



Mr Helium & Co

FRANCHISE INFO PACK · SOUTH AFRICA · 2026

# Own a balloon décor, events & gifting business.

A mobile, home-based franchise from a balloon décor company that installs on site — with an exclusive territory, hands-on training in Nelspruit and three packages from R95 000.

From R95 000

No retail lease

Exclusive territory

No experience needed

3 revenue lines

## THE OPPORTUNITY

# A franchise built around the job, not a shopfront.

Most South African franchises ask you to lease a store, fit it out and staff it before you earn a rand. Mr Helium & Co works the other way round: you prepare from a private base, drive to the venue and build on site — store openings, mall activations, showroom launches, birthdays, baby showers and corporate gifting.

Your overheads stay low, and your money goes into kit, training and winning clients. You are trained on the same system our crews use on real, deadline-driven installs: structure, colour, safety, quoting, pricing and how to win corporate accounts that rebook at every new store and every season.



### HEAD OFFICE

Nelspruit (Mbombela)

### FORMAT

Mobile, travel-to-venue, home-based

### PREMISES

None — no lease or shopfitting

### TERRITORY

Exclusive, written into the agreement

### TRAINING

Hands-on in Nelspruit, then mentorship

### EXPERIENCE

Not required

## Three revenue lines from day one



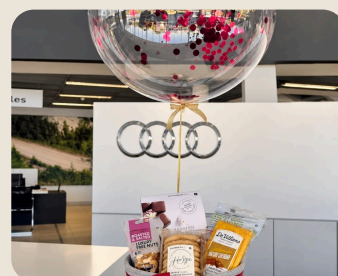
### Corporate & retail

Store openings, showroom launches, mall activations and seasonal campaigns — quoted per install, invoiced on account, and rebooked.



### Private celebrations

Birthdays, milestones, baby showers, christenings and matric dances — weekend work that grows from referrals.



### Bespoke gifting

Personalised hampers, balloon and bloom boxes and corporate gifting — sellable every day of the week.

# Three franchise packages

Every package includes the brand licence, an exclusive territory, the kit, training and the booking system. What changes is territory size, capacity and the support you get to win corporate accounts.

## From R95 000

### Launch Territory

Best for a first-time owner-operator who wants to start with the lowest risk.

- One town or suburb cluster, exclusive
- Core décor, structure and gifting starter kit
- Foundational hands-on training in Nelspruit
- Quoting templates and price list
- WhatsApp-first enquiry and booking setup
- Run from home — no lease required
- Monthly check-in for the first year
- Supplier introductions and group buying rates

MOST CHOSEN

## From R165 000

### Signature Territory

Best for an operator who wants repeat corporate and retail work from month one.

- **Everything in Launch**, plus:
- Larger town or full metro zone
- Full structure, activation and gifting kit
- Branded vehicle readiness and livery pack
- Advanced install, rigging and safety training
- Corporate quoting playbook and mall pitch pack
- Local launch creative and campaign assets
- Fortnightly mentorship for six months

## From R380 000

### Regional Master

Best for an investor or established events operator building a multi-crew regional business.

- **Everything in Signature**, plus:
- Regional rights across several towns or metros
- Rights to develop and appoint sub-territories
- Multi-crew equipment for concurrent installs
- Crew-leader training
- National and mall group account support
- Christmas and seasonal programme playbook
- Volume corporate gifting production system
- Quarterly business reviews with the founder

Figures are indicative for 2026 and cover the brand licence, exclusive territory, kit and training. They exclude vehicle purchase, working capital and VAT where applicable. Ongoing fees are a management fee and a marketing levy, disclosed in writing. Final figures, fees and territory boundaries are confirmed only in formal written disclosure, provided in line with Consumer Protection Act section 7 requirements, before any agreement is signed. No income or turnover is guaranteed.

## COMPARE

# How it compares to a typical South African franchise

Context using published norms for the South African franchise sector. Always confirm current figures independently before committing.

| FACTOR                     | MR HELIUM & CO                                          | TYPICAL RETAIL / FOOD FRANCHISE                  |
|----------------------------|---------------------------------------------------------|--------------------------------------------------|
| <b>Total set-up</b>        | R95 000 – R380 000                                      | Commonly R1 million and upwards                  |
| <b>Premises</b>            | None — mobile, from a private base                      | Leased retail space plus shopfitting             |
| <b>Fixed monthly costs</b> | Vehicle, storage and insurance                          | Rent, utilities, rates and permanent staff       |
| <b>Staff to open</b>       | Owner-operator, crew added per job                      | A full shift roster from day one                 |
| <b>Revenue lines</b>       | Corporate décor, private events and gifting             | Usually one product category                     |
| <b>Ongoing fees</b>        | Management fee and marketing levy, disclosed in writing | Roughly 5–8% royalty plus 1–3% marketing levy    |
| <b>Territory</b>           | Exclusive and protected                                 | Radius clauses vary; overlap disputes are common |
| <b>Legal protection</b>    | Written disclosure per Consumer Protection Act s7       | Same statutory requirement applies               |

## Is this a fit for you?

- ✓ You want your own business without a retail lease
- ✓ You are comfortable quoting corporate and retail clients
- ✓ You meet install deadlines without being chased
- ✓ You have a valid driver's licence and reliable transport
- ✓ You have working capital for early jobs before payment terms settle
- ✓ No décor or events experience needed — training covers it



## NEXT STEPS

# From enquiry to opening in six steps

- 1 Enquire**  
Apply online or send a WhatsApp message.
- 2 Introductory call**  
We talk through the model, your area and your budget.
- 3 Disclosure & territory review**  
Written disclosure and a map of what is still available.
- 4 Discovery day**  
A hands-on day in Nelspruit on a real install, before you commit.
- 5 Signature & kit build**  
Agreement signed, kit assembled, training dates set.
- 6 Supported launch**  
Launch campaign runs and your first installs are mentored.



## Territories across South Africa

Gauteng · Western Cape · KwaZulu-Natal · Mpumalanga · Eastern Cape · Free State · Limpopo · North West · Northern Cape. Territories are exclusive and allocated first-confirmed.

## Check if your territory is open

Franchise enquiries get a personal reply, usually the same working day. There is no cost or obligation to enquire.

APPLY ONLINE  
[mrhelium.com/franchise](https://mrhelium.com/franchise)

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