



## EXCITING OPPORTUNITIES

Multiple territories available in larger cities, including some re-franchising opportunities



## BECOME OUR NEW FRANCHISE PARTNER

Would you like to become part of a world wide urban design concept?

For more information on becoming a franchise partner with BoConcept please visit our website

[www.boconcept.com/franchise](http://www.boconcept.com/franchise) or contact us directly at [franchise@boconcept.com](mailto:franchise@boconcept.com)

**BoConcept®**  
Urban Danish Design

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## DANISH DESIGN AND A UNIQUE FRANCHISE MODEL

### 60+ YEARS OF PASSION

The BoConcept story started back in 1952, when two gifted Danish craftsmen, Jens Årthøj Jensen and Tage Mølholm, decided to open a furniture factory in the small town of Herning, Denmark. Their goal was not only to produce high quality furniture with a great design, but equally important to make the furniture functional and affordable.

Jensen and Mølholm succeeded. Today, BoConcept is Denmark's most global retail furniture chain with 260+ successful franchise stores in more than 60 countries.



### WINNING CONCEPT IN A GLOBAL WORLD

Our global presence has grown through our unique strategic market positioning and a proven, award-winning franchise concept.

### DESIGN, BRANDING AND MARKETING

We have a furniture concept with a modern, functional and fully coordinated collection and we offer an exceptional toolbox for every aspect of running a BoConcept store. Our business model and core competencies are applied throughout the value chain from design, branding and marketing in order to optimize the overall sales performance in the stores.

The strong toolbox and support within all areas of retailing makes the setup of a BoConcept store straightforward, evidenced by the fact that a majority of our partners own multiple stores.



### OPTIMIZING CONDITIONS FOR FUTURE GROWTH IN TURNOVER AND EARNINGS

- > Dedicated start-up support
- > Strong communication platform and marketing campaign set-up and support
- > Continuous introductions of new strong products supported by marketing
- > Professional training concept for sales management, selling and product knowledge
- > Visual Merchandising training, guidance and support
- > Interior Design Service as a powerful tool to differentiate
- > BoConcept Business platform for the Contract market
- > Investment approx. USD \$500,000 per store

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