

# YB YOUR BUSINESS

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# Building borders across SA

Proven systems and products have lead this decorative concrete edging business to explosive growth internationally over the last 20 years...

Ryan Phillips owned a successful construction business in 2002 when he came across the Kwik Kerb concept. At the time there were two Kwik Kerb operators in South Africa and Phillips believed the system - which involves the installation of continuous decorative concrete edging for garden beds, driveways, tennis courts and parking lots - needed a driving force locally. He was sure it had the potential to become as successful here as it is in other countries.

After initiating contact with the Australian founders of the business and thoroughly investigating their operation, Phillips bought the Kwik Kerb distributorship for South Africa.

Phillips is quick to point out the benefits of joining an established outfit like Kwik Kerb, which was founded in 1986: "The success of the concept in markets such as New Zealand, Australia, Canada and the United States and its proven methods helped make the decision to purchase easy."

Kwik Kerb's research and development department is always working on new methods of colouring and texturing their products. A recent addition to the range, EUROBRICK is one such innovation that, according to Phillips, is already proving very popular. The product resembles brick and mortar edging, but is in fact machine-laid concrete and can be created in almost any colour and texture. The existing range includes a wide variety of styles, colours and patterns offering operators a high degree of flexibility when quoting clients.

The focus is always on making the business more profitable so that individual operators and husband-and-wife teams can thrive in this very profitable home-based business opportunity

Kwik Kerb operators focus on the home improvement market - both indoor and outdoor. A typical client takes great pride in her garden and is looking to add shape, colour and permanent contours to the garden beds. The sector is growing rapidly, Phillips says, and as more people enter the property market this cost-effective landscaping solution is becoming increasingly popular.

Phillips estimates that as much as 90% of business is currently aimed at the domestic market, but points out that the system has commercial applications too. Golf courses, car parks, shopping centres, factory and commercial gardens, schools etc. are all viable markets and it is up to the individual operator to decide where they want to concentrate their efforts.

## Kwik Kerb around the world

Kwik Kerb is currently represented in 23 countries and Phillips' team is about to add a new country to this list by training the first potential Namibian operator.

A free, three-day training course at Kwik-Kerb South Africa's head office in Gauteng is offered to all owner-operators. The course is comprehensive and covers marketing, and promoting of the Kwik Kerb methods that have been used successfully for

## Talking to operators...

**Thomas Mocumi** has been involved in the construction industry all his life, so the decision to purchase a Kwik Kerb operation was extremely easy for him...

**How do your clients react to the finished product?**

The high standard of workmanship set by Kwik Kerb International is clearly seen by the satisfied expressions shown on my clients' faces.

**Are shows a good source of leads?**

I've assisted in setting up many expos for Kwik Kerb Southern Africa and reaped the rewards thereof in the form of leads coming from the shows.

**What's the best thing about your business?**

Working for myself has improved my self-confidence and my lifestyle at home. Even my wife and family can see the difference!

**Roland Lynch** had been in the insurance game for seven years when he decided to head off for greener pastures...

**What attracted you to this concept?**

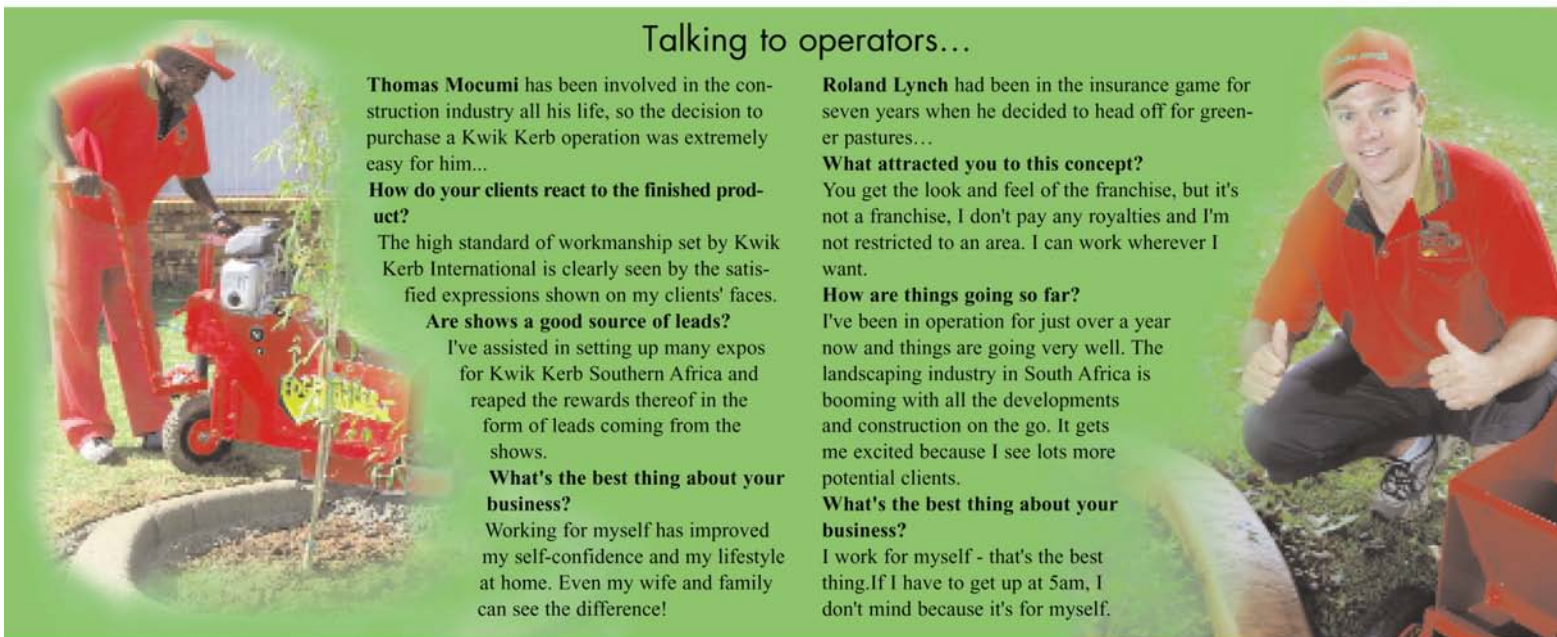
You get the look and feel of the franchise, but it's not a franchise, I don't pay any royalties and I'm not restricted to an area. I can work wherever I want.

**How are things going so far?**

I've been in operation for just over a year now and things are going very well. The landscaping industry in South Africa is booming with all the developments and construction on the go. It gets me excited because I see lots more potential clients.

**What's the best thing about your business?**

I work for myself - that's the best thing. If I have to get up at 5am, I don't mind because it's for myself.



the last 20 years. Operators are also taught how to quote on job sites. The course covers the workings of all equipment and how to achieve different coloured and textured finishes.

Once the operator is up and running the head office team is available for support and advice. From time to time, head office will also pass on edging leads. An online operator forum allows operators from around the world to compare their experiences, marketing tactics etc. The website is only accessible to Kwik Kerb operators and also features manuals and other frequently used information.

Kwik Kerb operators should be outgoing and proactive, Phillips tells us, and while head office does pass on leads via its nationwide hotline and their many websites - clients are referred to the operator in that area - operators must be active in following up leads and finding new business.

The concept attracts all types of people - from schoolteachers to accountants and even retirees. But all have one thing in common: they want to change their lifestyle.

"The Kwik Kerb business was designed as a one-man operation or alternatively it can be run with a crew leaving the owner to go out and market or quote whilst his crew installs the edging," says Phillips.

Phillips is excited about the future of the concept in South Africa and is buoyed by the success of the business in Australia; a market that he says shares many similarities with South Africa. With only 32 operators in South Africa and the demand for continuous concrete edging growing on a daily basis, it is crucial that homeowners are able to get their edging done in reasonable time frames, so head office is actively looking to start new operators in various areas.

### Pricing

The investment for a complete Kwik Kerb system can be recouped in less than two years of operations, according to Phillips. The business package includes a specially designed, sign-written box-trailer that acts as a mobile billboard, as well as equipment, machinery, tools, advertising and marketing material, stationery and branded clothing. All the equipment comes from Australia and is covered under an international warranty, thus maintaining high standards of machinery workmanship internationally.

The barriers to entry are relatively low as traditional business overheads - electricity, rent, wages and equipment maintenance - aren't necessarily part of a Kwik Kerb business. Operators can choose any reasonable vehicle to tow their equipment trailers, and raw material costs are very low. Profit margins, on the other hand, are relatively high, Phillips points out.

Kwik Kerb operators benefit from the basic franchising principles of using a recognisable trademark and having access to the business experience and proprietary information of Kwik Kerb, but do not pay any royalties or franchise fees.

For more information contact Kwik Kerb on  
Free-call: 0800 203 632 (SA only),  
email: [info@kwikkerbsa.co.za](mailto:info@kwikkerbsa.co.za) or visit [www.kwikkerb.co.za](http://www.kwikkerb.co.za).

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