



The Squire Business Model

The Squire incorporates four fundamental systems to reward Franchisees for their success in the Franchise Opportunity. These are reward systems for successful sale of the Eazi Grocery Packages and the building of a productive, profitable and well-balanced franchise.

1. Compensation Plan
2. Business Builder Plan
3. Hall of Fame
4. Movers And Shakers

1. COMPENSATION PLAN

The Squire Compensation Plan is a system which rewards Franchisees for successfully selling the Eazi Grocery Package by each Franchisee personally as well as by their agency Franchisees up to Level 3.

The Compensation Plan therefore consists of the following four core elements:

Client Referral Bonus: CRB	Once off bonus earned by Franchisees for personally introducing interested clients who purchase their Eazi Grocery Packages also known as EGP. 5% of each new Key Franchisee MPP
Personal Profit: PP	Monthly income earned by Franchisees on successful payment of MPP by their personal clients. 3.5% of personal clients MPP for Earners Or 7% of personal clients MPP for Executive Earners

Agency Profit: AP	Monthly income earned by Franchisees on successful payment of MPP by their agency clients up to Level 3. NB. AP is earned by Executive Earners. In other words a Franchisee must have 15 associate Key Franchisees who are paying their MPP. Level 1: 0.5% of MPP Level 2: 0.4% of MPP Level 3: 0.3% of MPP
eNyuku	Monthly shopping points earned by Key Franchisees on successful payment of MPP by their personal clients and agency clients up to Level 3. NB. Like AP, eNyuku is also earned by Executive Earners. Personal Clients: 10eNyuku Level 1: 8eNyuku Level 2: 6 eNyuku Level 3: 4 eNyuku

2. BUSINESS BUILDER PLAN

The Squire Business Builder Plan is a system which rewards Franchisees for successful introduction or signing up, sponsoring and maintaining of like-minded individuals to the Franchise Opportunity in order to build their franchises up to Level 3 at stipulated time frames.

The Business Builder Plan therefore consists of the following core elements:

2.1 SAMRT Start Plan: SSP – targets that Franchisees must meet each month during month 1 – 4 by personally signing up their associate Key Franchisees to the Franchise Opportunity and for sponsoring (train, teach, coach, motivate, maintain) in order to become Executive Earners for which they earn once off bonus known as SMART Start Bonus or SSB. The targets are as follows:

Month 1: Sponsor	Sign up a minimum of 5 associate Key Franchisees
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Month 2: Earner	Sponsor a minimum of 5 associate Key Franchisees to pay their MPP. An Earner also qualifies for Personal Profit in the Compensation Plan.
Month 3: Executive Sponsor	Sign up the last 5 associate Key Franchisees so that you have a minimum of 15 associate Key Franchisees.
Month 4: Executive Earner	Sponsor all 15 associate Key Franchisees so that they all pay their MPP. An Executive Earner also qualifies for Agency Profit and eNyuku in the Compensation Plan.

2.2 Achieva Plan: AP – targets that Franchisees must achieve each month during month 5 – 7 for sponsoring their associate Key Franchisees to also become Executive Earners in their respective Month 4 of sign up for which they earn once off bonuses known as Achieva Bonus or AB and they are as follows:

Month 5: A1	Month 1 associate Key Franchisees become Executive Earners
Month 6: A2	Month 2 associate Key Franchisees become Executive Earners.
Month 7: A3	Month 3 associate Key Franchisees become Executive Earners.

2.3 Walk of Fame: WOF – leadership levels that Franchisees must meet at regular intervals between month 7 and 16 when their associate Key Franchisees including their agency Franchisees up to Level 3 become Executive Earners in their respective month 4 of sign up for which they earn certain rewards. These leadership levels as follows;

Month 7: SQUIRE	15 Associate Key Franchisees are Earners
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Month 10: Silver Franchisee	Level 1 agency Franchisees become Executive Earners R2 000 5 year investment in RSA Retail Savings Bond
Month 13: Gold Franchisee	Level 2 agency Franchisees become Executive Earners R3 500 5 year investment in Unit Trust
Month 16: Diamond Franchisee	Level 3 agency Franchisees become Executive Earners R5 000 5 year investment in ETF

3. HALL OF FAME

The Squire Hall of Fame is a system which rewards Franchisees who have gone above and beyond the minimum requirements in their quest to achieve excellence by sponsoring and maintaining their associate Key Franchisees and including their agency Franchisees throughout a twelve month period referred to as run period.

4. MOVERS AND SHAKERS

The Squire Movers and Shakers is an annual awards ceremony where all Franchisees who have met the Business Builder Plan and Hall of Fame requirements during a twelve month period will be acknowledged and awarded. This is a black tie gala affair and attendance is by invitation only, extended to Franchisees who have qualified for the Business Builder Plan in terms of the SMART Start Plan, Achieva Plan and Walk of Fame as well as the Hall of Fame.

N.B Details of Hall of Fame and Movers and Shakers to follow shortly!