

ARCADIO Lifestyle

EYEWEAR | LEATHER | JEWELLERY | GADGETS



SUCCESS
BECKONS YOU

EXCELLENT FRANCHISE
OPPORTUNITY FROM
ARCADIO



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FRANCHISING

A franchise relationship could be described as a business marriage in which both companies work in close collaboration supporting each other but at the same time legally and financially independent. The franchisee has full access to ARCADIO's comprehensive business format (including brand, assortment and store concept) according to which he/she must operate. We could make beautiful partners!

Incepted in the year 2010, ARCADIO focused initially on eyewear, offering the finest range of optical frames and sunglasses to quality-seekers. ARCADIO's Multi-Vision Solution is a global revolution in eyewear.

Today, ARCADIO has grown into a multi-product lifestyle brand with wider offerings that include leather products, designer jewellery and gadgets.

FRANCHISE BENEFIT

If you have business expertise, if you love to sell and if you believe in offering the best possible customer service, you could become an ARCADIO franchisee.

We offer an internationally validated franchise formula, and as a franchisee you will receive a turnkey solution and world-class marketing, training and visual merchandising support.

We continuously recruit new franchisees to expand our concept store network around the world. There are franchising opportunities in many markets and we welcome interest from those with and without experience in the lifestyle industry.

We will do our best to help you create a profitable business by focusing on bringing customers into your store, by ensuring that we defend our strong brand position by continuously developing our inspiring store concept, and by widening our product range.

Attractive business model

It is our common goal to make your business a success, and we have succeeded in keeping our franchisees happy. The sales performance of each store depends on market conditions, location, size and store management, which is why we cannot display any globally applicable performance (Profit & Loss) figures.

Proven retail concept

As a franchisee you are an independent entrepreneur in charge of your own business; i.e. you are responsible for performance, assortment, store appearance and staff.

We will be your sparring partner, share our experience and offer support in day-to-day operations through in-store coaching, e-learning and guidelines. We will also assist you with marketing support, mystery shopping reporting and business administration.

A profitable business is of course the proof of a successful concept but our research shows that the franchise relationship is the most critical determinant of success in franchising. We know how important it is for us to be a trustworthy partner with a reliable set-up and a bright future.

If we decide to start working together, we will deliver a turn-key solution and assist you in every step of the process, from location scouting to the store opening event.





FRANCHISE BENEFIT

Products with mass appeal

ARCADIO is in the lifestyle products category. It is a well acknowledged fact that lifestyle products are always in great demand since everyone wants to possess highly fashionable items to enhance one's individual image in the society. The lifestyle category will always continue to flourish as it is something close to everyone's heart, and people choose to periodically invest in procuring lifestyle products.

Appealing store design

Being a part of the ARCADIO family also means presenting and selling ARCADIO products in an appropriate and attractive environment. The store environment is an important part of the customer experience and determines whether the customer has a positive perception of ARCADIO products.

In today's competitive environment, it is increasingly important for global companies to have 'one face' around the world. ARCADIO's store concept aims at ensuring that the ARCADIO brand is effectively and uniformly exposed to consumers across all markets.

Through the years we have developed and are continually developing an inspiring and light store design based on a unique and internationally tested concept. The overall look and feel can be summarized by its sleek, ultra classy, relaxed easy approach and atmosphere.

The furniture and fixtures are custom-made for ARCADIO and fit all dealership levels. They are visually appealing and present our products in an attractive way. We use functional and eye-catching fixtures as well as "touch-and-feel" displays.

OUR COMPANY

VISION AND MISSION

Our vision is to become the world's most preferred lifestyle brand.

Our mission is to elevate the lifestyle of people by creating a wide range of high quality products that are aesthetically appealing and impressively functional.


We continually develop our lifestyle products portfolio in keeping with our core values of contemporary designs and superior standards.

VALUES

Respecting the tastes and expectations of consumers and continually endeavoring to create products that satisfy them.

BUSINESS STRATEGY

To work towards ARCADIO's long term vision to become the world's most preferred lifestyle brand, we have identified the following short-term and mid-term strategic objectives.

- Focus on ARCADIO branded sales channels
 - Capitalize on our product offering
 - Tailor our approach to suit new markets
 - Build a global brand
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ARCADIO FRANCHISE CONCEPT

As a ARCADIO franchisee, you are in business for yourself, but never by yourself. ARCADIO will support you throughout your career as a ARCADIO franchisee.

We will assist you in every step of the way: First, we help you find the location for your new ARCADIO store and then we prepare the site for retailing. Then we help you design and install the store with inspiring fittings, fixtures and merchandising. Finally, you open the doors and start operating the business and we provide the ongoing support.

Retail formats

We operate with branded and non-branded retail formats. The branded retail formats consist of concept stores, shop-in-shops and gold dealers.

Concept store

A concept store is a full-blown ARCADIO store, which carries a complete assortment of ARCADIO products, has a branded ARCADIO store front and is furnished only with ARCADIO fittings and displays.

Shop-in-shop

A shop-in-shop is a clearly defined space in a store or department store dedicated to ARCADIO. The shop-in-shop has ARCADIO fittings and displays and carries a wide assortment of ARCADIO products. The shop-in-shop will typically look very much like a concept store on the inside (except smaller), generally without the ARCADIO branded store front.





ARCADIO FRANCHISE CONCEPT

Stores

ARCADIO's store concept aims to ensure that the ARCADIO brand is effectively and uniformly exposed to consumers across all global markets. When designing the store, our store designers will therefore create a ARCADIO store layout for you to ensure a professional expression and optimised planning.

An easily recognisable facade creates visibility and contributes to increasing awareness of the ARCADIO brand. ARCADIO has a defined open and inviting facade concept that ensures recognition across the stores, and a window concept to attract customers and inspire them with beautiful products and inspirational window decorations.

We focus on making our stores easy to navigate in with open browsing for the customer and functional layouts. We are making our products accessible to the customers by using beautiful displays developed to enhance the products and inspire the customers. Also, attractive elements such as music, images and ARCADIO movies are part of making the customer feel welcome and giving them a great experience in a ARCADIO store for them to come back.

All furniture in a ARCADIO store has been customized and produced for ARCADIO by experienced production partners ensuring well tested and continuously improved high-quality furniture to ensure resistance in daily use and wear and tear for many years.

All stores are built according to the same building specifications to maintain quality and consistency in ARCADIO stores globally, but adapted to local legal and customary conditions.

ARCADIO FRANCHISE CONCEPT

SUPPORT AREAS

When you become a franchisee, you immediately get access to our support functions. ARCADIO has created an organization with diverse competencies, which enables us to provide first-class support to our franchisees. You will receive all the information you need to operate an ARCADIO store.

Our manuals and training modules cover the whole concept: store operation, introduction and training tools for store staff, financial information, merchandising and more. Our ambition is to provide our franchisees with high quality support to enable you to focus on the customer experience and delivering outstanding customer service.

ARCADIO OFFERS THE FOLLOWING SUPPORT AREAS:

OPERATIONAL SUPPORT

We have a competent team of experienced Retail Operation Managers, who will visit your store to give you ideas for improving your retail operation. The Retail Operation Manager is your sparring partner. He/she will visit your store, challenge you and help you set achievable goals. When you are faced with budget deviations or staff issues, He / she will visit your store and help you set achievable goals. assist you with staff plans and budgets, in short, helping you to ensure a smooth operation.

We also have a Retail Management Guide, providing a detailed guide to running an ARCADIO concept store. The guide contains sales and service guidelines, staff management, finance and performance management, inventory, marketing and merchandising, standards and routines.

VISUAL MERCHANDISING

In the store opening process, our Visual Merchandisers will help you set up the store, so the products look as appealing as possible. Our Visual Merchandisers will visit your store on a regular basis to help you present the products and the store in the best way possible in order to boost sales.

Our Visual Merchandising team also develops extensive visual guidelines to support each product campaign and other in-store activities.

TRAINING

The ARCADIO training concept offers a wide range of training tools and modules designed to ensure an effective approach in our stores around the world. This way, all ARCADIO representatives are always well equipped to help our customers and provide the best possible service while increasing the conversion rate; we call it the ARCADIO way of selling. Training is done as regional sessions for store managers as well as in-store training. We have also invested in an extensive e-learning system containing all our training materials.

We want to deliver outstanding customer service provided by people who share a passion for ARCADIO, and who believe strongly in ARCADIO's brand values.

MYSTERY SHOPPING

To improve customer service in our stores, we offer mystery shopping to evaluate the service provided in the stores. Mystery shoppers visit all ARCADIO concept stores and shop-in-shops twice a year.

This is not done to control how our franchisees run their stores: On the contrary, we do this to motivate staff to give outstanding service and to continuously improve their skills and define areas of improvement in each store.

KNOWLEDGE SHARING

To provide our franchisees with up-to-date information about ARCADIO, product developments, trends and retailing, we arrange meetings and conferences, where you can meet your colleagues.

Here, we also often celebrate the best performing store managers and share best practices.

POS MATERIALS AND UNIFORMS

We develop window displays, props, instore materials (e.g. shelf talkers, logos, busts, pillows, and presentation trays) and packaging (e.g. branded bags, boxes and cloths) to ensure that our customers get a holistic experience when shopping in our stores.

We have also developed a selection of "gift with purchase" (GWP) products, which can be offered to customers within certain circumstances in the store

We have designed a full uniform assortment, which includes jackets, shirts, cardigans, skirts, dresses, scarves and gloves etc. for women, and suits, shirts, pullovers and ties for men.

ARCADIO CLUB

The ARCADIO Club is an online VIP area for our most dedicated customers. The ARCADIO Club helps you as store owner to retain your customers by offering them an ARCADIO Club membership. Through a free Club membership, customers get:

- Exclusive access to ARCADIO Magazine with inspiration, tips & trends
- The possibility to share their ARCADIO wish list and keep track of their products
- Sneak peeks: Information from ARCADIO on a regular basis
- Much more to come ...

MARKETING MATERIALS

Marketing at ARCADIO is all about creating awareness, building brand equity, influencing sales and obtaining loyalty by defining and understanding our target consumer and their consumption habits and motivation. Based on this knowledge we develop marketing vehicles and communication channels encompassing all consumer touch points via:

- Marketing campaigns
- Digital communication
- Social media
- CRM
- Brand analysis
- In-store material
- PR campaigns

The above is tailor-made to cater to customer needs and thus benefiting your sales. In short, at ARCADIO we go to great lengths in our marketing support to our franchisees.

BECOMING A FRANCHISEE

The ARCADIO franchise system is developed and managed by ARCADIO's subsidiaries. The franchisee enters into an agreement with ARCADIO, and in operative matters mainly deals with the local ARCADIO Retail Management.

It is important for us that you make the right choice and that potential candidates possess the below qualities in order to be approved as an ARCADIO franchisee.

For more specific information about initial investments, please contact your local market.

Store Opening Process

Once you have been approved as a ARCADIO franchisee, we will help you build your store. First step is to find the right location for your store. Our stores are situated in highly frequented locations on high streets and in shopping malls. We prefer to be in the vicinity of well-known local or international brands within the affordable segment and with high customer footfall.

We have a long list of places we want to be, but you are more than welcome to submit your suggestion and we can examine if it fits our distribution plan. The store itself should have a sales area of at least 40 sqm and normally up to 75 sqm and have office and storage room as well. The store should have a wide facade with space for an entrance, signage and at least one window display. We prefer to work with rectangular shaped sales areas, and single level stores are recommended. Ceiling height should be at least of 2,250 mm.

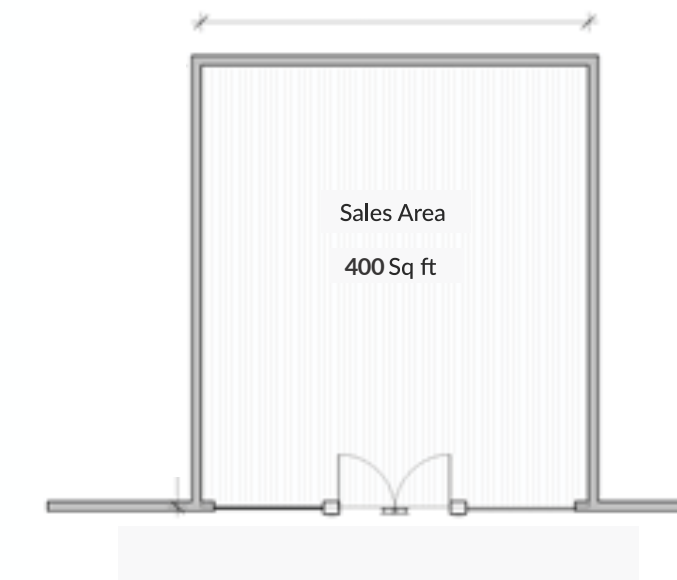
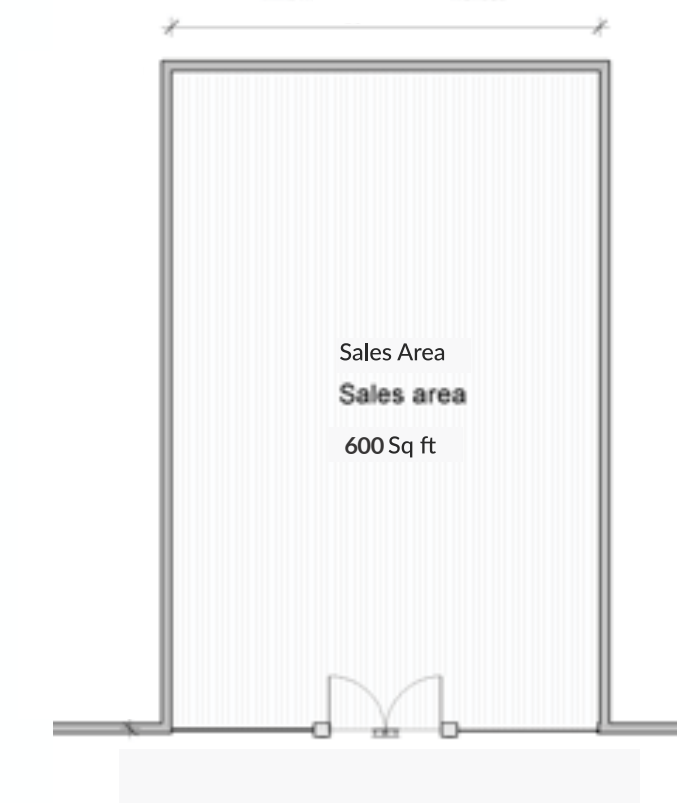
ARCADIO franchisee qualities

- Retail experience with good results and proven track record
- Entrepreneurial mindset
- A passion for sales and for offering excellent customer service
- An interest in design and an eye for details
Energy, perseverance and optimism
- A willingness to personally devote full-time efforts to daily operations of a ARCADIO store
- Eagerness to learn
- Appreciation of the ARCADIO brand
- Commitment to the ARCADIO franchising system and cooperation within the whole chain
- Solid financial foundation





BECOMING A FRANCHISEE



When we have found the right location, we will enter the design phase, where we take responsibility for designing the store in cooperation with you. We have a great team in place to assist you in finding the optimal solution.

Then we decorate the store with inspiring fittings and exciting products. When designing your store, our designers will create a ARCADIO store profile for you to ensure a professional expression. The store layout and furniture selection will reflect our analyses as well as best practices to help you create the best possible traffic flow, optimal usage of the sales floor and a great customer experience. We have designed a modular system, which can be customised to fit different store layouts.

PROFIT

The sales potential is to a large extent determined by the specific location and the size of the selling space. We will offer our support in all operational aspects as well as financial and merchandising planning to help you improve your performance. The overall attractiveness of the business case is primarily driven by sales, stock turnover, staff and lease costs.

BECOMING A FRANCHISEE

Initial investment

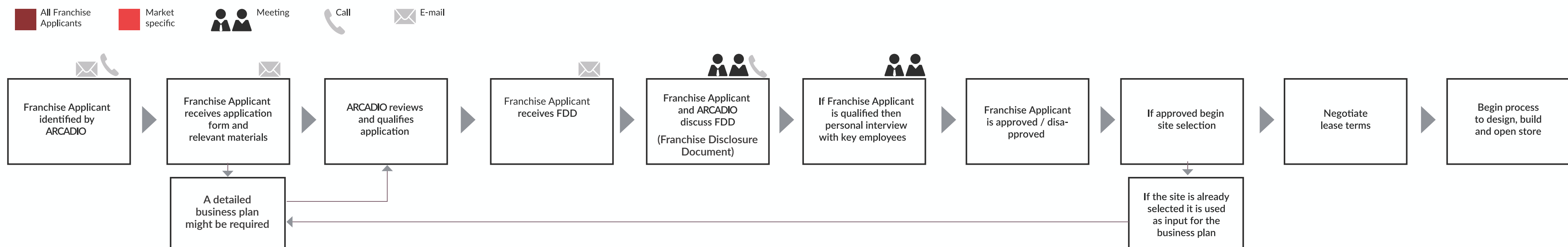
As an ARCADIO franchisee you need to make an initial investment to get the store up and running. The start-up cost will vary depending on the size of the store and the necessary fittings. Additional investments in initial sign-on fee, legal expenses, opening stock etc. could also be required. Also you need to ensure that you have adequate operating capital. In some markets we have specific financing agreements with partner banks, which know our brand very well and will provide attractive terms.

How do I become a franchisee?

If you feel intrigued about the ARCADIO opportunities and could see yourself as a ARCADIO franchisee, the first step is to apply for a franchise.



APPLICATION PROCESS

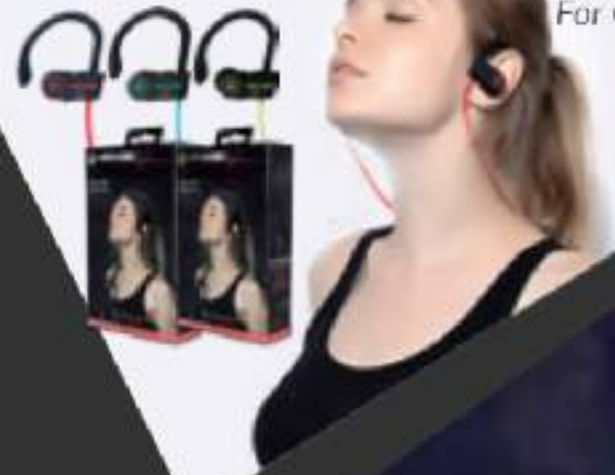






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AT THEIR REFINED BEST



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Radiant Designer Jewellery



ARCADIO JUNIOR
The Cutest Optical Frames For Kids



FREQUENTLY ASKED QUESTIONS

Can I use the store I have found?

We have a long list of places we want to be in, but you are more than welcome to submit your suggestion and we can examine if it fits our distribution plan. The store itself should have a sales area of at least 20 sqm and normally up to 50 sqm and have office and storage room as well. The store should have a wide facade with space for an entrance, signage and at least one window display. We prefer to work with rectangular shaped sales areas, and single level stores are recommended. Ceiling height should be at least of 2,438 mm.

Our stores are situated in highly frequented locations on high streets and in shopping malls. We prefer to be in the vicinity of well-known local or international brands within the affordable segment and with high customer footfall.

How long does it take before my store is up-and-running?

The process can vary from market to market, but usually it will take a little over two months from preparation phase to opening day.

Can I buy products from other brands and place them in my store?

No.

Can I decide how much to buy?

You are responsible for purchasing and for maintaining your stock. We have defined a minimum purchase, which varies from market to market.

What are my initial costs?

The initial costs will vary depending on the size of the store. Contact your local market to learn more about initial costs, opening stock etc.



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