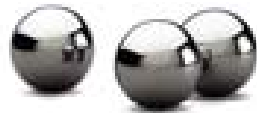


# *Franchise Opportunity*

**This document is intended to assist prospective applicants in reflecting prudently on a decision to secure a Matenil Agency.**

## *Matenil*

*Corporate web hosting  
and design*



*A web hosting as well as web design and development franchise group.*

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# CONTENT

**ABOUT THE FRANCHISE OPPORTUNITY**

**HOW DOES THE FRANCHISE FIT INTO THE MATENIL CORPORATE STRUCTURE?**

**WHAT ARE THE DUTIES OF A FRANCHISE?**

**HOW WILL A FRANCHISE BE REWARDED?**

**WHY IS THIS FRANCHISE OPPORTUNITY SO UNIQUE?**

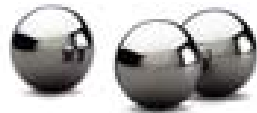
**WHAT IS THE FINANCIAL CONTRIBUTION EXPECTED FOR A FRANCHISE ALLOCATION?**

**WHAT ARE THE CRITERIA APPLICABLE TO A FRANCHISE APPOINTMENT?**

**HOW DO I APPLY FOR A MATENIL FRANCHISE APPOINTMENT?**

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# *About the Franchise opportunity*

As Matenil embraces a vigorous expansion program in order to strengthen its services capabilities and business growth, it is currently in the process of firmly increasing the allocation of international franchise opportunities to qualified and visionary entrepreneurs. By increasing its franchise operations, Matenil is able to promote and expand its web hosting as well as web design and development services internationally. In addition, Matenil – through its Client Benefit Program – is able to link its clients with an unparalleled international corporate network, through which they can obtain resources such as venture capital funding, corporate advisory services as well as business and project opportunities.

The Matenil international franchise offers an excellent business opportunity for entrepreneurs involved in the web hosting as well as web design and development services industry, as well as those who have explored the idea of becoming involved in this lucrative and vibrant industry, but have increasingly find it difficult to secure finance and expertise for web hosting as well as web design and development services projects. With the support of Matenil, its franchise partners are less exposed to the extreme risk and huge capital input requirements normally associated with a business in the same industry.

The international franchise opportunities are afforded in terms of a license agreement, which operates as independent and privately owned business entities. These exciting and lucrative international franchise opportunities are available only to visionary, dynamic and energetic entrepreneurs, which currently have International Business Development Foundation (IBDF) associate membership, or alternatively qualify and are desirous to obtain such associate membership, and subscribes to its stringent values and principles.

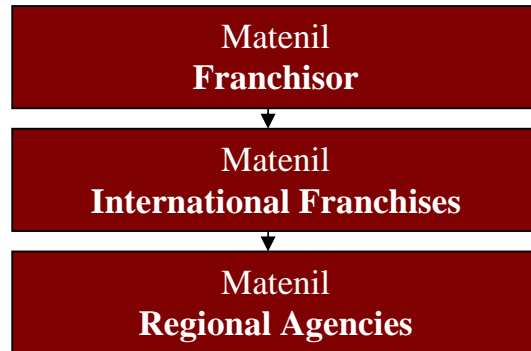
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# *How does the Franchise fit into the Matenil corporate structure?*



## **Matenil franchisor:**

Matenil (franchisor) is vigorously expanding its successful business model, concept and infrastructure to virtually every country of the world, by means of establishing international franchises that is owned and operated independently by qualified and dynamic entrepreneurs.

## **Matenil international franchises:**

The Matenil international franchise operating licenses are only awarded to specific countries or geographical areas approved by the franchisor. The Matenil franchises' primary function and responsibility is to establish and manage up to 50 Matenil agencies in its geographical area of appointment. The Matenil franchises' secondary function and responsibility is to negotiate, facilitate and provide the Matenil corporate services and resources to its clients, which are sourced and secured by its regional agencies.

## **Matenil regional agencies:**

The Matenil agencies are primarily responsible to act as liaison between the Matenil franchise and its clients, as well as to source and secure new clients and new business from existing clients that falls within the specialized corporate services parameters of Matenil.



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# *What are the duties of a Franchise?*

**A Matenil franchise's primary duties and responsibilities are to establish and manage up to 50 regional agencies in its geographical area of appointment.**

**The Matenil franchise is required to negotiate, facilitate and provide its corporate services to its clients, in accordance with the provisions of the Franchise Agreement and within the parameters of the following specialized corporate services of Matenil:**

## **Web Hosting**

Matenil offers its clients a wide range of web hosting plans and services for their individual web hosting needs that apply the latest and most advanced technologies, which comply with international standards, as a matter of principle.

## **Web Design & Development**

Matenil's web design and development team offers its clients unparalleled customized products, through its vast collective experience and expertise. Our team of specialists specifically focuses on critical features such as superior graphic design, navigational functionality, search engine optimization, behavioral modeling and corporate branding.

## **Client Benefit Program**

In addition to its primary business services of providing specialist web hosting and web design and development services, Matenil has developed its unique and unrivalled Client Benefit Program. This program allows for Matenil's clients to – through its introduction and facilitation services – obtain access to invaluable corporate resources such as venture capital funding, corporate advisory services as well as business and project opportunities as a secondary business services offering.

Matenil's Client Benefit Program is made possible through its well established strategic alliances with various influential international corporate resources companies and organizations.



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# *How will a Franchise be rewarded?*

A Matenil franchise is firstly rewarded with the annual license fees that are payable by its agencies.

A Matenil franchise is secondly rewarded by the income that derives from providing specialized web hosting as well as web design and development services to its clients, in accordance with its pricing matrix.

A Matenil franchise is thirdly rewarded with a 1% commission on the total business or project transaction value, when corporate resources such as venture capital funding, corporate advisory services as well as business and project opportunities have been negotiated and facilitated by the specific franchise as a secondary service to its clients. (The Matenil franchises only facilitate transactions with a minimum value of \$1-million US Dollars or more.)



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# *Why is this Franchise opportunity so unique?*

**First and foremost, franchising is all over the world considered as the most popular and secure way of conducting a private business.**

A Matenil franchise operates in the highly lucrative web hosting as well as web design and development services industry.

This Matenil franchise opportunity is extremely cost effective to obtain and to operate, but in return offers a high income potential that is seldom available in today's challenging and competitive marketplace.

This Matenil franchise opportunity does not require extensive industry specific knowledge and experience from an applicant, as it is supported and guided by a team of professionals as well as a well structured and developed infrastructure. Instead, this franchise opportunity is rather made available to, and focuses on driven and enthusiastic entrepreneurs with the intense desire and commitment to succeed in corporate business.

This Matenil franchise opportunity provides an unparalleled business framework through which an applicant can enhance its intellectual, financial and business growth exponentially. It also provides an excellent value added client service feature to any professional consultant and/or entrepreneur's existing business portfolio.



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# *What is the financial contribution expected for a Franchise allocation?*

Matenil is explicitly motivated by, and dedicated to support and nurture entrepreneurial development. As a result thereof, the strategy of the Matenil franchisor is to extend the international franchise opportunities to qualified and deserving entrepreneurs, subject to the applicant's unconditional acceptance and compliance to the standard conditions contained in the Matenil's Franchise Agreement, as well as to the following initial financial contributions and commitments:

- This Matenil franchise license can be obtained for an amount of \$250 000 (two hundred and fifty thousand US Dollars). This franchise license fee can however be financed, or Matenil can provide the applicant with a financing partner on a 50/50 percentage franchise business ownership basis in which case the financing partner will bear the cost of the franchise license fee.
- The applicant is however liable to pay its first annual web site contribution fee of \$1 500 (one thousand five hundred US Dollars).
- The applicant is also liable to pay a \$15 000 (fifteen thousand US Dollars) brokerage commission, payable to Paulsmeier & Jacobs Associates (Pty) Ltd. on the successful allocation of the franchise.

**Note:** The Matenil franchise license is allocated on the sole and exclusive discretion of the franchisor.



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# *What are the criteria applicable to a Franchise appointment?*

**To qualify for a Matenil franchise allocation, an individual must:**

- Be a registered associate member of International Business Development Foundation (IBDF) ([www.ibdf-online.com](http://www.ibdf-online.com))
- Be a professional person or entrepreneur.
- Have a corporate or information technology background.
- Have fluency in English.
- Have excellent communication and time management skills.
- Be confident in dealing with business executives and entrepreneurs of various cultural backgrounds.
- Have and exhibit integrity, loyalty, respect and stature in his/her profession and community.
- Have ready access to A-grade office facilities with complete electronic communication infrastructure (internet, e-mail, fax, telephone, etc.), where the Matenil franchise will be represented.

**Of equal importance are the following personal attributes required from individuals involved in a Matenil franchise:**

- Be matured, dedicated and have the ability to work independently.
- Have confidence and competence in both oral and written communication.
- Be a self-starter with high levels of energy and enthusiasm to deliver results quickly and exceed expectations.
- Be conscientious, with a problem-solving orientation, initiative and persistence.



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# *How do I apply for a Matenil Franchise appointment?*

## **The procedure to apply for a Matenil franchise is:**

- Formulate a request in writing that fully motivates your reason(s) for applying.
- Your request must be in English and must contain your IBDF associate membership number. If you are not an associate member of IBDF, kindly visit the “Subscription” section on the IBDF web site at: [www.ibdf-online.com](http://www.ibdf-online.com), to apply for such.
- Attach a copy of your most recent Curriculum Vitae (CV).
- The request must be e-mailed to: [info@matenil.com](mailto:info@matenil.com)

## **All correspondence should be addressed to:**

The Chief Executive Officer, Matenil.

**Every request will be strictly evaluated according to the merits contained in the applicant’s written request. Furthermore, a Matenil Franchise Agreement will only be made available to an applicant when the aforementioned application procedures have been complied with, and such documentation has been evaluated and approved by the applicable Matenil franchisor.**



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