



The Sonja Smith Funeral Group, a pioneer in Funeral Services, takes a step into the world of franchising by expanding with ethical, like-minded Franchisees. The Sonja Smith Funeral Group was founded by Sonja Smith herself.

Sonja is a regular speaker on radio talk shows and television interviews. She has also

previously been Businesswoman of the Year, amongst her many accolades for her involvement in the community.

Having been in the funeral industry, she identified a need for a specialist and niche service that offers bereaved families a unique, and personalized one stop service. Whether the requirement is for cremations or burials, the personalized funeral service offered by the team ensures the families have assistance from a Service Provider that will go the extra mile. The primary aim of Sonja Smith is to ensure families receive the style and quality of service within the context of a meaningful and memorable funeral experience.

SSFG is registered as a full member of the National Funeral Directors' Association of Southern Africa (NFDA) and our staff and premises meet the standards of skills, facilities and procedures, ethics and government compliance.

A UNIQUE FUTURE

is now available to you...

Compassion, empathy, honesty and integrity are values that characterize this business and what it strives to achieve. These principles are now being brought to the arena of franchising.

Sonja Smith Funeral Group is privately owned and operates two branches - Centurion and Moreleta Park (both in Pretoria). Each business has continued to grow due to the short supply of high quality funeral services.

This is an exciting opportunity to become an owner-operator in your region with the support of an experienced and reputable operator.

AREAS TO BE FRANCHISED

"Am I interested in one of the areas where Sonja Smith will be franchising?"

Sonja Smith Funeral Group will be franchising across South Africa but is currently focusing on the following provinces as a priority: Gauteng, North West, Mpumalanga and Limpopo.

THE IDEAL FRANCHISEE

"Do I fit the ideal profile of the Franchisee Sonja Smith Funeral Group is looking for?"

Personal Characteristics:

- Prepared to work very hard
- Passionate, committed and dedicated
- Common sense and logical thinker
- Attention to detail
- Community operator In good health
- Maturity and integrity
- Understanding the softer approach
- Empathy, Compassion, Honest, Ethical, High Moral Standards
- Presentable and well spoken
- People oriented with interpersonal skills
- Level headed and objective
- Flexible and open to change
- Innovative
- Credit worthy and no criminal record

Skills:

- Computer Literate
- Financial Management
- Business Acumen & Marketing Skills - ability to sell, Presentation Skills
- Organisational and Time Management Skills
- Communication, Relationship, Interpersonal and Leadership Skills
- Customer Service



THE BENEFITS TO THE FRANCHISEE

"What kind of support will I receive?"

Sonja Smith Funeral Group Franchisor will honour the following obligations or provide:

- Approve the site.
- Input with the negotiation of the lease.
- Specifics on physical set up and layout.
- The computer system for managing the business.
- A set up checklist.
- The business set up system.
- Assist with operational and set up transferability by providing procedures.
- Guidelines for the initial stock order.
- The list of nominated Service Providers, where applicable.
- Initial and ongoing training for Franchisee and staff.
- Continual upgrading of Franchise documentation.
- Updates on best practices.
- Arrange Franchisee communication and Franchisee meetings.
- Upgrading of systems technology and applicable tools where necessary.
- Quality Control including benchmarking and Franchisee visits.
- Business support and business analysis input.

Other Points:

- Practical business experience
- Capital investment requirement
- Prepared to be an owner-operator

THE RECRUITMENT PROCESS

Telephone / E-mail / Website Enquiry.
Receive Initial Application Form and Prospectus Pack.

Submit Initial Application Form.
Receive Full Application Form.

First Interview.
Confidentiality Agreement concluded.

Commitment Meeting held and Commitment Fee paid.
Disclosure Document, Business Plan and Franchise Agreement provided.

Psychometric Test. Prepare and submit Business Plan.
Panel Interview, and Approval by Sonja Smith Funeral Group Franchisor.

Sign Franchise Agreement.
Pay balance of Franchise Upfront Fee.

THE INVESTMENT

"How much will I be required to invest?"

The investment and the breakdown thereof is listed below:

The Investment	Rands (excl. VAT)
Upfront Franchise Fee	From R300 000
Total Investment Required <i>(NOTE: This includes the upfront franchise fee, vehicle and other deposits, equipment, decor, furniture, vehicle modification and showroom stock)</i>	Approximately R600 000 - R1000 000
The total investment varies and is to be confirmed per area of application in relation to the size and set up costs. The own unencumbered cash contribution required will vary however and a minimum will be 50% of the total investment.	

Note: All costs shown are indicative and subject to change and are exclusive of VAT.

Additional Working Capital will be required. This will vary from Franchisee to Franchisee. The Franchisor will assist you in calculating the Working Capital requirement for your business.

OFFICES:

BENONI:
Tel: 010 013 0500
Cell: 072 210 3614

CENTURION:
Tel: 012 654 9902
Cell: 079 895 4414

FOURWAYS:
Tel: 010 109 0878
Cell: 072 645 4612

MAYVILLE:
Tel: 012 006 5126
Cell: 062 852 6939

MEYERSPARK:
Tel: 012 803 0788
Cell: 074 529 3845

MIDSTREAM:
Tel: 084 421 1980
Cell: 062 483 5165

MONTANA:
Tel: 012 548 5561
Cell: 063 616 4848

MOOT:
Tel: 012 654 9902
Cell: 079 895 4414

MORELETA PARK:
Tel: 012 993 2807
Cell: 079 895 4414

ROODEPOORT:
Tel: 010 300 9055
Cell: 060 974 4877

POSTAL ADDRESS:
PO Box 12934,
Clubview,
Centurion 0014

COMPANY DETAILS:
VAT No: 4240232761
Registration Number:
2005/ 044567/ 07

MANAGING DIRECTOR:
Sonja Smith-Janse van Rensburg

Emergency Number: 079 895 4414
info@ssfg.co.za
www.sonjasmith-funerals.co.za

Proud Members:



sonja smith 
Elite Funeral Group

Since 2006

Reg. No: 2005/044567/07

079 895 4414 | info@ssfg.co.za

Available 24/7

*Funerals with care,
compassion and dignity*



MULTI AWARD-WINNING

Business Excellence Forum Award:
Most Innovative Company 2015

National Small Business Chamber:
Woman in Business Champion 2015

Margaret Hirsch Woman in Business
Achiever October 2015