

Signarama - The way to grow a successful business

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As part of a global rebrand in 2013, Signarama changed their tagline from "Where the World goes for signs", to "The way to grow your business". As one of the approaching 1,000 franchisees across 65 countries where Signarama is represented, Francois Schoeman, the Signarama Pretoria North franchisee, could probably not have foreseen the role the rebrand would play in the explosive growth his business has enjoyed over the last five years.



Signarama West Rand, sporting Signarama's professional branding

Having joined Signarama as a franchisee in 2007, Francois had built a solid business by following the Signarama systems and procedures. Adherence to those systems had allowed Francois to make the decision to purchase his own premises as opposed to renting. They had also allowed him to invest in additional equipment to continue the growth.

One of the goals of the global rebrand was to subtly reposition the brand to target a more corporate clientele. Although this would no doubt have played a part in the growth of Francois' business, Signarama Franchisor Kurt Tyack believes that it was a combination of factors. "The growth Francois has achieved in his business is nothing short of amazing. Above 50% growth for five consecutive years is testimony to Francois' incredible work ethic, focus on customer service and satisfaction, and a commitment to quality."

This growth has seen Signarama Pretoria North quickly outgrow their premises which were initially approximately 300 square metres. "Very soon," explains Schoeman, "it became apparent that we would need to move. About three years ago we moved into a 750-square-metre location, and recently we have moved again into a custom-fitted 1,200-square-metre production facility." This move will ensure that the business has space to continue to expand to meet the branding needs of clients such as Spar, Supaquick, AMKA, and several other franchise or multi-location businesses.

As part of the only franchised signage network in southern Africa, clients benefit from being able to deal with one person in one franchise location and then having all of the regional signage needs met through the franchise network. This results in cost savings for clients, less variation in their corporate identity across multiple locations, and the peace of mind that comes from dealing with a business which has been in southern Africa for 18 years, and globally for more than 30.



From L to R, Kurt Tyack – Franchisor Signarama Southern Africa; Francois Schoeman – Signarama Franchisee of the Year 2017; Scott Mast – Global Director of Marketing for Signarama

When it comes to the plans for the future, for Schoeman, who is the current Signarama Franchisee of the Year, this means more of the same with a focus on new technologies to improve margins and efficiencies. “I had no knowledge of the sign industry prior to becoming a Signarama franchisee, but the training I received was thorough. As the business grows I am able to engage with the franchise office to ensure that I am able to keep my clients happy. There is no limit to how big the business can be and I intend to continue to grow.”

If you have any signage or branding requirements please visit www.signarama.co.za, or should you wish to find out more about owning a franchise please email kurt@sign-a-rama.co.za.

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