



HONE YOUR PARTNERSHIPS TO CREATE BUSINESS SUCCESS

How Nedbank's Specialist Franchise Unit helps franchisees and franchisors enhance their relationship to create business success.

At its heart, franchising is about partnerships. The franchisor and franchisee are partners in the continued success of the franchise business. Recognising this, Nedbank founded a Specialist Franchise Unit to work with all parties in the franchise game. The Specialist Franchise Unit provides business and banking solutions specific to the franchising industry.



INTEGRATED FRANCHISING SOLUTION

In the franchising business the requirements differ from sector to sector, so those of a fuel franchise will differ from those of a fast-food franchise. Nedbank's Specialist Franchise Unit follows a customised approach for the different industries within a franchise network through a single contact point.

'The National Franchise Unit is tasked with establishing relationships with franchise brands throughout South Africa. The intention is to develop customised banking propositions that are tailor-made for that brand.' – Mark Rose, Head of New Business Development, Nedbank

Beyond transacting and borrowing, the most common requirements for franchises across all industries are change for customers, credit card machines, electronic banking and electronic fund transfers. A variety of finance and banking products can address these needs, but they need to be integrated into the overall business, without compromising customer convenience.

Nedbank's approach is to provide an integrated franchising solution that's centred on localised decision-making with national support. It gives both franchisors and franchisees access to customised and specialised expertise.

HOW IT WORKS

1

Relationship building

- Nedbank engages with franchisors to enhance their business proposition. Franchisors should ideally refer their franchisees to Nedbank, which would be to the benefit of all parties.
- On the ground, each franchise is serviced by a dedicated regional team, supported by the Specialist Franchise Unit, which has a deeper understanding of the needs of the franchise market. This model ensures continuity, accessibility, quicker turnaround times and an efficient credit fulfilment process

2

Specialised expertise

- Each sector comes with specific challenges. Nedbank's job is to understand those challenges and then offer solutions and services to the respective franchisees.
- With an in-depth knowledge of the various sub-industry sectors, Nedbank can create one-of-a-kind solutions to meet the specific challenges of each business.

3

Service

- Clients have access to our team of experts dealing with franchising on a day-to-day basis.
- Nedbank boasts quick turnaround times on applications.
- There is continuous engagement and interaction to remain abreast of franchisee needs as they change.

CUSTOMISATION

Working closely with some of South Africa's most well-known franchise brands, Nedbank's Specialist Franchise Unit identifies the challenges that have a negative impact on a franchisee's operational and strategic goals, and devises innovative solutions to address them.

SUCCESS STORY: CONVENIENCE AT EVERY TOUCHPOINT FOR SHELL ULTRA CITY

Shell Ultra City sells convenience. The forecourt sells fuel; the Steers on site sells fast food; and Vida e Caffè sells coffee. Shell Select is a convenience store under the Shell brand.

Pinkie Moabe has been a Shell Ultra City franchisee for 20 years. During this time the business underwent a massive revamp to update the look and feel, with the help of Nedbank. Pinkie is planning another overhaul in the next 12 months, which will include offering more products on the restaurant side, with the support and assistance of the Specialist Franchise Unit.



Lending forms an integral part of any business's success, which is why Nedbank approaches the needs of each franchisee with customised packages that include:

- New-store financing.
- Financing for 'resale' transactions.
- Financing for the acquisition of second and even third stores (multi-site franchise owners).
- Financing for the revamping or refurbishment of existing stores.
- Finance for alternative-energy or energy-efficient solutions or projects.

For Shell, being a 24-hour business, security is a significant concern. Nedbank has addressed this particular challenge with Nedbank CashVault®, an automated cash acceptance terminal that counts, validates and verifies cash before dropping it into a secure canister. Additionally, Nedbank Cash Online™ is a secure, effective and convenient web-based solution for businesses wanting to capture online cash deposits before depositing the money at cash centres.

'If you bank with Nedbank, you know that you will have a relationship manager and that your relationship manager will join you on your journey. Your relationship manager will understand your business, which means you will be able to talk about all the challenges you face'

Pinkie Moabe, Franchisee, Shell Ultra City

GET IN TOUCH

To find out how Nedbank's Specialist Franchise Unit can partner with you to grow your franchise speak to your account manager or send an email to franchising@nedbank.co.za.



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