

**Zortrax Honey  
Africa**



Hiving Africa



## Introduction:

Zortrax Honey Africa is a conglomerate holding company of over 10 honey companies registered in Africa under Zortrax Honey brand name and a dozen franchises. Zortrax Honey Africa is a subsidiary of Zortrax Honey Group a global honey production company. Our companies under this umbrella pride themselves in being the first ones to integrate the franchise, effectiveness and quality in the delivery of our honey products and services across Africa.

## Our Products and Services

- ☀ Honey franchising
- ☀ Processing and manufacturing of raw honey
- ☀ Apiaries management and installation
- ☀ Training services
- ☀ Apitherapy products
- ☀ Infused honey products
- ☀ Value added bee's products

Honey is in top 5 of the most adulterated products globally our goal is to provide and process the most pure honey globally from our farms and from our contracted farmers globally. This ensures the threshold of purity controlled quality from the onset to the whole value chain of production. By doing so all our franchisees and distributors globally always enjoy the healthy margins of between 15-25 % per annum from the second year of operations in a single permit franchise as the repeat consumers increases double fold due to the quality and purity of the honey Zortrax Honey is distributing. Below is our franchising and distribution models

# Zortrax Honey Africa

## 1. Zortrax Area Master Franchisor (ZAMF)

Area Master Franchisors typically invests USD 250,000 - 350,000 initially in a license fee and in developing a territory or a country as a new Zortrax Honey Market. ZAMFS launch and grow Zortrax Honey franchise network in their market. With ZAMFs the company signs an agreement of 20 years renewable. With ZAMF you will be required to have at least establish 5 operational honey shop locations during the first and second year of franchise agreement signing.

### Advantages of owning a ZAMF

When you own a ZAMF in your country you have a head start with so many limitless possibilities and advantages this option gives.

- ☀ A wider geographical area of operations in your country especially if there are no other franchisors around.
- ☀ Zortrax Honey Africa will assist in sourcing for land (if the ZAMF doesn't have one already) in your country not less than 10 acres for a honey factory and apiaries management, this is to minimize the turnaround delivery timelines and simplify efficiency of the operations. This will be done in the 5th year of operations. This will be at the cost of Zortrax Honey Africa

- ☀️ *The franchise fee of USD 250,000 - 350,000 dollars payable in installments of up to 10 months.*
- ☀️ Ability to source for your own franchisors in your area or country provided they are approved by Zortrax Honey Africa to have met all the threshold of being Zortrax franchisors.
- ☀️ For every franchisor brought on board by ZAMF and certified by Zortrax Honey Africa the ZAMF is eligible for a commission of 11% of the Zortrax Franchisor entry fee.
- ☀️ A huge discount of up to 15% if the ZAMF pays in cash or one installment
- ☀️ A 20 years ZAMF agreement renewable.
- ☀️ ZAMF will be required to set at least 5 honey shops in different locations during the first and second year of the franchise agreement signing. Each shop should generate between 15 to 20% profits per annum one year after opening doors based on our well researched past shop experiences.
- ☀️ A dedicated support 24/7 365 days.
- ☀️ Being the first in our line of honey business to receive our new products and brands after being released in the market.
- ☀️ Marketing and advertising through mainstream media and social media of our products in the market creating awareness thus driving sales on the national level
- ☀️ Thorough training of the employees from our Africa head offices in Johannesburg South Africa

- ❁ Professionally packaged honey to appeal to the wider global consumers.
- ❁ Professional training of apiaries establishment and management the staff.
- ❁ We assist you with the licenses of honey and honey products in your country
- ❁ We study your area / country market for the suitability of our products.



## 2. Zortrax Franchisor (ZF)

Zortrax franchisor invests USD 5,000 - 10,000 (payable in installments) in the launch and license of a single Zortrax Horny franchise unit which is supported by the Area Master franchise.

### Advantages of being a Zortrax Franchisor

- ☀ As a single unit Zortrax Franchisor you are able to earn between 15 - 25 % per annum in profits. The profits have been tried and tested in our already operational shops, in almost similar markets.
- ☀ Ability to supply to other establishments like supermarkets, hotels, mini markets, schools just to mention a few, thus increasing the profit margins significantly.
- ☀ A dedicated all rounded support 24/7 365 days.
- ☀ Training of the employees from our Africa head offices in Johannesburg South Africa.
- ☀ Professionally packaged honey to appeal to the wider global consumers.
- ☀ We study your area / country market for the suitability of our products
- ☀ A discount of 5% if you pay in cash or one installment
- ☀ A discount of up to 5% if Zortrax franchisor pays his fee in cash.
- ☀ The franchise fee of between USD 5,000 - 10,000 payable in installments of up to 6 months.
- ☀ A 10 years renewable agreement
- ☀ Occasionally advertising and marketing of our products to attract more consumers to your establishment.



### 3. Exclusive Zortrax Honey Distributorship (EHD)

Under this distribution model the distributor invests USD 1,000 - 2,500, this is one of the most popular among our product distribution model. A distributor acquires branding rights of Zortrax Honey and ships the products to their establishment.

#### Advantages of being an Exclusive Zortrax honey distributor

- ☀ Flexible distributorship agreement signing of between 5 to 10 years renewable.
- ☀ Marketing of the products to attract more consumers to your establishment and creating awareness.
- ☀ A single exclusive distributor unit makes profits if between 15 to 25 % per annum in profits.
- ☀ A dedicated all rounded support 24/7 365 days
- ☀ Professionally packaged product to appeal to global consumers
- ☀ Ability to supply to other establishments like supermarkets, hotels, mini markets, schools just to mention a few, thus increasing the profit margins significantly.
- ☀ Training about the products and receiving new offers and new products in the market.



## 4. Normal Product distribution (NPD)

This is the normal product distribution whereby the distributor purchases the products from Zortrax Honey and stocks in their premises. We ship the products globally as they have been certified from the country of origin.

This applies to supermarkets, wholesales, shops, hotels, and minimarkets just to mention a few. The distribution model can be used by the franchisors, ZAMFs and Exclusive distributors thus increasing their revenues.

### CONTACT

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