

Business Model



—
Proposal
2025



www.gozonewater.co.za

The specialists in everything water.



WHAT WE SPECIALIZE IN



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

- Establish a refilling and bottling business in a retail or factory environment.

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

SHOP FRONT



- Window branding
- Overhead signage
- 2 piece branded counter with display shelves.
- Double door branded fridge
- Some shop fitting
- Unipos System
- 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.



SHOP BACK

- 500KL 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
- 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
- Heat gun



SUPPORT

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





BOTTLED WATER STILL



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

JUICE



- 100% Fruit Juice
- 100% Dairy Blend

BOTTLED WATER SPARKLING



- Gozone Sparkling
- Flavoured Sparkling

OUR PILLARS



The pillars that guide the decision-making and strategy at Gozone Water Head Office must ensure market competitiveness by focusing on the following key areas:

PILLAR

1

PRICE
COMPETITIVE

PILLAR

2

LOOK AND
QUALITY
COMPETITIVE

PILLAR

3

BRAND
COMPETITIVE

GoZone Water charges NO ROYALTIES!

Instead, we charge a small licensing fee of R5000 (EX VAT) per store, per month. This license fee gives you access to our intellectual property and gets you in touch with our registered suppliers with preferential pricing for all GoZone Water franchisee's. Included in this license fee you also receive a marketing package valued at R499 which includes the set up and maintenance of your social media pages. As well as 2 standard posts and 2 personalised posts a month that the franchisee can design with our in-house marketing experts.



FULL LICENCE GOZONE WATER RETAIL BUSINESS



STARTING FROM R 500,000.00 EXCLUDING VAT

T'S & C'S APPLY

FULL LICENCE GOZONE WATER RETAIL BUSINESS

This is the base package to open a Gozone Water business (completely turnkey).

Please note that you will need an additional R150,000 to R200,000 for operating capital. This amount will cover but is not limited to, your premises deposit and rental, possible store fitting and tiling, and your opening stock order





Contact us



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