

**COPA Academy (Pty) Ltd**  
**Franchise Information Pack**

**Creating Working Artists!**



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# ***Why choose COPA Academy?***

[www.copaacademy.net](http://www.copaacademy.net)

## **The Campus of the Performing Arts – Where it all began ...**

The Campus of Performing Arts (COPA) was founded in 2003 and is a contemporary music college with campuses in Johannesburg, Pretoria, Cape Town and Durban.

COPA's courses are taught by trained facilitators who are music industry specialists as well as professional musicians, giving our students one of the most rounded and intensive practical music training programmes currently available anywhere in the world. COPA campuses offer full-time courses in Music Performance involving instruments such as bass guitar, drums, guitar, keyboard, Vocals, Music Production including Sound Technology and DJ, Sound Engineering, and Game Audio Design, Music Business and Performing Arts.

Students are not only trained in their chosen field of study, but also in modules such as Music Business and Stage Presence to ensure that they are well prepared for a successful career in the music industry. Each campus boasts facilities with a recording studio, a technology centre, a performance venue and practice facilities for use by its students.

Campus of Performing Arts (PTY) Ltd is registered with the Department of Higher Education and Training as a private, higher education institution under the Higher Education Act, 1997 until 31 December 2018. COPA's Registration Certificate Number is 2011/HE07/004.

Full accreditation by the CATHSSETA also allows COPA to train previously disadvantaged individuals in learnerships, bursaries, and internships as and when Government SETA Funding permits, with courses founded on the National Qualifications Framework (NQF).

COPA has an energetic and vibrant environment unlike any other educational establishment with artists, performers, producers, DJ's and management coming through its doors to study, teach, meet or audition. The facilities are fit-for-purpose with careful attention given to each room to ensure spaces are functional, relevant

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to the industry and are inspirational places to learn, play and hone each learner's craft. Spread across our four campuses, COPA offers a unique centre for learning.

COPA's Production School boasts state of the art equipment, to turn dreams into reality. These include Apple Mac equipped Technology rooms, Production Suites and a recording studio for the exclusive use of its students.

## **The COPA Academy Franchise**

### **What is COPA Academy?**

COPA Academy is a sister company to Campus of Performing Arts with a strictly part-time offering in Music Performance (bass guitar, drums, guitar, keyboard, vocals), Music Production (recording a band, sequencing a song) and DJ.

### **What makes COPA Academy Unique?**

COPA Academy has, for the first time in South Africa, made a world-class product available to all aspiring musicians, producers (including sound engineers) and DJ's through a network of approved COPA Academy centres around South Africa.

The academy now incorporates franchises into its mix for children in primary and high school to participate in extra-curricular activity at our franchises available in various areas across South Africa, where children can nurture their musical talents.

### **COPA Academy – Providing Access to the Music Industry**

We have all dreamt about being a super star at a one stage or another in our lives, but for those who are serious about realising their dreams, a solid foundation and a springboard from which to leap into the competitive music industry is highly beneficial to those serious about pursuing a career in the music industry.

Perhaps it's not so much the stardom that people are after, but more a passion that needs to be fulfilled, a beautiful voice that needs to be heard, a talent that needs to be exposed. Either way, the right training, coupled with performance experience as well as the right affiliations are vital to ensuring that our learners see

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a future and musicians are able to carve sustainable livings for themselves within the world of the performing arts both in South Africa and internationally.

## **Introducing the COPA Academy Franchise**

COPA Academy was founded to become a feeder for Campus of Performing Arts' full time programmes. In COPA's many school career expos that it attends, there are thousands of names being collected annually, the majority of which are seeking part-time contemporary music education.

Garth realised that the SETA accredited programmes could be unpacked and broken into different courses and modules ranging across various difficulty levels, namely beginner to advanced.

Many of COPA's graduates expressed their interest in becoming contemporary music teachers and were being employed by various part-time music schools to teach on a part-time basis, none of which direct potential full-time learners back to COPA. There was also a growing concern that the level of contemporary part-time music education in South Africa is largely unregulated and not well-organised.

The idea then came about to create potential employment for suitable graduates by pairing them with suitable franchisees who in turn would be fed leads from applicable schools in their franchised area, who would, in turn, direct potential students back to Campus of Performing Arts to continue their full-time higher music education.

We gain a great deal of insight from the leads collected annually at the school career expos into what the target market is looking for and this continues to assist us in making tailor-made, suitable courses available to our students and children continuously.

## **Becoming a Franchisee with COPA Academy**

### **What is COPA Academy's Typical Franchisee Profile?**

COPA Academy is looking for franchisees with entrepreneurial flair, willing to go above and beyond just teaching a handful of children on their own. COPA Academy is looking for franchisees that they can help achieve a business where they not only have empowered themselves and the children they are teaching, but

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have commenced working with other like-minded teachers and professionals to make a difference in their immediate communities.

Besides great textbooks, COPA Academy undertakes to assist its franchisees in the development of their academies to become a force to be reckoned with in their area! A franchisee may be an individual, an organization (e.g. church) or even a school that is looking to purchase an academy for their area. We would also encourage existing music schools to consider converting to a COPA Academy simply because of the access it gives its learners to the music industry.

## **What Criteria does a Prospective Franchisee Need to Become a COPA Academy Franchisee?**

The following are some of the selection criteria that we consider when deciding on awarding a franchise:

- An owner operator, with previous business experience.
- Passionate about music with the necessary experience in various disciplines and qualifications who loves working with children of all age groups.
- A high degree of energy with a strong sense of creative ability and able to use initiative.

### **COPA Academy sees its franchisees as entrepreneurs that:**

- Will grow his / her business to meet the stipulated student numbers as determined per the recommendations of COPA Academy through ongoing mentorship and more if possible;
- Would actively manage their franchise with confidence, ideally a disciplined and performance motivated individual with a sound knowledge of music and its industry;
- Would actively market and promote, hand in hand with COPA Academy, as well as on his / her own within the geographical area allocated within the franchise agreement;
- Is willing to expand by employing other tutors to teach at his / her COPA Academy;
- Would ensure that suitable, 'fit for purpose' premises, which is subject to the approval of the franchisor, is sourced along with the guidelines provided by the franchisor, equipped in accordance with COPA Academy's prescribed standards, and maintained and upgraded for the duration of the franchise agreement period;
- Would willingly utilise COPA Academy's approved resources / textbooks for any and all tuition and would willingly work within COPA Academy's stipulated fee structures;

- Would encourage any suitable learners to take the Campus of Performing Arts / any other appointed partner assessments at the relevant times as well as assist in the learner's preparation and enrolment.

## **COPA Academy Franchise Areas Available**

Franchises are available nationwide in various major cities and previously selected, viable country towns all over South Africa. A smaller town with surrounding towns in close proximity will only sustain one franchise and this exclusivity may be granted to the franchisee at the time of signing a franchise agreement.

## **Due Diligences and Viability**

The viability of a franchise area is determined beforehand through market research and due diligence studies that look at population density studies, income and related studies, schools both public and private within the area, business density studies and the like.

## **Franchise Head Office Support Structure**

The Head Office Franchise Support Structure works as follows:

- Mandatory initial theoretical and practical training of 2 weeks at the Franchise Head Office.
- Opening support (build out, shop fitting, guidance on business registration, VAT, PAYE and UIF, staff recruitment etc), and the traditional hand holding of a further 2 weeks recommended after opening.
- Regular monthly visits by our franchise management team to ensure that the franchisee and the staff are managing the business, keeping the correct stock and maintaining the correct standards as prescribed by the franchisor.
- On-going refresher training every quarter.
- An email enquiries system and the use of an online Forum so that franchisees may interact and assist one another is in development.
- A "hotline" for franchisor and franchisee support.
- We will also assist our franchisees in implementing sustainable business plans and marketing strategies to drive leads and sales through their doors through monthly visits

## **Franchisee Training and Launch**

COPA Academy franchisees receive intense training in all facets of running the franchise business model including but not limited to course material knowledge, the basics of accounting and financial management, sales and marketing training. Theoretical training is complemented with practical exposure.

It is important that a COPA Academy franchisee works together with their launch manager who renders support and drives the franchise during its opening stages with the traditional handholding method during the first three months when the franchisee will be visited biweekly and thereafter, once a monthly basis

## **National Marketing**

The marketing department ensures that the following responsibilities are carried out for the franchisor and its network:

- a. Market Research to stay abreast with the latest marketing trends within the industry.
- b. The development of marketing strategies, campaigns and promotions for the franchisees.
- c. Pre-launch marketing support – this is provided through pre-launch marketing material, pamphlets, ads, social media exposure, press releases and the like.
- d. Additional marketing for franchisee lead generation.
- e. Public relations.

A national footprint of COPA Academies will be achieved through website advertising, social media advertising on mediums such as Facebook, Instagram, Twitter, Youtube and the like. Networking memberships such as Business Network International ([www.BNI.com](http://www.BNI.com)) are recommended and encouraged. National marketing is undertaken every quarter through various mediums, targeting parents who want to encourage nurturing their children's musical talents through the relevant marketing forums available.

## **The 8 Easy Steps to Opening Your Own COPA Academy Franchise**

Own a COPA Academy Franchise!

You want to own a business. You'd like a business that's focussed on music, performance, creativity and most especially CHILDREN! You wish to help children nurture their musical talents to realise their dreams on stage? Well, you've come to the right place!

Our children's success is our success! Seriously though, we're all about joy, fun, creativity and success.

You may just be our next franchise superstar! THAT'S THE JAM! Who wouldn't want to be involved in something as rewarding as this?

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Today, businesses can't just be great at what they do. They've got to look great, be unique, jump out of that beige box and make themselves memorable. And this is where COPA Academy helps you!

Add to all this, comprehensive training, ongoing support and a fantastic team that has your back 100% of the time, you're onto a winner!

So, if you:

- LOVE Children!
- Have musical qualifications, background or experience!
- Understand the value of marketing in growing a business!
- Appreciate the importance of superior customer service!
- Are keen to be a driving force for your children's talents!
- You're really cool at hanging backstage, while your students stand out front and shine... contact us to become a franchisee today!

## **HOW?**

1. Complete the contact form.

2. COPA Academy will make contact with you once we have received your contact form to arrange a meeting with our franchise sales team.

Should you decide to proceed with the franchise opportunity, we would initially require that you sign a Confidentiality and Non-disclosure Agreement to protect our Intellectual Property. From this point on you will be provided with confidential information which you will need while proceeding with your due diligence exercise.

You will also receive:

- The COPA Academy Disclosure Document (drafted in accordance with the standards set out by the Franchise Association of South Africa and the Consumer Protection Act).
- A draft copy of the COPA Academy Franchise Agreement (drafted in accordance with the standards set out by the Franchise Association of South Africa and the Consumer Protection Act).

3. We would like to encourage you to meet and talk to our existing Franchisees during your due diligence process, should you need any additional information to enable you to reach a decision as well as a franchise attorney to assist you in understanding the Franchise Agreement you are about to sign.

4. Meet with the Franchisor to sign your Franchise Agreement.

5. Find your premises. We provide you with the guidelines in terms of the acquisition of premises for the new Academy. We will also provide a full project management service for the shop fit and preparation of your new Academy once the floor plan has been agreed to.

6. Complete your Business Plan (and Loan Application if necessary). We will assist you with these documents where necessary.

7. Start your four week training programme.

8. Recruit your staff. They are required to complete a training programme pertinent to their role. Your Launch Manager will assist with all aspects of getting your academy ready for its opening day, Then – open your academy doors and start trading!

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# **The COPA Academy Franchise Package Highlights and Financial Considerations**

**A COPA Academy franchise is a full turnkey operation.**

The purchase price includes a fully functional and fitted, previously approved premises. The working capital must be available to cover all overheads for the first few months. This includes premises deposits and rental, pre-opening marketing, salaries etc.

It is important to note that earnings and profitability depend on the franchisee's commitment to being hands on in his / her business, working hard with consistent marketing and ensuring that all overheads remain controlled and in check.

All prices are subject to change without notification, as costs of labour, materials and other associated costs increase.

## **Frequently Asked Questions**

Below are a list of common questions asked by prospective franchisees when looking to invest into a COPA Academy Franchise. You may find some common ground right here!

### **Is COPA Academy a South African Franchise?**

Yes. COPA Academy is a South African Franchise with its head office based in Kensington Johannesburg, South Africa.

### **What Size is a typical COPA Academy?**

The size of the academy is suggested to be between 60 square metres to 80 square metres.

### **How much cash do I require?**

You will require a mandatory minimum of 90% of the total cost in unencumbered cash to cover the Franchise purchase, musical instruments, curriculum purchases and your working capital for cash flow for the first few months once you have opened and launched.

### **How do I finance the rest of the money needed?**

The balance of the investment levels you may finance through a financial institution of your own choice providing you have the necessary collateral. We will assist you in compiling your business plan for submission to your preferred bankers once you have become a Franchisee.

### **Do these prices include Vat?**

No, VAT at the current rate of 15% must be added, which is recoverable once you have registered as a VAT vendor.

### **Who would be a suitable Franchisee?**

You will need proven financial and business acumen as well as accreditation or experience in music discipline with a love for children and their talent development. Because you will be the owner operator, you will need high energy levels and exceptional communication, people management skills and of course a passion for music.

### **May I contact COPA Academy Head Office?**

Yes, the telephone number is (+27) 11 622 7253. Garth and Celeste Farrant are the Franchisors and Founders of COPA Academy (Pty) Ltd.

### **May I get information / advice from other Franchisees?**

Yes, and we encourage you to do so as part of your due diligence.

### **Where is the best place for me to open a COPA Academy?**

We can advise on locations that we have researched and identified as ideal for a COPA Academy.

### **What support would I receive when opening a Academy?**

Your Launch / Franchise Manager will support you all the way, mentoring you and your team in the run up to opening your new academy, including support on your opening day and thereafter.

### **Is there ongoing operational support?**

Yes, there is world-class ongoing and continuous operational support from head office.

### **How long does the Training process take?**

Initial training consists of two weeks in the classroom and two weeks practical training. Classroom, practical and online training is provided on a continuous basis thereafter for staff and Franchisees.

### **May I see the Franchise Agreement?**

Yes, once we have received and approved your preliminary application and you have signed our Confidentiality Agreement.

### **Is there an Exit Strategy for me?**

Yes, you may sell your business if and when you wish. The Franchisor will need to approve the buyer. The proceeds of the sale are yours.

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