

SKUNKFUNK FRANCHISE PROJECT

BENEFITS

- Optimization of Investment and Maximization of Profit
- Commercial and Distribution Benefits
- Bringing Local Market Know How to Brand Equity
- Management, Administration and Marketing Synergies
- Delivery priority

STRATEGY

- Developing Brand awareness and Maximising SKUNKFUNK Group's Turnover.
- Spreading Skunkfunk Lifestyle
- Penetrating market through dedicated managerial skills
- Implementing a successful and profitable business Idea
- Optimizing store operations & management

STORE OPERATIONS&MANAGEMENT ASSISTANCE

- Seasonal visits by commercial and retail managers from sixty
- Visual merchandiser store check
- Trend & performance indicators Analysis
- Seasonal orders assistance
- Replenishment planning
- Assistance on local marketing activities
- Additional training session for store staff &management

OPENING ASSISTANCE

- First store assistance
- In Store training session
- In Store POP supply free of charge
- Windows material and Visual Merchandising setup
- Software Installation and training
- Store lunch and local marketing

OPENING ROOL OUT&TIMING

- **Store Opening**_____
- Enabling works Start_____
- Estimates approval_____
- Executive project_____
- Project_____
- **Survey**_____

POSITIONING & LOCATING REQUIREMENTS

- Cities, High profile Shopping Malls, Key Tourist Spots
- Main Streets/Avenues or exclusive shopping areas with design, art and entertainment shops
- Close to the best Retailers, streets wear and fashion designers' shops

STORE REQUIREMENTS

- At least 100sq.mt shop area
- Store frontage length: Minimum 6 Linear Meters
- Stockroom at least 10% of the shop area
- Valuable real estate
- Great Brand & Signage visibility

FRANCHISE REQUIREMENTS & SELECTION

REQUIREMENT

- Retail entrepreneurial expertise, possibly in fashion market
- Motivation & passion for the brand
- Proven knowledge of local market
- Reasonable expectations of profitability in the middle long run

SELECT BASED ON

- Presentation & motivation
- Resume and company profile
- 3 year business & financial plan
- Interviews with country sales manager or Franchise development director