



Being An Ormita Licensee Versus "Going-it-alone"

Imagine working in an industry for 20 years, footing all the research, working out all the kinks through trial and error until you have finally discovered precisely the right formula for the success of your type of business.

The founders of Ormita have spent the majority of their adult lives doing just this – researching, trialling and perfecting the components of this business.

By becoming an Ormita licensee you will spend less money on the start-up, suffer fewer headaches, and use a proven formula for success in less time than you thought possible. Ormita is about creating a mutual successful business – for our licensees, for our clients, for our staff, for our investors and for all of our stakeholders. It is the evolution of an idea.

Studies show that over 80% of new businesses fail within 3 years. The primary reason that the failure rate is so high is because the owners have to go through the learning curve of operating that specific type business.

Franchises and licensee opportunities, however, have a survival rate of approximately 80% after three years.

Reduced Financial Pressure

Mutual Financial Interests	A shared interest by Ormita and all of its licensees to increase revenue, brand value and regional growth. Being an Ormita licensee means being part of a global network of business owners all striving to achieve – and all earning what they are worth.
More Incentives To Work Hard	Earnings to Licensees are uncapped and you are building equity in a business which can be on-sold.
Lower Start-up Cost Than Traditional Businesses	When starting a new company a business person often does not have a complete grasp on the capital required for sales and marketing versus the timeline to recover that capital and make a profit. Licensees are provided with a solid business plan, in depth market knowledge and a proven business model.
Lower Operational Costs	The Ormita model reduces and/or eliminates day-to-day occupancy costs, marketing, telecommunications, infrastructure and other operating expenses associated with running your own business.
Lower Cost To Expand	Reduces, or eliminates, the need to surrender equity or borrow heavily in order to expand the business.
Trade Name Rights	In a traditional business it can take a long time and a lot of money to establish your own name, design your own materials and develop your own brand. Ormita provide a broad range of pre-established marketing and training materials and defray these costs over a large number of businesses.

Expanded Capabilities

Quicker To Start-up	A proper plan outpaces an independent's hit and miss operation almost every time. Generally licensee businesses grow quicker, reach break-even sooner and succeed more regularly than others in the same industry.
Benefit From Quality Research And Development	Most small business owner are just too busy making money to research the future trends in the industry and develop new products or services to meet the needs of their customers. As your business partner, Ormita is always searching for ways to make its business model more successful.
Start Up Assistance	The most difficult aspect of a new business is its start-up. Few experienced managers know about how to set up a new business because they only do it only a few times. Ormita has amasses a world of experience accumulated from helping businesses start-up. This experience helps to reduce mistakes that may be costly for independents in both time and money.
Advertising	National advertising is the responsibility of the National Licensee while local advertising will be undertaken by the local Licensee. Ormita provides guidance, brand manuals, advertising copy and other advertising materials which may be used by its licensees. Group discounts are also often available on advertising.
Marketing Assistance	Ormita provides advice about how to develop effective marketing programs for a local area.

Reduced Risk

Less Risk	Most business experts agree that a low cost licensee business operation has a lower risk of failure than an independent business. The statistics on this vary depending on the definition of failure. Whatever statistics are used, they consistently suggest that a low cost licensee business is more likely to succeed than are independent businesses.
Market Acceptance	Non-licensee businesses have the downside that whilst they can make the selection themselves, if incorrect they have to live with the consequences. Expert advice is often available – at a price – but it is unlikely to understand fully the unique needs of the business. Ormita provides an existing model which includes: <ul style="list-style-type: none"> • Optimal research • A defined and tested target market • Existing leads

A Better Business Experience For Your Customers

Greater Consumer Benefits	<ul style="list-style-type: none"> • More locations and contact points • Comfort of the perception of being with a large, reliable organization • Highly trained employees and managers • Established and tested business processes • Detailed complaint management system
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Streamlined Operations

Efficiency In Operation	Ormita has a range of operational and management efficiencies that benefit our Licensees: from centralized telecommunications infrastructure and online learning platforms through to quality control and providing uniformity amongst it's business owners. We have taken the major bugs out of the system through trial and error.
Proven Business Model	The principals behind the Ormita business have taken the time to establish a service offering that meets the needs of our customer base and to build public acceptance.
A Complete Package	Prospects are investing in a complete business licensee format that has been proven elsewhere and possibly even has an established following in the target territory. Compare this with a stand-alone business owner who often has little external support and will often have to start small and will require time to develop. In the meantime, overheads are building up, not to speak of lost opportunities costs.
Uniform System Of Operation	Ormita provides a uniform system of operation, so that consumers receive uniform quality; efficiently and cost-effectively. The Ormita licensee system brings with it the advantages of mass purchasing power, brand identification and customer loyalty, capitalising on the proven business format.
Management Experience	Ormita provides management assistance, including accounting procedures, personnel and facility management. An individual with experience in these areas may not be familiar with how to apply them in a new business. Ormita helps its licensees overcome this lack of experience. The Licensee can call on the specialised and highly-skilled knowledge and experience of Ormita's head office organisation, while remaining self-employed in their business.
Unmatched Technology	Ormita provides its licensees with superior software, office technology and products that the Licensee could often not afford to develop themselves.

Peer & Industry Support

Ongoing Support And Assistance	Licensees have access to an operations and procedures manual. In appropriate circumstances, a trouble shooting service may also be available. Moreover, a field service consultant (FSC) will visit Regional and National Licensees and offer on-site assistance. In a traditional business the buck stops with the owner.
Training	Training is essential to learn any new industry and provides Licensees the ability to use new technology, handle financial and staff management and gives them the confidence and skills required to operate a business successfully. Non-licensee businesses are often based solely around the business owners hobbies or interests and there is rarely anyone to guide them (primarily because others in the same industry as a competitor).
Knowledgebase	The Licensor provides a knowledge base developed from their own experience, as well as that of all the Licensees in the system, which would otherwise be impossible for a non-licensee business to access.
Peer Support	A Licensee can always speak to Ormita or a fellow Licensee to discuss their business challenges or problems - something a non-licensee business can almost never do.