

InnoFurn Franchise Opportunity Pack

Executive Summary

InnoFurn is a premium furniture brand known for blending elegance and affordability. With a robust presence in Southern Africa and a growing network of successful partnerships, InnoFurn is expanding through a franchise model. This opportunity is designed for visionary entrepreneurs who want to capitalize on a lucrative market with the backing of an established brand.

About InnoFurn

Our Story:

Established by Innocent Matijane, InnoFurn has built a reputation for excellent design, robust quality, and a distinct blend of contemporary style with affordability.

Vision & Mission:

- Vision: To be the most trusted name in affordable luxury furniture across Southern Africa.
- Mission: To empower entrepreneurs with a comprehensive, supported franchise model that brings high-quality, trendsetting furniture to every community.

Franchise Model Overview

What We Offer:

- Fully Fitted Showroom Setup
- Exclusive Product Supply
- Comprehensive Training
- Marketing & Branding Support
- Ongoing Operational Support

Investment Snapshot:

- Total Startup Cost: R620,000 (BWP 455,000)
- Franchise License Fee: R80,000 (BWP 58,000)
- Projected Monthly Profit: R36,000 - R75,000

Investment Requirements

InnoFurn Franchise Opportunity Pack

To become an InnoFurn franchise owner, you will need:

1. Financial Commitment
2. Business Background
3. Location Suitability

Franchise Benefits & Support

Comprehensive Onboarding:

- Initial Training
- Site Setup Assistance

Marketing & Operational Support:

- Branding Tools
- Digital Support
- Ongoing Mentoring
- Logistics Solutions

Exclusive Franchise Network:

- Community of entrepreneurs
- Shared growth strategies

The Franchise Process

Step 1: Expression of Interest

Step 2: Initial Screening

Step 3: Proposal & Meeting

Step 4: Franchise Agreement & Training

Step 5: Launch

Frequently Asked Questions

Q: What experience is necessary?

A: Passion and commitment are enough-training is provided.

InnoFurn Franchise Opportunity Pack

Q: How long does setup take?

A: 3 to 6 months.

Q: Is support provided?

A: Yes, operational, marketing, and logistics.

Q: Where are the market opportunities?

A: Botswana, Lesotho, Swaziland, Zimbabwe, and more.

Contact Details

Phone/WhatsApp: +27 81 830 7377

Email: info@innofurn.shop

Website: www.innofurn.shop/franchise