

Whitepaper

Hoorah Rural Franchise Agency

Hoorah Rural franchise agent refers to a person/organisation in charge of a community of entrepreneurs selling products on Hoorah Online Shops.

Hoorah Rural franchise agents have the responsibility of recruiting entrepreneurs, maintaining their Hoorah Online Shop and marketing Hoorah Launchpad internally.

Maintaining a Hoorah Online Shop entails taking photos of products, uploading products, ensuring these products are in the correct shipping classes, printing waybills for order fulfilment and ensuring courier collection is successful.

Hoorah Rural franchise agents will receive additional e-commerce training to ensure competence for above-mentioned activities.

Hoorah Rural franchise agents will receive e-commerce equipment in cases where lack of hardware are the only infrastructural requirements to operate as a Franchise agent. e-Commerce equipment being referred to includes the Hoorah Pocketshop®, printer, light box and any other equipment Hoorah wishes to provide or receives funding for via Hoorah Wallet in the case of personalised needs.

Hoorah Rural franchise agents will be supported by Hoorah by receiving 5% commission on all sales through the recruited entrepreneurs that the agents successfully on-boarded.

Additionally, Hoorah Rural franchise agents will receive support in monetisation of inventory control through warehousing and making use of their personal homes as fulfilment centers.

In addition to commissions, Hoorah Rural franchise agents will be compensated for event organising where Hoorah Learn will educate and train local community members. The curriculum for Hoorah Learn will not be advertisement solely for Hoorah but basic education on the internet (e-commerce, communication, IOT, Blockchain).

Hoorah Rural franchise agents will be encouraged to host events of their own and share trainings with their communities in order to create awareness and momentum.

Hoorah Rural franchise agents are not, by any means, employees or employed by Hoorah Online (Pty) Ltd, but rather representatives with the opportunity to earn income and benefit from Hoorah's platform ecosystem.