



## **Introduction**

We are now inviting individuals who care about people to a superb opportunity to have their own business in the health care market under the Cape Care franchise banner.

This market has seen substantial annual growth. With ongoing support and guidance from the franchise management team you will have all you need to be a success.

Cape Care offers a holistic, professional home care service supplying Carers and Companions to assist disabled or elderly people to remain as independent and secure as possible in the comfort of their own homes.

## **Background**

Both partners worked in the UK as Carers themselves after graduating from university with Social work and psychology degrees respectively. Having realised that South Africa had a number of nursing agencies, focusing mainly on the physical care of patients rather than the more holistic approach to care, they decided to open a home care agency. The agency would offer their clients a service encompassing all the aspects enabling them to remain comfortably at home.

They started this agency in 1996 at a dining room table with a telephone, some stationery and a car each!

## **The Product**

We provide personal, needs lead service of a very high standard. Our staff is continually assessed and are provided with ongoing training and support to ensure ongoing success of the care relationship. The clients are visited on a regular basis so as to keep up with their changing needs and to monitor the standard of the care they are receiving.

## **Typical Premises**

Home based business with dedicated office and separate entrance.

## **Key financial information**

Full financial information is available in the prospectus.

However, the projected monthly net profit of a franchise having between 10 and 30 monthly clients ranges between R12000 and R57000 per month.

## **Investment**

The Cape Care Franchise will cost R 175 000.00 excluding VAT .

The Projected cash flow statements are supplied in the Disclosure Document.



### **Features of owning a Cape Care franchise**

Cape Care has an excellent reputation and offers:

- The opportunity to trade under an established and successful trade name and logo.
- The opportunity to be your own boss and to write your own salary cheque.
- An annuity based repeat business income.
- An exclusive and protected geographical area of operation.
- Initial and on-going training and support.
- An excellent start-up package and provides you with a comprehensive Operations and Procedures Manual.
- Allows you to build your own business asset.

### **What do you get for this investment?**

- Full and personalised training in every aspect of this successful business
- Administrative and placement system
- Full in house payroll and invoicing facilities
- A complete start up pack of stationary which includes timesheets, letterheads, business cards and presentation brochures in the CC corporate style
- An operating policies and procedures manual
- A full start up package including the following:
  - Marketing and Promotional support.
  - Assistance with set up of the home-office
  - Assistance with pre-opening marketing

### **What Cape Care will require from you:**

- To provide a quality and caring service to all your clients
- To manage the business on a day-to-day basis
- To advertise for clients, then convert enquiries and continue to maintain your client base.
- To recruit, manage, train and motivate your carers
- To strictly manage the Cape Care systems and controls
- To support promotions and make use of branded items where appropriate in order to promote the Cape Care brand
- To endeavour to become part of the Cape Care team providing a quality and exemplary service to our clients on an ongoing basis.

### **Support**

We provide full ongoing support for the duration of your franchise period.



## **Training**

At Cape Care, we understand the need for suitably trained carers. We have our own finishing / training course so we can ensure the quality of training for all of our carers. We have a several in house tutors who provide well presented, informative life skills courses which follow on from the basic home care course each carer has completed prior to joining this agency. Topics covered are the following:

- Listening skills
- Death and Dying
- Common diseases of the elderly
- Etiquette and professional conduct
- Elder abuse
- Self awareness
- Systems approach to team work
- Timesheets and basic conditions of employment

## **Recipe for Success**

As a member of the Cape Care, you'll benefit right away from:

- ✓ Proven track record and highly recommended by numerous health institutions and medical professionals
- ✓ Sound administration systems, costing and financial control
- ✓ Hands on support during the set up and commencement phases
- ✓ Supply of operations manuals and home care methods.
- ✓ Marketing support



## **Documentation**

The Franchise Disclosure documentation clearly sets out the obligations of the parties and is necessary to protect the integrity of Cape Care concept for the mutual benefit of Cape Care and its Franchisees. Franchisees are required to enter into the following documents:

- A franchise application form.
- A confidentiality agreement.
- Disclosure Document.
- A Franchise Agreement.

Prior to entering into the Franchise agreement it is necessary to enter into a preliminary document called a Statement of Interest. Once we have received your form and are satisfied that you meet the preliminary criteria, we will contact you to arrange a meeting and if you are still interested, provide you with the Disclosure Document.

If you think that you have what it takes to be a successful Cape Care Franchisee, have a high regard, empathy and great compassion for the elderly/ disabled, have R175 000 in unencumbered funds and want to get involved in this holistic home care agency, please go ahead and complete the Request for Consideration form now. For more information, please contact us. Tel: 021 674 6897, fax: 021 674 7095, email: [info@capecareagency.co.za](mailto:info@capecareagency.co.za)