

Nashua Mobile is looking to grow its footprint of franchised outlets throughout South Africa, creating a wealth of opportunities for qualified entrepreneurs who want to move into the fast-growing world of technology retail.

A Nashua Mobile franchise offers entrepreneurs an ongoing revenue stream from three cellular networks as well as from a range of telecommunications and Internet services. The company, a subsidiary of JSE listed Reunert Group, has grown its retail presence to more than 150 franchises over the past three years.

"We see our franchise owners as an extension of the business and equip them with everything they need to succeed in the telecommunications retail market," says Michael Brown, Director for Sales at Nashua Mobile. "Customers look to us to deliver legendary service and as such we provide franchise owners with everything they need to give their customers a world-class retail experience."

Nashua Mobile is one of South Africa's largest independent telecommunications service providers and offers products and services from most major South African networks including Cell C, MTN, Vodacom, Neotel, and Telkom. With over 700,000 subscribers, Nashua Mobile represents more than 10% of South Africa's contract cellular subscriber base.



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Nashua Mobile Setting the pace

for telecommunications retail

www.nashuamobile.com



The retail market generates a substantial, and growing, portion of Nashua Mobile's business in the consumer and SMME markets. The company is setting the trend for retail in the telecommunications industry by bringing to market a range of exciting new concepts and stores that offer rich customer experiences and deliver legendary service to South African telecommunications users.

One example of the way that Nashua Mobile is setting new benchmarks for the telecommunications retail experience in South Africa is the investment it has made in establishing brand new concept stores in The Glen in JHB South, Fourways and Northgate Mall in JHB North, Gateway and Galleria in KZN and the Grove in Pretoria.

These new concept stores allow customers to view and play with live handsets so that they can get a clear picture of what they will be buying when they choose a new phone.

Interactive screen displays allow customers to explore the specifications and price plans

available for the latest and most popular devices available in the store, enabling them to answer their own questions and to make informed decisions about their handset purchases. Extensive research was done locally and internationally in order to determine the retail best of breed.

The new concept stores include elements such as unique lighting with specific colours, brightness and frequency of change to enhance the desirable mood. The sound in each store is centrally managed by DMX Africa and various genres of music are played at certain times depending on the retail shopping trends. The new concept stores also includes a unique smell that is a first in retail in South Africa, this smell is a vapour less odour that enhances the experience in store and will assist in a fresh, pleasurable shopping experience and brand association.

"In line with our commitment to be a truly independent advisor, these concept stores empower consumers with a real-life experience of the products on offer and detailed information about the choices

available so that consumers can choose the right solution for their needs," says Edwin Fichardt, GM: Retail at Nashua Mobile.

As a Nashua Mobile franchise owner, you will be able to provide your clients with end to end communication solutions for their personal as well as their business needs while building a sustainable and profitable business.

Nashua Mobile works with its dealers to ensure that all outlets offer a consistent brand experience and a one stop-shop that meets all the telecommunications requirements of the company's customers.

"We also offer a wealth of sales and technical training and information so that our staff are equipped to give good, independent advice to customers," says Fichardt.

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