oasis®

water
for living better



Oasis, Water for Living Better

Oasis Water has been serving communities in four African countries for two decades.

Our environmentally friendly products bring sustainable answers to real and current water and environmental issues as we ensure the footprint we leave stays green.

Our expanding green footprint ensures that more communities are afforded access to healthy, safe and affordable drinking water but also creating employment opportunities as we are constantly opening new Oasis Outlets in areas where there is a requirement and where it is viable for new or existing franchisees to venture into business opportunities.

Partner with Oasis, partner with the planet and join the #RefillRevolution.

Firm Foundation

Since opening its first store in 2003, Oasis Water has revolutionised the water market by reimagining hydration. By the end of 2004, two more stores opened reaffirming Oasis Water's sound business principles and proven product. With these fundamentals in place, it was decided that franchising was the best way to grow the business and the brand.

Today, there are more than 400 stores across South Africa, Namibia, Botswana, Eswatini, Lesotho and counting!



A Journey Beyond Refreshment

Our core belief is that water is the source of better living.

Drinking more water makes us happier and healthier humans.
Every person deserves the dignity of easy access to quality drinking water.
Providing water must be a sustainable endeavour that protects communities and the planet.

Purpose

Our purpose is to provide access to the best drinking water to everyone in sub-Saharan Africa in a manner that is friendly to our communities and our planet.

Explore Our Water

Today's drinking water is riddled with chemicals, pollutants, and other impurities. That's why we need proper purification processes to remove all the contaminants and make water safe for consumption.

The Oasis Solution

At Oasis Water, we pride ourselves on our ability to provide clean, safe, and great-tasting drinking water to all our clients. Our water undergoes a 6–step purification process to remove harmful contaminants like hormones and heavy metals.

Sediment Filtration – Removes dirt, sludge and other undissolved solids.

Element Filtration – A 5–micron element filter removes all undissolved solids up to a particle size of 5–micron, whereafter a 1–micron element filter then further removes all the remaining undissolved solids up to 1 micron.

Reverse Osmosis – Removes 98% of all dissolved solids, including sodium.

Carbon Filtration – Removes pesticides, herbicides, chlorine, and other organic chemicals.

UV Protection – The ultraviolet protection phase sterilises the water before ozonation takes place and destroys all hormones.

Ozonation – Ozone is injected into the water, killing all bacteria and viruses while sterilising the container. Ozone turns into oxygen when it comes into contact with water and increases the oxygen levels.

The Business Model

What makes the Oasis Business model so viable and attractive to franchisees is that by using the public distribution system or alternative sources as its water supply, Oasis Water is able to keep material, purification and transport costs to a minimum. Making it cost-effective for consumers and simultaneously minimising our carbon footprint.

Caring for the Planet

To say we are in the business of bottled water is not untrue, but it's not the entire story! We've combined the idea of bottling drinking water with purified refill water.

Oasis Water was founded on the idea of refill water, and it has remained our top selling product for over 20 years! Our refill initiative aims to provide clean, safe drinking water while minimising the number of plastic bottles that enter the environment.

By supporting the initiative, you prevent up to 190 million plastic bottles from ending up in landfills yearly.

Be part of the change; be part of the #RefillRevolution!

Caring for the Community

At Oasis Water, we believe that we are responsible for adding value to the communities in which we operate by sponsoring and supporting local initiatives to improve and preserve life and our planet.

Our franchisees are encouraged to contribute locally in the most relevant and appropriate way to themselves and their communities.

By giving back, our franchisees have become strong leaders in their communities and have had a positive impact at a local level. Our community involvement and concern for the planet make Oasis a name loved by the public.



Caring for Your Health

Apart from our core product – Refill water, Oasis Water has an extensive range of beverage products that include:

Bottled still water;
Bottled mineral water;
Sparkling mineral water;
Sparkling water (plain and flavoured);
Iced teas;
Juice;
Ginger Shots
Sports drinks; and
Water dispensers.

Products available in selected stores



Caring for Your Safety

PET is 100% FREE from harmful chemicals, hormones, dioxins, and leaching agents
PET is 100% Bisphenol A (BPA) free
PET is 100% Recyclable
PET is 100% Safe to refill and re-use.

Becoming an Oasis Franchisee

As an Oasis Water franchisee, you will have the independence of running your own business while benefiting from our proven operating system.

With over 20 years of experience, we have established a system that equips our franchisees to maintain the highest standards of operations excellence while serving our customers.

Our strong framework ensures you have the ongoing support and resources to succeed as an owner-operator.

Our intensive, hands-on training program will prepare you to become an expert in operating an Oasis Water franchise.

With a focus on providing an outstanding experience for our customers, you'll learn how to run a successful business while positively impacting your community.

Application Process

Application - Apply through the website by completing the application process.

Screening - We will review your application and revert back to you should additional information be required.

Interview - If initial screening is successful, we will invite you for an interview where both parties will have the opportunity to assess each other and ask relevant questions.

Final review - The interview panel will have a discussion to determine if we should approve you as a franchisee, but as important, you must decide if this is an investment and opportunity you want to pursue.

Operations - Once approved, you will receive further guidelines on the way forward and the steps to establish your Oasis Water Outlet.

Costing

Investment Amount approximately R990,000 (Excl VAT)

Includes Initial Franchise Fee and Setup Cost.

Excludes working capital and additional cost associated with a lease agreement for premises.

Setup cost might vary depending on the size of the premises.

Terms and Conditions apply

Funding Requirement: At least 90% of the investment must be funded through the applicant's own cash contribution.

