



**WALCO**  
POWER SOLUTIONS

**2009**

**Walco Power Solutions Executive Summary**



FREDDIE

Walco Power Solutions

12/8/2008

# EXECUTIVE SUMMARY



**Walco Power Solutions** is an energy savings company staffed with personnel with over ten years of experience in the field of energy saving systems.

In today's harsh economic environment costs are escalating in excess of 12% annually. The price of goods and most moving consumables are on the increase and even double in price every 5 years. The bad news is that people's salaries only increase by say 7% per annum, if they are lucky. The cause effect = people are actually getting poorer.

**Walco Power Solution** saw the opportunity to assist people in saving costs on energy use thereby allowing them to better their monthly cash-flow.



## The Concept

**Walco Power Solutions** has developed a direct marketing business system for the exclusive purpose of moving product to customers while generating wealth for the distributors marketing these products through a team of trained salespeople. The concept of **Walco Power Solutions** appeals to many because it is easy manageable, well designed, affordable and duplicatable. Quality of our service, effectiveness of our equipment and excellent products used, increase the appeal.



A **Walco Power Solutions** business can be described as the type of business that offers a variety of options to suite the investor's needs, whether it be marketing, selling, distribution, presentation, training, service or just plain investment. Our **Walco Power Solutions** marketing plan is as old as the bible. It combines the effective use of relationships with good products and services. It is commonly referred to as word of mouth marketing but officially recognized as **Direct Marketing**.

According to the DSA (Direct Selling Association of South Africa) some 700 000 people are involved in Referral and or Direct Marketing in South Africa, but more on that later.

The **Walco Power Solutions** marketing plan was developed with the following wealth secrets in mind.

- Small Investment
- Low Risk
- High Success Potential
- Exceptionally High Profits

## Why invest in Walco Power Solutions?

**Walco Power Solutions** is aggressively pursuing expansion and growth opportunities to extend its operations countrywide. It is in a position to offer investors a sound and tested formula for success, with an extensive and comprehensive training, back up, marketing, ongoing support, management & tracking system, countrywide.

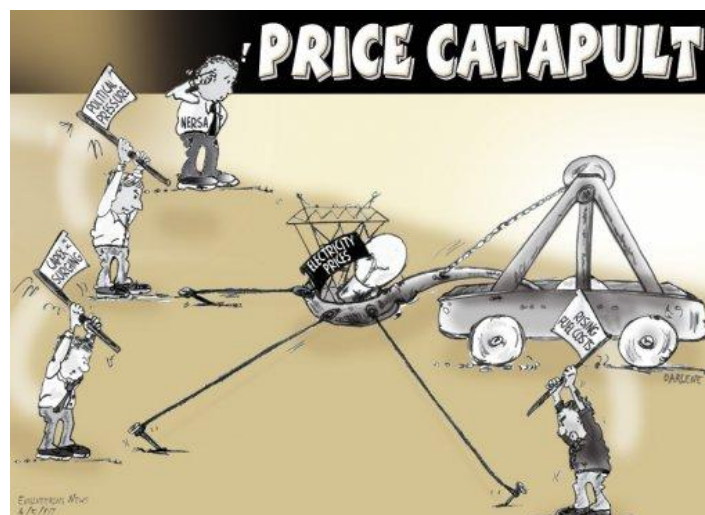
Financial projections reveal the opportunity for a sound return on investment. The opportunity is open for any individual from any walk of life that realizes that opportunities never come to those who wait but are captured by those who dare to attack. For the hard worker who wants to realize his or her dreams this opportunity offers just that. A Small investment, good product, adequate training and hard work will put you on the road to financial freedom.

### Did you know?

- Eskom produces approximately 60% of the electricity on the African continent and, in terms of generating capacity, is the **TENTH** largest power company in the world.
- Eskom's 26 power stations, located in different parts of the country, use coal, water, kerosene or uranium as their primary energy source and together keep the lights burning throughout southern Africa.
- Lethabo Power Station burns the lowest grade coal in the world.
- Koeberg is the only nuclear power station on the African continent.
- Apart from the dams and transmission lines, Drakensberg is located entirely underground.
- Palmiet is situated in the UNESCO registered Kogelberg Biosphere Reserve, heart of the fynbos plant kingdom.

### Energy Facts:

- Authorities predict an increase of electricity consumption of 15% per year.
- 60% of your electricity bill is caused by your geyser.
- Every time your geyser switches on it uses similar to that of 50 light bulbs!
- The average family uses less than 4 hours of hot water a day.
- The average family overpays for 600 hours of hot water every month that will never be used.
- Overfilling an electric kettle can waste enough energy to run a TV set for 26 hours!
- Leaving a computer monitor on overnight wastes as much energy as making 800 A4 photocopies!
- Lighting an empty meeting room overnight can waste enough energy to make 1000 cups of tea!



## Walco Power Solutions has the solution:

Most families shower at particular times in the day such as the morning or evening. However, your geyser goes on and off 24 to 30 times a day. Every time the temperature drops 2 to 3 degrees, the thermostat puts the element back on and heats the water back up to 65 degrees.

The Walco Power Solution for this problem is a **combination of energy saving devices** that has been designed to prevent your geyser from heating up water when it is not required but still keep the water hot enough for constant use. The solution can decrease your electricity consumption by up to 25% or more under correct usage, saving you money while still allowing you to enjoy hot water 24 hours a day.



## Walco Power Solutions products

### Geyser Master:

Walco Power Solutions will install the **Geyser Master** device next to your distribution board and is programmed to switch off your geyser when hot water is not required in large amounts. It is not the same as a timer because it detects current and not time. Unlike a timer, the device will wait until you have finished using hot water, then it will allow the water in the geyser to reach its maximum temperature again before regulating the flow of current.

This means that you will have sufficient hot water to wash dishes or hands, etc. until the device automatically switches the geyser back on in time for your next shower or bath. The Geyser Master is multi programmable with 8 daily times so you can set it to turn your geyser on when you want.



### Geyser Blanket:

We further wrap your geyser in a **temperature control blanket** to further increase the efficiency of keeping the water temperature inside the geyser stable. The geyser blanket is a very effective cost saving device. This insulation device prevents heat from escaping through the geyser and thus keeps water warmer for longer.



### Power Buddy:

As an added value we install the Walco **Power Buddy** energy saver that uses a combination of filtration and correction techniques to improve the efficiency of various appliances and circuits. In addition, the intelligent technology optimizes the voltage and current demands thus reducing the active power/KWH demands and achieves around 10-20% saving on your electricity bill.

It also acts as a voltage stabilizer by storing energy for up to 10 seconds and therefore supplies load with proper voltage during momentary power surges.



### The typical loads include the following:

- Fridges
- Pool Pumps
- Freezers
- Air conditioners
- Washing Machines
- Low Voltage Lighting
- Tumble Dryers
- Fluorescent Lighting
- Dish Washers
- Vacuum Cleaners etc.

By reducing the over-current on Inductive loads the Power Saver reduces the amount of Heat Exchange in the Wiring. The benefit of this is that the amount of Oxidation is reduced and due to heat exchange reduction, the cable life and appliance lifespan is prolonged.

### Product Benefits:

- Walco Power Savers enables you to save 25% or more on your household electricity bill, giving you extra money for settling outstanding debt, holidays, children's education, etc.
- Walco Power Savers is an excellent investment. It keeps saving you money all year round, every year as electricity costs increase.
- The product is backed by solid science and manufacturing with fully qualified and professional staff and more than ten years of experience in the industry.
- Walco Power Savers is SABS authorised for its high quality and safety standards.
- The product has been tested by various engineers including the government approved NGS.
- It is found that Walco Power Savers reduces electrical consumption by up to 35% and more.
- Walco Power Savers is the only product of its kind that has proven to cut electrical costs and it has a worldwide patent.
- Our products are only sold by authorised distributors or agents so you are always assured of buying a genuine Walco Power Saver.
- We provide free installation for key decision makers (we reward those who sign up promptly).
- Walco Power Savers is multi programmable with eight different daily time settings so you can set it when it suits you.
- It is also easy to override if you have changes in your daily routine.
- It has a back-up for power failures unlike your video & major appliances.
- It extends the life of your geyser, element & thermostat so you have to replace them less often.
- It is suitable for all sized families as well as business premises.

## Income Potential

Once an investor becomes a Distributor, he qualifies to distribute products and earn profits which could amount to over R 49 000 per month in profits on only 1 new customer per day buying 1 new product set for their home. As soon as your team sales start kicking in this amount could easily double and triple.



### Example:

- Retail price of products is approximately = R 4 797.93 (Vat included) per product set
- Your purchase price is approximately = R 1 983.60 (Vat included) per product set
- Your profit = R 2 814.33 (Vat included) per product set
- You pay out = R 500.00 to the product installer
- You pay = R 345.62 towards VAT
- Your net profit = R 1 968.71

### Let us look at a scenario where you are the sales person:

- You become a new Agent or Distributor for **Walco Power Solutions** with an initial investment of only R 15 000.00 (excl Vat) (R 17 100.00 Vat incl)
- You will receive training, presentation material, a demo kit, order book and business cards.
- Let us assume that you sell to 1 customers per day, at a profit of R 1 968.71 per product:

*You will earn on your own efforts:*

➤ **25 days x 1 customers x R 1 968.71 = R 49 217.75 profit p/m**

### Let us look at a scenario where you build a sales team:

- Let us now assume that you immediately start by employing 5 sales reps to assist you in your sales and you pay them R 500 per sale.
- Let us assume further that they also sell 1 a day for 25 days.
- This will mean that your sales representative will earn **R 12 500** profit per month.
- Your profit will then be **R 1 468.71** per sale for every product set a rep sells.

*You will earn on their efforts:*

➤ **5 Sales Reps x 25 sales / rep x R 1 468.71 = R 183 588.75 profit p/m**

If only 50% realise you will earn = R 91 794.37 profit p/m

## Walco Power Solutions Financial Layout

A Walco Power Solutions Distributorship will cost you:

- **R 17 100.00 (Vat Included)**

Walco Power Area Licenses are also available at R 350 000 excl Vat for an exclusive area.

## THE NEXT STEP

Please complete the Application form and Confidentiality Agreement and fax it to: **086 682 3314**

We will then forward you the:

1. Business Plan
2. Cash-Flow
3. Initial Agency Agreement (to secure your area)

We will then set up an appointment to meet.

## Contact Details:

**Walco Enterprises SA (Pty)Ltd t/a Walco Power Solutions**

**Physical Address:**

22 Cussonia Avenue  
Lydiana  
0184

**Postal Address:**

Po Box 13340  
Hatfield 0028

**Contact Numbers:**

Tel: 012 804 6299

Fax: 086 682 3314

Email: [info@walcopower.co.za](mailto:info@walcopower.co.za)  
[info@walco.co.za](mailto:info@walco.co.za)