

# An internet **business** success story



Reap the long-term returns of being part of the Kwikweb network...

Kwikweb is a web design and content management platform which offers an array of revenue streams to would-be entrepreneurs. These include using it to build search engine optimised websites for businesses, selling the Kwikweb tool and personalised emails to users, as well as selling these opportunities on.

## A WELL-OILED MACHINE

Having been in business for nearly ten years, and with a countrywide network of people who mentor and train each other, the two founders pride themselves on offering the complete package to enable you to start a business, virtually in one day.

"Our business runs like a well-oiled machine," says Eduard Marais. "We are both 100% involved in the everyday running of the business and are very serious about having perfect systems and

procedures in place." In fact they wake up thinking about how they can make website design even easier and more effective.

"We keep up-to-date with web design and search engine trends and make sure that our platform uses the latest proven technology."

Chris Fahy says that they can instantly update 10 000 websites, something other web designers traditionally have to do individually. "We recently did such an update, making all websites responsive depending on the device they are viewed on, and this took less than a day to implement.

While most hosting companies offer website design as an optional extra, Kwikweb does it the other way around – they're a web design company that also offers hosting. "Hence we say, 'we offer so

much more than hosting, at the price of hosting only'," says Marais.

2015 saw the launch of a new product called the Client Reseller, whereby 80% of monthly fees are distributed back to clients. "This reward percentage borders on the ridiculous but we have seen that the more generous we are, the more we receive back," says Marais.

Kwikweb has very aggressive incentive schemes, such as a R10 000 cash bonus for every 15 clients signed in a 60-day period, or a car for every 150 clients signed in 12 months.

## LATEST DEVELOPMENTS

2015 also saw Kwikweb establish its own in-house design team to assist field agents with their design work. This is a game changer for the company as it means that

agents can now instantly sell a world-class product, knowing that the back office will have their design ready in less than five days.

They have recently appointed a dedicated trainer who will offer weekly webinars, with the recorded video sessions being published in the online help manual. "All these efforts are geared towards enabling field agents and end users to learn without having to travel," says Marais.

There are currently 15 Kwikweb licensees and 200 agencies around South Africa. Licenses are not limited by area. There are also overseas clients, and a licensee is free to appoint agents anywhere in the world.

The cost to become an agent is R2500 upfront, with a R150 (excl. Vat) monthly fee, while an investment of R150 000 (excl. Vat) buys a Kwikweb license. This includes a 6.5% royalty fee. Agents then market the following two systems to end users: the Basic Starter website (R0 – R500 upfront cost, plus R59 excl. Vat monthly) and the Advanced website (R0 – R3500 upfront, plus between R150 and R350 monthly, excl. Vat.) They can also generate revenue by training new agents. A license holder's job is primarily to build and manage a network of agents.

## TRAINING UP FOR SUCCESS

In terms of training, existing agents are used to train new agents, with two webinars offered per week. These are added to the existing base of training videos and manuals available on YouTube. Regular group training sessions are also held around the main centres of South Africa.

It's no secret that e-commerce is busy exploding in South Africa. And with only about 35%\* of the population enjoying internet access, the potential is enormous. Kwikweb is well positioned to benefit from this growth and is inviting those with the passion and hunger to build a rewarding business to join the wave...

*\*Internet penetration stats 2014 – mybroadband.co.za*



The Kwikweb development team

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