

ALANDEKO

LOVELY THINGS  
FOR BETTER  
LIFE





# WHAT IS ALANDEKO?

**ALANDEKO**

**ALANDEKO** – is a successful gifts and home decoration retail concept with more than 10 years experience on Latvian and Lithuanian markets.

It is based on unique Lifestyle items combination, where each article is chosen to be special for its owner, user or giver – not only function, but also some added value – interesting design, new idea or just a fun.

At the same time large purchase experience and volume gives the opportunity to stay in medium price range and to be accessible to wide range of customers – in few words – “more fun than money”.





# FRANCHISE OFFER

# ALANDEKO

ALANDEKO is offering to Franchisee mutually gainful cooperation, where Franchisee will benefit from using ALANDEKO name, experience, knowledge, product assortment etc.  
In the same time both parties will remain financially and de jure independent.





# LOCATION AND STORE SIZE

# ALANDEKO

ALANDEKO stores size varies from 160 - 1000 m<sup>2</sup>. Depending on store size, product groups are represented completely or partly, but principle of product arrangement stays constant.

The decision about the size of the store should be taken on the basis of the desired assortment, as well as financial considerations. The initial investment depends of the assortment, space, size, condition of the premises and other factors, approximately:

~ 600 – 700 Euros/m<sup>2</sup> at size more than 150 m<sup>2</sup>;

~ 700 – 750 Euros/m<sup>2</sup> at size more than 80 – 150 m<sup>2</sup>;

This amount includes: furniture, shop equipment, posters, first purchase of goods, planning, first training, and other expenses for the opening new store.

- Location should be on a high street in the city or in the shopping centre in area with high customer traffic;
- Preferably close by other retail operators who operates shops with concepts like ZARA, MEXX, Bennetton etc. traffic.





## WHAT FRANCHISEE IS GOING TO GET FROM ALANDEKO?

### STORE CONCEPT

- ALANDEKO develops store plans and drawings;
- ALANDEKO is producing and delivering furniture for trade and visual merchandising elements;
- ALANDEKO is delivering goods.

### KNOWLEDGE

- based on a long term wholesale and retail experience ALANDEKO is continuously searching and developing new products for stores working within ALANDEKO franchisee framework;
- ALANDEKO is keen to share sales experience with Franchisee about sales in other stores;
- ALANDEKO is offering sales trainings for Franchisee sales persons.

### SUPPORT

- ALANDEKO is supporting Franchisee during development and opening of the first store – planning, set up, merchandising etc.
- ALANDEKO is providing marketing support during whole period of cooperation – corporate style book, access to corporate marketing and advertisement materials, guidelines for successful cooperation with press and media;
- ALANDEKO is continuously overseeing development of each store and offer consulting and supports improvements of stores.

## WHAT FRANCHISEE HAVE TO OFFER TO ALANDEKO?

- initiative, cooperativeness, trustfulness;
- human resources;
- information, financial capital, on-time payments.



# INVESTMENT ESTIMATE

**ALANDEKO**

Minimum start-up capital is varying depending on store size (~200 m<sup>2</sup>) and it is:

- Shop interior and shop equipment ~150 €/m<sup>2</sup> (30.000)
- First purchase of goods should be planned on ~300 €/m<sup>2</sup> (60.000) investment.
- Other costs of opening the shop (initial marketing etc.) 10.000.

In the case you have any questions – do not hesitate to contact:

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