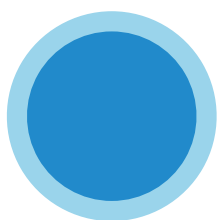
1. makes 2000 x 500ml or 250ml juice sachets per hour
2. Main flavour is guava
3. Main demographic is lower income & schools



## Juice refill

1. Flavours Orange, Tropical, Fruit and Vitamins
2. 100% juice with cells
3. Main demographic is MID to HIGH income groups





**01** Bottled Water:

- 330ml
- 500ml
- 750ml
- 1.5 Litre
- 5 Litre
- 10 Litre
- 10 Litre Tap
- 20 Litre Tap
- Gozone Ice
- Gozone Sparkling Water Refill

**02** Bottled Soft Drink & Juice:

- 500ml Cola Fizz
- 500ml Cream Soda Fizz
- 500ml Ginger Beer Fizz
- 500ml Orange Fizz
  
- 2 Litre Cola Fizz
- 2 Litre Cream Soda Fizz
- 2 Litre Ginger Beer Fizz
- 2 Litre Orange Fizz
  
- Juice Sachets (250ml & 500ml)
- Juice Refill (Orange, Tropical, Fruit & Vitamin)

**03** Bottled Flavoured Sparkling:

- 500ml Naartjie
- 500ml Lemon Lime
- 500ml Berry
- 500ml Litchi
  
- 1,5 Litre Naartjie
- 1,5 Litre Lemon Lime
- 1,5 Litre Berry
- 1,5 Litre Litchi

# Our Pillars

The pillars which governs Gozone Water Head Office decision making and grantees in the market must be competitive with the competition on the following:

Pillar  
**1**  
Price competitive

Pillar  
**2**  
Look and quality competitive

Pillar  
**3**  
Brand competitive

Because of the above, Gozone Water charges **NO ROYALTIES**, we do however charge a licencing fee to trade under our brand, with our intellectual property and all the other benefits of being a part of the group.

This licence fee and marketing levy will be explained and unpacked to you in a one on one meeting with the directors as you move forward with us. We look forward to walking this road of entrepreneurship with you.



# Full licence Gozone Water Retail business

## R 550 800,00 excluding VAT

This is the base package to open a Gozone Water business – completely TURN KEY

Please note that you need an additional R150 000 – R200 000 for operating capital to last to break even, which will include but not limited to, your premises deposit & rental, possible store fitting & tiling and opening stock order.

PLEASE CHOOSE FROM BELOW “ADD ON” PACKAGES TO INCREASE PRODUCT RANGE & FINANCIAL VIABILITY



### Gozone Gourmet

Full license Gozone Water  
Retail business  
R 550 800,00 excl. VAT  
ADD Gozone Gourmet ICE:  
R108 770.00 excl. VAT



### Gozone sparkling

Full licence Gozone Water  
Retail business  
R 550 800,00 excl VAT  
ADD Sparkling water: R 68  
900.00 excl VAT



### Juice Sachets

Full licence Gozone Water  
Retail business  
R 550 800,00 excl VAT  
ADD juice sachets:  
R 135 000.00 excl VAT



### Juice refill

Full licence Gozone Water  
Retail business  
R 550 800,00 excl VAT  
ADD juice refill:  
R 64 000.00 excl VAT

## CONTACT US :

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