



Frequently Asked Questions

Q. What is Doculand?

A. Doculand is the number one print and copy center in Lebanon and the Region.

Since 1996, Doculand has filled a niche in the market whereby it catered to every firm's professional services. It has offered distinguished high quality service complemented by the latest high-tech equipment.

With a team of elite, highly trained professionals and five branches that cover Greater Beirut, three branches in Lagos, Nigeria and one branch in Amman, Jordan, Doculand has become an acclaimed professional business center sought after, not only for its high-quality work, but also for its unmatched fast service.

Doculand has always managed to be a step ahead of the market by catering to its customers' needs 18 hours a day, 7 days a week.

List of Doculand Services:

- Copy & Print Services
- Engineering Services
- Graphic Design & Computer services
- Business Services
- Finishing Services
- General Services
- Gift Ideas and Promotional Items
- Stationery, Office Supplies and machinery



Q. What type of franchise is available?

A. In 2008, Doculand adopted the strategy of franchising and embarked on an international journey covering countries in the Middle East, the Gulf and Africa.

Doculand offers Individual franchise agreements:

- **Individual:** Individual franchise agreements are granted to a single flagship to operate in a city.

Doculand serves multicultural middle to high-end income customers. The size of a typical Doculand is between 100 sq.meters to 500 sq.meters with 150 transactions per day.

Q. Why invest in a Doculand Franchise?

A. Doculand franchise offers **high profit margins** when compared to other franchise businesses due to the strategic and innovative ways of operating and distributing products/service in a manner that saves money, time and effort. Doculand has a unique means of revenue generation 24/7, 365 days a year.

Q. How much does the franchise cost?

A. The initial investment for an **individual** unit ranges from USD 200,000 to USD 500,000 (**USD 350,000 on average**). This includes everything including the franchise fee.



Q. How much does the franchise fee cost?

A. Based on the level of support Doculand intends to provide to its franchisees, the franchise fee for a startup franchise (**individual**) is **USD 60,000**.(already included in the initial investment mentioned above).

Q. How much is the fee for continuing support services or the “Royalty Fee”?

A. The continuing services, or the “royalty fee,” depends on the total sales/revenue that the franchise has per year. Below is the explanation:

Total Sales Per Year	Monthly Royalty Fees
Up to 1 million US\$	5% of your gross sales
1 million US\$ till 2 million US\$	4% of your gross sales
Above 2 million US\$	3% of your gross sales

This fee entitles you to use the Doculand service name, the distinct system, marketing assistance including social media page management, ongoing business development and counseling, website creation and updates, Loyalty program application, ongoing training and follow up and other benefits that come with being a Doculand franchisee.

Q. Will I have an exclusive territory?

A. Doculand grants an exclusive territory to a minimum of 3 units and agreed upon on a case-by-case basis.



Q. What about Advertising?

A. The Doculand name and reputation is an important part of our business. The Doculand marketing department will be your FREE advertising/marketing agency, which provides all the creative ideas, designs, campaign ideas (for free) and on monthly basis. The franchisee will only need to take care of paying the printing/booking/distribution..etc fees and applying all the marketing activities in his area.

Q. What is the term of the Doculand Franchise Agreement?

A. The initial term of the Franchise Agreement is five years from the date the Franchise Agreement is signed. The franchise agreement is renewable for an additional terms of five years, providing you have complied to the provisions of the franchise agreement.

Q. Who will build the Doculand flagship store?

A. We will provide detailed blueprints, samples of all the interior objects needed from our Store Design team. However, you are responsible for hiring a contractor to build your Doculand center. Our technical team will always do the necessary quality control on the project.



Q. Where should I get the machines, supplies and products?

A. Doculand has large accounts with most of the international brands of the machines/supplies needed. So, we will assist you in securing the list of Doculand approved products and machines at the best rates possible.

In the absence of required machines/supplies within the territory, Doculand will sell them to you at cost-plus rates.

Q. How much training is provided in the Doculand franchise system?

A. The Doculand Management will provide franchisees with approximately 21 to 30 days of initial training at the Doculand headquarters or at a location designated by the Doculand Management, beginning approximately from 6 up to 9 weeks before the franchisee is scheduled to open for business.

Phase I -Instruction will pertain to administrative, operational, and sales/marketing matters; it will also include a liberal amount of on-the-job training. This training will be provided for the franchisee and one (1) to two (2) designated attendees.

Phase II - On-site training typically takes place when the franchisee commences operations. Experienced trainers from Doculand will provide on-site training for a period of 7 to 10 days before soft opening to assist and orient the franchisee in the commencement of operations.

Also, Doculand offers to transfer any of its current experienced employees and/or managers to operate for the franchisee's branches.



Q. What are the support programs provided by Doculand?

A. In addition to field support, members of Doculand organization provide the following services listed below:

- **Operational Support** –The Doculand Management will provide ongoing training and support in many areas critical to the success of the franchisee's business, including unit operations and maintenance, customer-service techniques, product ordering, suggested pricing guidelines, and administrative procedures.
- **Site Selection** -- Prior to approving a site for Doculand outlet, the Doculand Management will provide franchisees with clear guidelines for a suitable location. Doculand will require franchisees to follow these instructions to ensure that an appropriate site is located.
- **Marketing Support** –The Doculand Management will coordinate the development of advertising materials and strategies for the benefit of all members of the franchise network. It also supplies franchisees with consumer marketing plans and materials for use at the local or regional level, and retains the right to approve all local advertising materials that the franchisee chooses to develop.
- **Purchasing** –The Doculand Management or its affiliate will negotiate quantity discounts on behalf of all of its members, passing some or all of these savings on to the franchisees.



- **Internal Support** -- The functional areas of training, purchasing, franchisee communications, and research and development are typically included in such a department.
- **Ongoing Research and Development** --Doculand Management always continues to research methods and techniques for franchise operations (including purchasing and promotional schemes) that enhance unit-level profitability.
- **Overall Program Oversight** --Doculand Management will provide the overall coordination and planning for the Doculand franchise system.

Q. What is my next step?

A. Simply complete the Franchise Application Form and return it to us. Upon receiving the form we will contact you.