

## Isuzu Dealer Franchise Application Evaluation Process

**PREAMBLE:** Isuzu Motors South Africa (Pty) Ltd (IMSAf) will consider requests or applications by any reputable party seeking to establish a Dealership and will consider any such proposed dealership on a case-by-case basis.

IMSAf is a Commercial vehicle brand which specialises in Light, Medium and Heavy Commercial vehicle Dealerships. The Light Commercial Vehicle Dealerships are classified into 4 categories namely **Multi Dealer Area, Large, Medium, and Small** and **Large, Medium, and Small for Medium and Heavy** Commercial vehicle Dealerships. Where suitable markets for a full Dealership is non-existent, but sufficient aftersales potential exists, IMSAf will consider a Branch/Authorized Service Centre/Truck Service Centre under an existing full Dealership. Dealers are appointed accordingly based on the opportunity and requirements in the market.

### The following factors are considered when establishing a new dealership:

- Market Potential for Area of Responsibility
- Viability and Sustainability of Dealership
- Facility to be in correct location and adequate size dependent on dealership category
- Dealership to adhere to Isuzu Corporate Identity Brand Guidelines
- Floorplan facility to meet new vehicle sales planning potential
- IMSAf specified workshop equipment and special tools
- Manpower requirements
- Training requirements
- 5-year Business Plan
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### Transformation and Inclusivity

Isuzu Motors South Africa holds a valid Level 1 B-BBEE scorecard and as part of our transformation strategy we require all IMSAf Dealers to meet the B-BBEE compliance level by submitting a valid scorecard annually according to their Financial Year.

All new appointments are required to have a minimum of 51% Black Ownership and a minimum of a Level 4 B-BBEE Scorecard.

### APPOINTMENT PROCESS FOLLOWED:

- Applicant completes an Isuzu Dealer Franchise Application Form online which is available on the Isuzu website ([www.isuzu.co.za](http://www.isuzu.co.za))
- Applicant submits the Application Form with the below supporting documentation:
  - Copy of Company Registration Document and incorporation documents (e.g. Memorandum of Incorporation).
  - Copy of valid Tax Clearance Certificate.
  - Copy of valid B-BBEE Certificate and plans to improve compliance levels.

- Bank Account confirmation.
- Latest Audited Financial Statements.
- Profile of Applicant(s) – this includes Curriculum Vitae.
- ID Copy of Shareholders/Owners.
- Shareholder / Owner Details (including % held), including organisational structure.
- 5-year Business Plan.
- Market Performance Study.
- Interior and Exterior of Photographs of Facility (if applicable).
- Copy and/or written confirmation of any other Manufacturer Approval from the specific.
- Manufacturer Copy and/or written confirmation of any Automotive Industry Memberships.
- Receipt of letter from a recognized Financial Institute confirming Floorplan for the purchase of new vehicles.
- Receipt of letter from a recognized Financial Institute confirming an overdraft facility.

– **IMSAf Management Decision Forum uses Selection Criteria listed below to evaluate applicants:**

Measurement Rating: 5 Excellent / 4 Very Good / 3 Good / 2 Fair / 1 Poor				
		<b>Weighting</b>	<b>Rating</b>	<b>Score</b>
1.	<b>Black Ownership</b>	25%		
2.	<b>Business Case</b>	15%		
3.	<b>Funding</b>	15%		
4.	<b>Brand Alignment (Complimentary Business)</b>	10%		
5.	<b>Facilities Proposed</b>	10%		
6.	<b>Geographical Representation</b>	10%		
7.	<b>Shareholder Profile (Experience/Reputation)</b>	10%		
8.	<b>Uniqueness</b>	5%		
	<b>Total</b>	100%		

- By submitting the requested information, you consent to IMSAf or an appointed third party to complete credit check on the company Shareholders/Owners.
- Receipt of letter from a recognized Financial Institute confirming Floorplan for the purchase of new vehicles.
- Receipt of letter from a recognized Financial Institute confirming an overdraft facility.
- Letter of Intent is prepared and sent to successful applicant for acceptance, signature and return to Network Development within 14 days.
- Network Development issues a Key Activity Schedule to affected departments/divisions for actioning.
- Network Development prepares Sales & Service Agreement for signature.
- Network Development issues a New Dealer Appointment Notice.