business
for sale



BUSINESS REPORT

Date: **19th November 2026**
Business Reference:**BFS00073**

About the Business:

The Alternative Board Franchise Opportunity - Durban

The Alternative Board® (“TAB”) helps owners and their teams improve their business in ways that change their lives – Lead better, Live better, Achieve more. Successful businesses lead to empowered employees that leads to transformed communities and therein lies our goal of changing 1million lives in Africa.

The Alternative Board Franchise Opportunity - Durban

Sector: **New Franchise Opportunities**



Asking Price:

R 675,000

Projected Monthly Profit:

R 110,590

Asset Value:
R 0

Stock Value:
R 0

Projected Yearly Profit :
R 1,327,080

Business Report

Products and Services

The heart of the TAB offering is our business-owner peer advisory boards. In a candid and confidential setting, entrepreneurs & business owners from non-competing companies across diverse industries meet monthly to discuss the opportunities, challenges, and issues they each face in their businesses and market – think of this as their own group of trusted advisers. These business owners, whom we refer to as Board Members, gather the collective experience of their peers around the table to explore possibilities for increased productivity and profitability. Being among peers also mean that Members hold each other accountable for their commitments and execution of strategies. Our peer advisory boards address two main issues for business owners that we have witnessed of more than 3 decades: Loneliness in decision-making lacking accountability. In addition to the peer boards, we meet monthly with each Member in a 1-1 meeting, call it private coaching or strategic & execution, to laser focus on their business goals, thereby enhancing planning and focus. We call this approach “Change by Design”. Our proprietary Business Builder’s Blueprint™ is an online system that provides our Members unrestricted access to their business’ operating rhythm, 24/7.

Over time we have added additional offerings that are available to our Members through TAB Franchise partners that literally touches all aspects needed by business owners to lead their businesses better – Further to peer advisory boards and 1-1 private coaching, we added StratProTM strategic leadership development for senior management, Hi-MAP (High Impact Manager Acceleration Programme) for mid-level managers and even those owners new to leading teams; lately, we also offer our Blueprint as a fully online offering for start-up and small-scale businesses.

The Alternative Board helps Members run their businesses more strategically and this leads more fulfilling lives, which is what our Franchise Opportunity is all about and what our Franchisees work to achieving.

Our model is built around four core pillars each offering a unique value proposition:

- **PEER ADVISORY BOARDS**

Monthly confidential meeting of non-competitive business owners to discuss real-life opportunities, challenges and topics that will individually enable each member to strategically run their business. This is a fundamental component missing for many business owners – trusted advisors, which is in our case non-competing fellow business owners than can give unfiltered and unbiased advice on the better running of a business.

- **PRIVATE COACHING**

Monthly one-to-one strategic and execution meeting, in a private coaching setting, where we guide business owners on planning and running their businesses towards achieving their personal and company goals. With a compelling personal vision all of us are much more inclined to take the decisions that will get us there.

- **PROPRIETARY SOFTWARE & TOOLS**

TAB has developed the Business Builder’s Blueprint™ as a proprietary online platform – call it an entrepreneurial MRI. It not only helps plan the business but monitors progress on execution thereof on ongoing basis, measures delivery and ensures enterprises are run more strategically, instead of the idea-of-the-week. Additionally, within the Blueprint, TAB Connect links each of our Members to around 5,000 other business owners globally to access their inputs on specific topics that our members individually may experience.

- **TEAM DEVELOPMENT**

TAB has developed two bespoke solutions to ensure that the business owner is supported by an aligned team. Firstly, StratProTM is TAB’s strategic business transformation process for owners and their senior management teams. This is where strategy meets productivity. StratPro consists of multiple workshops and planning session, exclusive to the leadership team of a business. Through StratPro we align the vision, communication, planning and execution of business strategy, thereby aligning the management team to work

towards a common goal and leading the business to improved productivity and greater profitability. Secondly, in addition to StratPro TAB ensures that the next-level leaders in the organisation – junior managers, frontline-supervisors and first-time leaders of teams – are equipped to effectively lead their reports. High-Impact Manager Accelerator Programme (Hi-MAP) is implemented along 4 clear paths of development for these next-level managers to help them and their teams be more productive.

Further to these core pillars, TAB also provides business owners with Strategic Consulting, Training and Professional Networking. TAB Franchise Owners advises business owners beyond coaching; we clarify their personal visions and align their businesses to achieve those goals. We change the operating rhythm of the business.

Training and Head Office Support

STAY AHEAD IN A RAPIDLY CHANGING WORLD...

TAB Franchise Owners are uniquely positioned to succeed in a constantly evolving business environment thanks to our committed support, both in-person and virtual. We have crafted systems and protocols to ensure an effective digital experience across all our offerings. TAB has streamlined your ability to connect with your clients and TAB community, even online.

During our intensive and interactive initial training, our national and global team will guide you step-by-step through the essential areas of:

- Marketing for and acquisition of new Members
- Interviewing and signing new Members
- Strategies for Board composition
- Using the full range of TAB's proprietary tools, including the Business Builder's Blueprint™
- Facilitation techniques
- Running coaching sessions
- Member retention

All our training is highly participative. We are firm believers that to truly learn something, you must do it for yourself that's why we do our strategic planning on the Business Builder's Blueprint™. We also provide ongoing advanced training to TAB Franchise Owners, continually enhancing their coaching and facilitation skills, as well as offering training to certify as a StratPro™ facilitator.

Our training programme ensures new Franchise Owners are confident and capable from the very beginning.

We support you in recruiting Members to establish TAB Member Boards and in providing the full range of TAB services to retain those Members for the long term. Our global Net-Promoter-Score is 9.0/10 which indicates the level of satisfaction of clients receive from TAB. Additionally, our average client retention is 5.2 years which significantly underlines the value added to the lives of these business owners and their companies.

Together with a TAB Franchise Owner's initial training, we guide them through their marketing planning, using our Integrated Member Acquisition Programme ("IMAP") whereby we help them craft their marketing strategy for success. This is started from immediately after training whereby we spend and intensive 16-week period of guiding and support to new TAB Franchise Owners to launch their TAB franchise, and is monitored monthly for at least the first 12 months to ensure our new Franchise Owners remain dedicated to their own planning and success. In addition, TAB requires our Franchise Owners to participate in their own peer boards as well as encourage them to participate in monthly touchpoints across the global community (webinars, community calls, learning sessions) where international best practice is shared amongst our more than 400 global TAB Franchise Owners.

Monthly Fees

Monthly Royalty of 20%, reducing to 10% upon reaching threshold.

Contribution to global Marketing Development Fund of 2%.

Monthly administration fee per member that covers all costs towards your CRM system and software tools. Our local head-office administers all invoicing and collections on behalf of our Franchise Owners, which frees them to focus on running their TAB franchise businesses, which is why they joined us in the first place, not to do admin.

Conclusion

IS OWNING A TAB FRANCHISE RIGHT FOR YOU?

There is no right or wrong background to come from to be a successful TAB Franchise Owner. There is no golden qualification or former corporate position held that will make you a great success as a TAB Franchise Owner. The only thing guaranteed to ensure your success is you.

TAB Franchise Owners come from a wide variety of backgrounds. A typical new TAB owner was previously a successful executive in a large company or an owner of another business or a strategic business consultant. Many new TAB owners that have an existing consulting business join TAB to serve as a complement to their existing business. As with any business, what you get out depends on what you put in.

Our most successful Franchise Owners are:

- Self-motivated with the drive to succeed
- Compelling communicators
- Passionate about helping fellow business owners
- Committed to achieving personal and professional growth through tenacity and hard work

Our ideal candidates are transitioning executives, experienced consultants, and former business owners with significant business experience in a senior-level role. Regardless of specific background, however, we provide a comprehensive training and support programme to assist candidates to be successful as TAB Franchise Owners.

Franchisor / Owners Comments

Our Local Boards

https://thealternativeboard.za.com/boards-near-me/

Location, Building and Lease Agreement

TAB is a work from home business with the opportunity to scale. No inventory is required, and no office space needs to be rented, if the Franchise Owner so chooses.