



GOZONE WATER
**BUSINESS
MODEL**

PROPOSAL 2024

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

Gozone Water HQ has adapted an 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.



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 . Tablet. 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



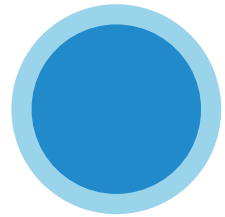
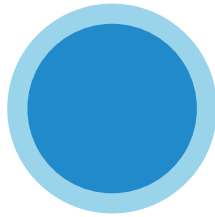
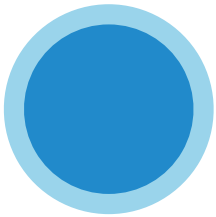
BACK SHOP

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



01 Bottled Water:

02 Bottled Soft Drink & Juice:

03 Bottled Flavoured Sparkling:

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

Alkaline Juice Range

500ml Naartjie
500ml Litchi
500ml Strawberry
500ml Apple
500ml Passion Fruit
500ml Pineapple Coconut
500ml Lemon & Lime



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 599 900,00 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.



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