



## Presentation of the company





Presentation





## Banak Importa. Enter in a welcoming world

Banak was founded in Spain with the aim of becoming the leader in the sale and manufacture of home furniture.

"A company structure focused to offer an integral service of quality that guarantees the effectiveness of our relationships."

The company is based in the province of Valencia, where we have around 45.000 m2 of premises devoted to guaranteeing the highest standard of production and advanced logistics in our business operations.



*banak importa*

# Presentation

## Banak Importa. A project with own life

Banak Importa is able to compete in its business lines thanks to a philosophy based on four key concepts:

- 1 A vast product range of demonstrated quality
- 2 Our own design; both original and innovative
- 3 Integrated services, fast and efficient
- 4 Absolute respect for the environment





"The warm and balanced style of the furniture of Banak Importa dressed the house with elegance and personality."

Each piece is chosen and manufactured carefully with the purpose of that transmits a traditional character of distinction and faithful sensibility to the current requirements.





# Banak Importa.

## A business model that goes further on

Banak Importa's business model has undergone comprehensive studies, and it is especially effective as a company thanks to the following factors:

It is marketed as much furniture as decorative articles

We market both furniture and decorative goods. This not only favours impulse buying, but also significantly increases traffic through our shops.

The products are exclusive of the mark

Our products are exclusively made by Banak Importa, and therefore they cannot be found in other shops. This is reinforced by the huge success of Banak Importa's designs with the public.

Each article has defined its place

The design and layout of our shops means that every item is presented in a space in which a whole style is created, making shopping in our outlets a more attractive experience. Shops are also planned in such a way that our clients have to walk throughout the entire premises when browsing.

### Presentation

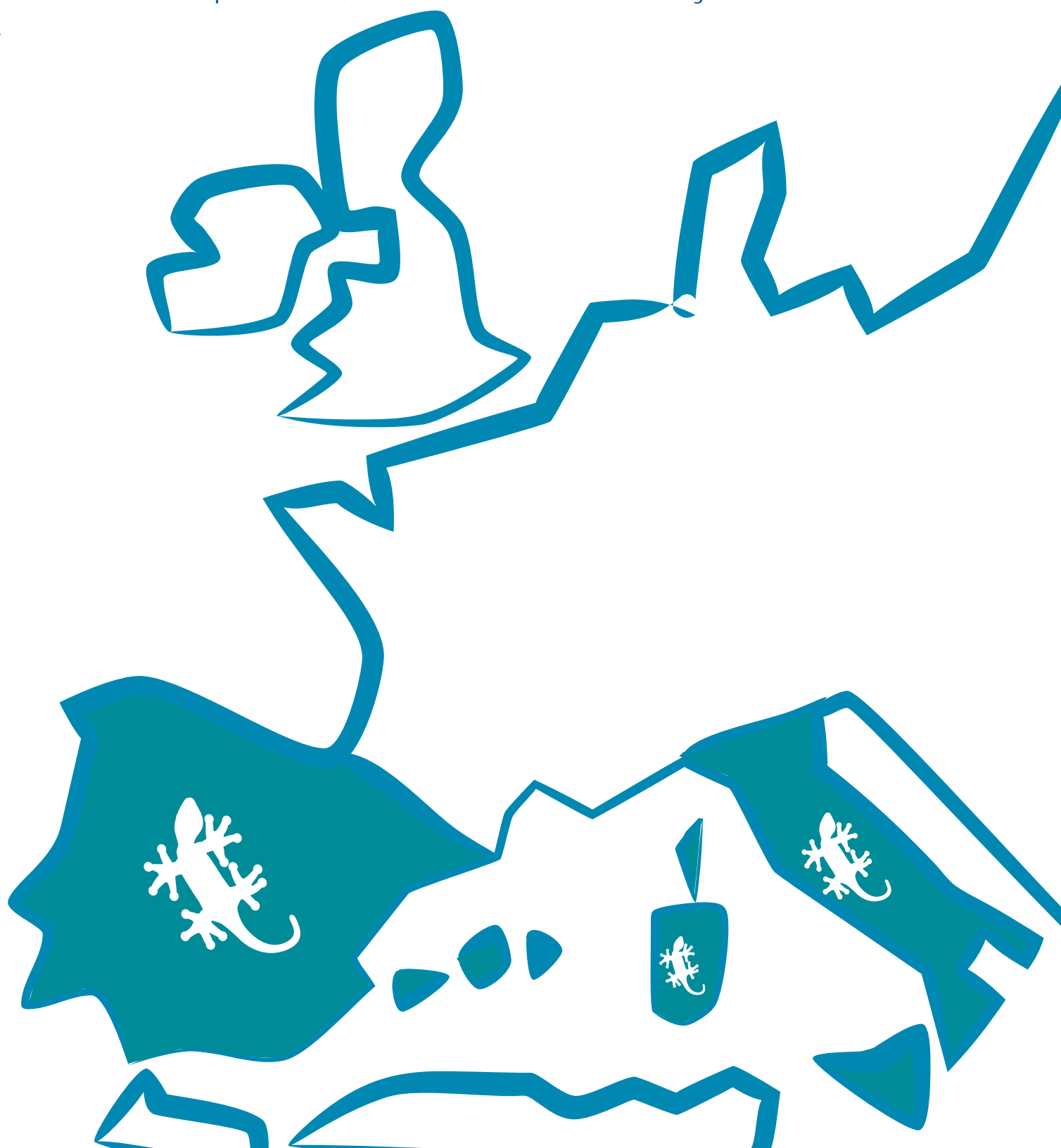






## More of 200 stores consolidates the mark

The total number of Banak Importa outlets found in Spain is over 200, plus two further shops which are privately owned by the company. It is also important to emphasise our overseas presence, with over 60 outlets in Italy and 14 more in Portugal.



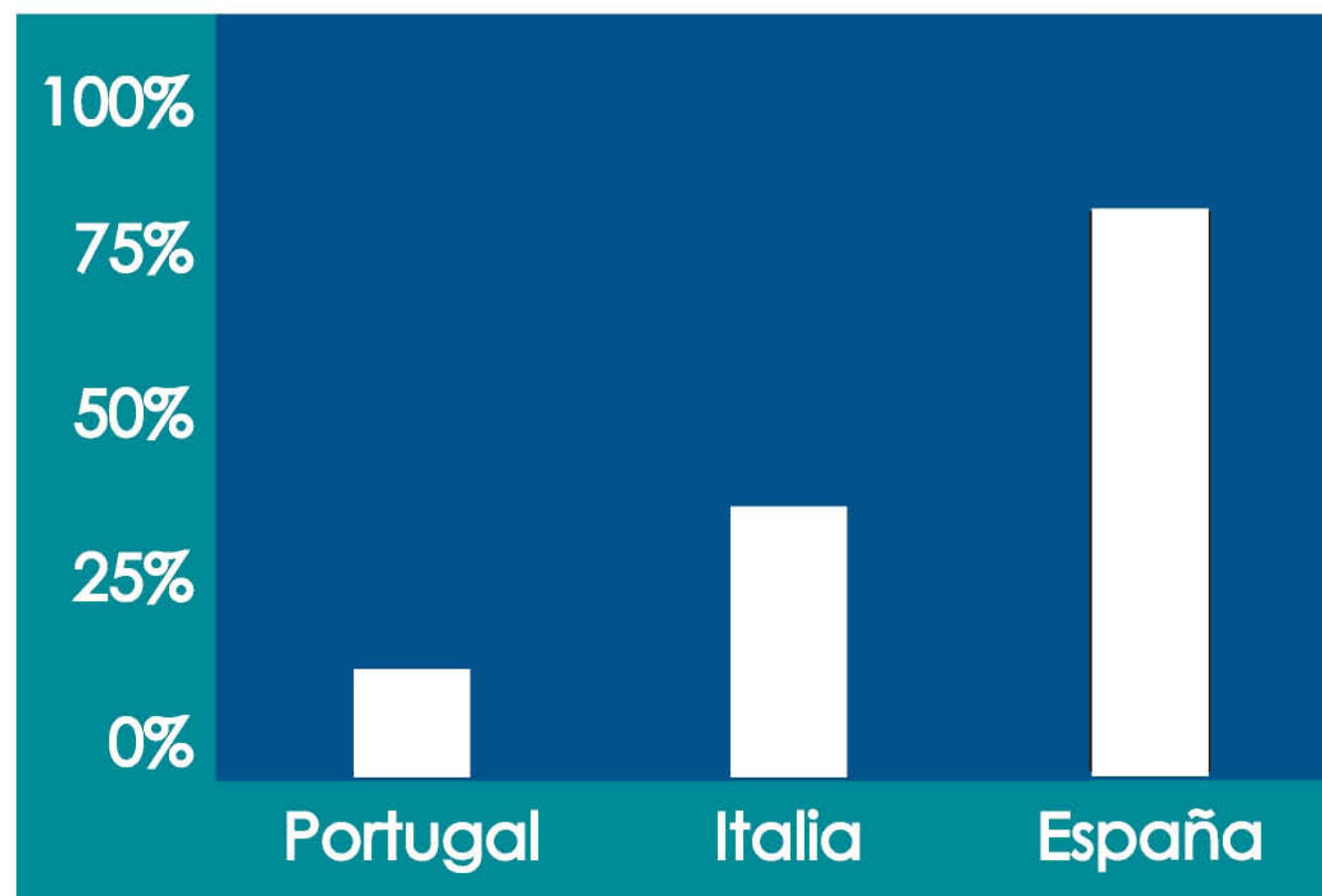




## The index of sales overcomes everything that predict

Banak Importa's current volume of business, both nationally and internationally, exceeds 80 million Euros.

In order to assimilate this strong growth, the company has invested nearly 10 million Euros in logistics, R&D and storage solutions during the last few years, as well as in targeting the factories where the goods originate (Indonesia).







## Objectives of installation

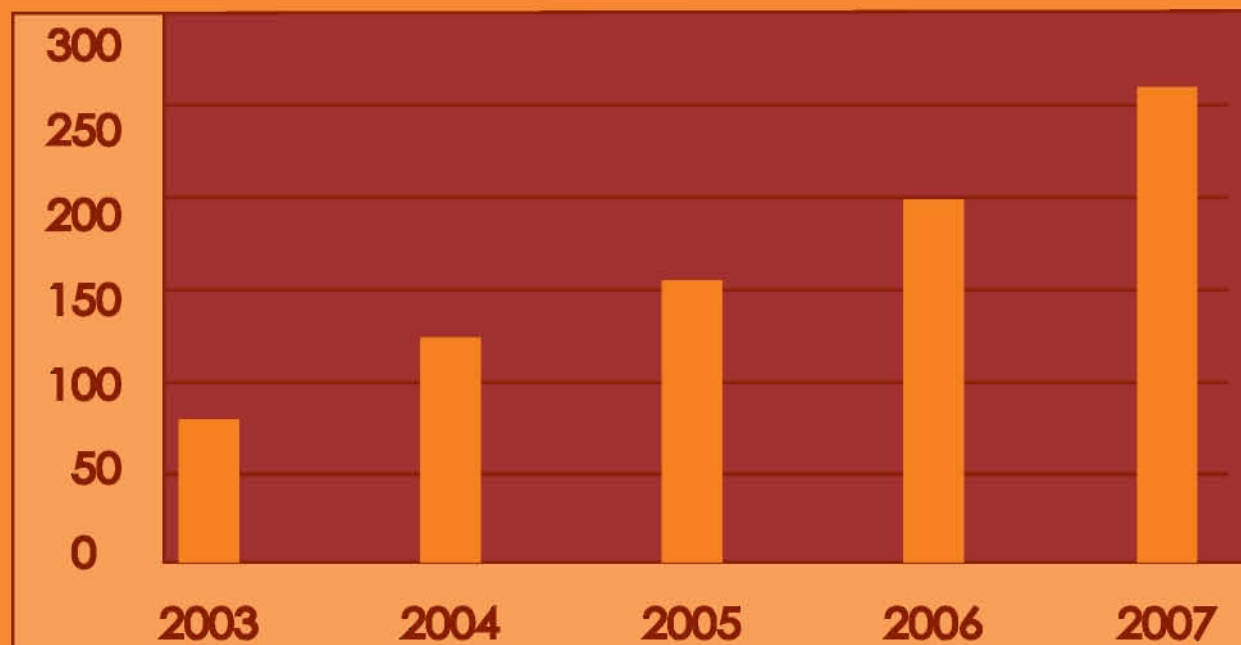
Our goal is to establish Banak Importa in all main European and Latin American markets, and equally in the highest performing countries of South-East Asia. In order to achieve these goals, we have opted for the Máster Franquicia (Master Franchise Contract) programme, and for that reason we have invested greatly in:

- 🕒 **Networking:** Creation of a huge network of contacts both at a national and an international level which allows us to expand our knowledge of the specific requirements of each market.
- 🕒 **Building experience:** Introduction of pilot stores in target markets before execution of the Master Franchise Contract (e.g. Mexico).
- 🕒 **Structure:** Investment in production and logistics infrastructures to ensure the seamless operation of new shops.

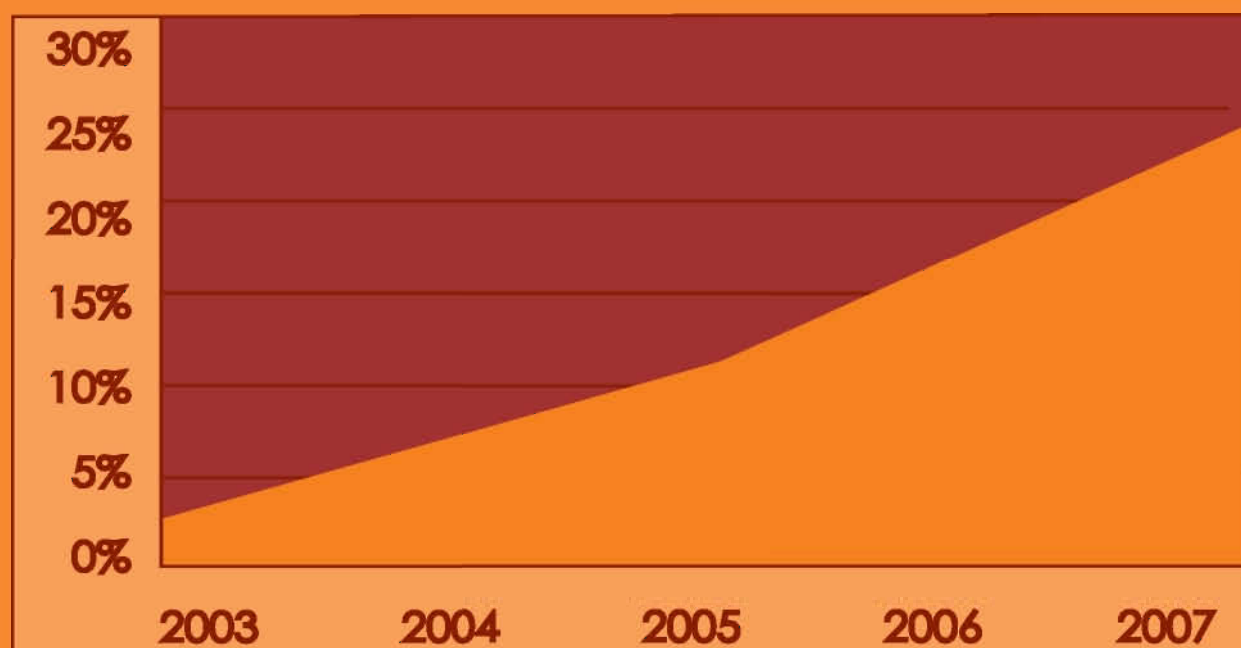




## Establishments



## Billing bought foreigners







Business concept



Business concept: experience





## 60 years of experience in the sector of furniture

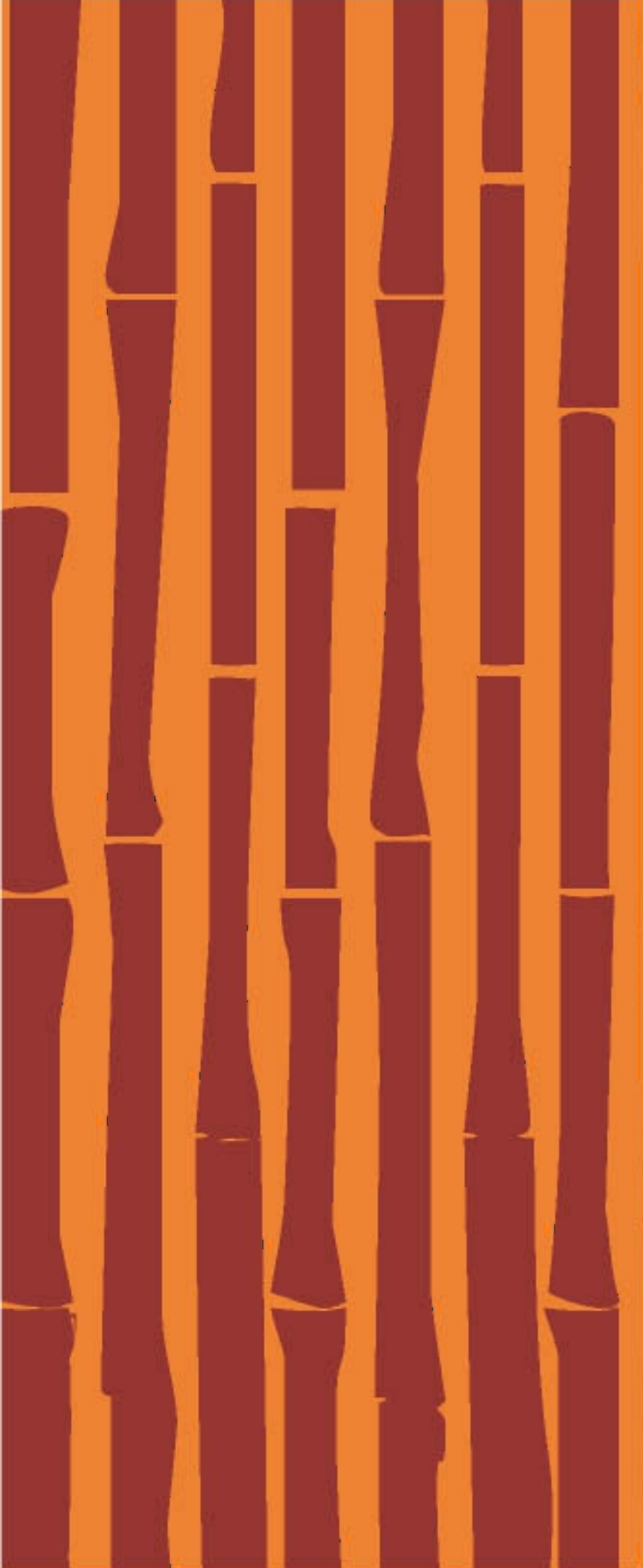
Our experience of over 60 years in the furniture and decorations industry, and the huge success of Banak Importa's designs with the public, has allowed us to create an innovative business concept: Banak Importa's shops.

The key to success of any Banak Importa shop is located primarily in our product range, based on colonial-style furniture and on the sale of a line of superior decorative products, thanks to their design and careful selection, and also the services we can offer.

Each Banak Importa shop has an approximate area of 150 - 400 m<sup>2</sup>, and it is designed so that the client has to walk around its entirety and every single item is displayed as a whole set or demonstrating a certain style.

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 banak importa





Each piece of furniture of Banak Importa has a handmade style and an exclusive design where each piece breathes a character and a unique flavour that it doesn't repeat.



Los Básicos

Los Básicos of Banak Importa are exclusive and only furniture of the Asian miscegenation, where each piece is chosen and manufactured carefully, conserving part of its history and cultural wealth.

Business concept: product





Los Lineales

Here we harmoniously combine the elegance of essential and refined lines with the handcrafted feel of furniture created using traditional methods. In this way, Los Lineales furniture adapts to the most modern spaces and decorations, creating a unique link between traditional and modern living.

Business concept: product







# Business concept: product







## Los Cromáticos

Light materials, painted in whites, jades and black and sprinkled with the sparkle of glass, creating a luminous style. Neutral shades, pure colours and oriental inspiration are the identifying characteristics of the Los Cromáticos line, in the search for atmospheric harmony and serenity in their surroundings.



Business concept: product



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## Los Imprescindibles

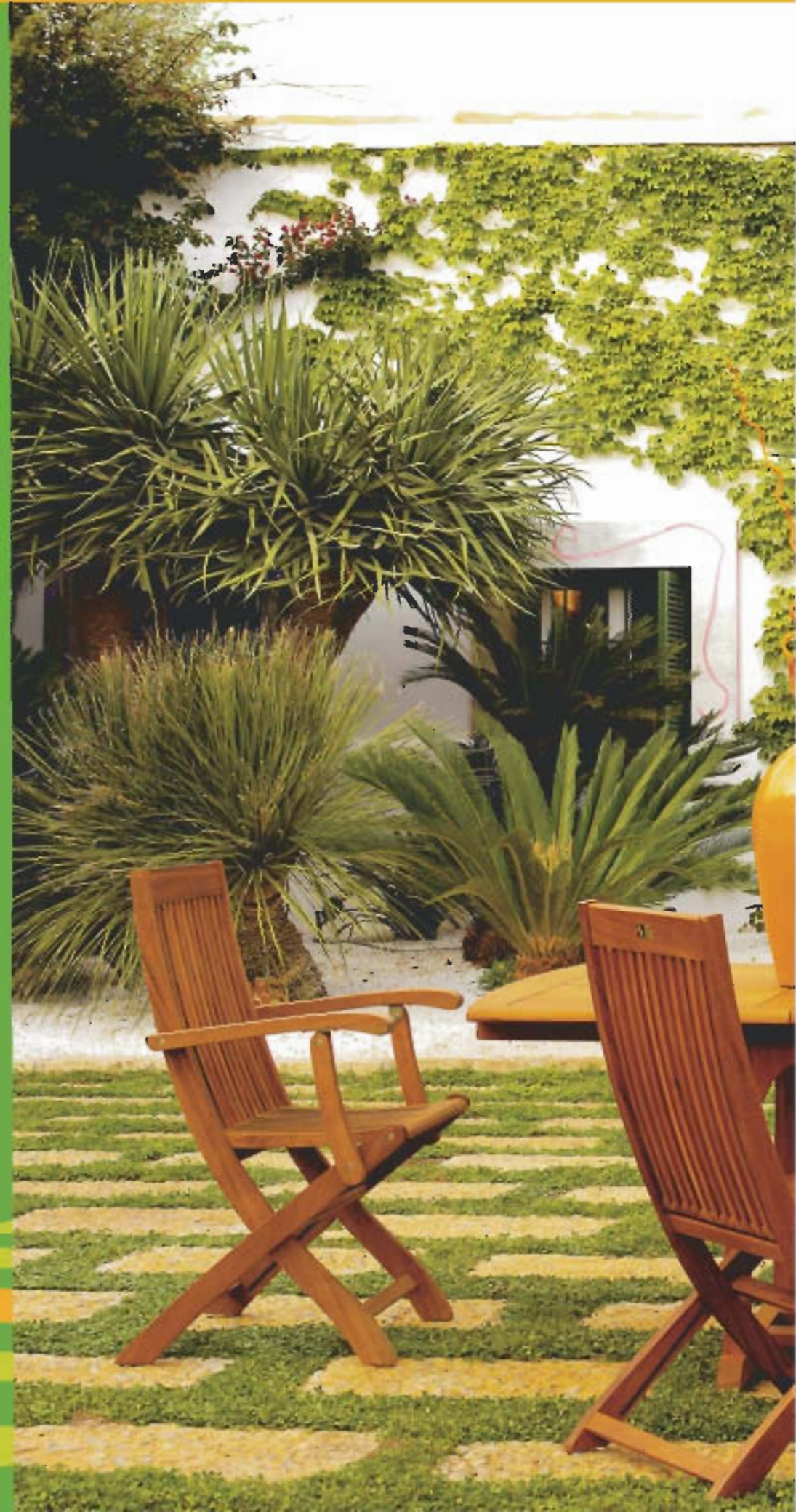
In this collection, we combine practicality with aesthetics, ranging from decorative objects to practical and functional pieces. Los Imprescindibles furniture achieves its balance using the handcrafted mixture of natural fibres and solid woods, which blends in with the most versatile of decorations.

# Business concept: product



De Puertas Afuera

Banak Importa's collection of garden furniture combines the warmth of solid teakwood, treated to a high standard in order to withstand moisture, boasting the excellence offered only with the use of quality materials, such as aluminium, wrought iron and natural fibres.







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Furniture models with stylised lines and retro style that give inspiration through their lines as well as evoking past memories. The Los Actuales line envelops confident and optimistic atmospheres but also breathes a new way of living into your home, which conveys a unique and special feeling that mirrors the way we are today.

Business concept: product

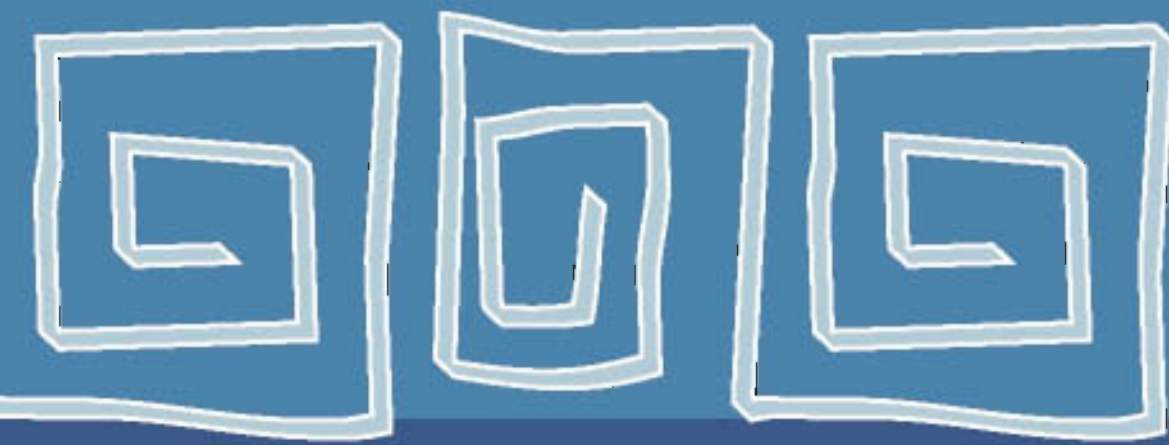






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Los Necesarios is the most playful range that the company offers. All the decorative details giving your home all the vitality and good taste it requires; inspired by the most modern trends, the most daring times and even by the most elegant styles.



Business concept: product









  
**banak  
importa**  
C.C. AQUA

Descubre en -  
**BANAK IMPORTA  
AQUA**  
una infinidad de  
muebles y complementos  
que hacen  
de tu casa el hogar  
cálido que deseas!!







Once inside the target market and once the success of both the pilot shops has been proven, the aim will be to provide the following services as the Master Franchise's network and structure expands. For information purposes only, these are the services provided in Italy and Portugal:

- Transportation and assembly: for those clients who require it.
- Finance: to facilitate client's payment of the purchases.
- Promotions, discounts, etc.
- Exclusive catalogues: exclusive furniture and accessories.
- Advice on decoration and maintenance.
- Comprehensive advice with regard to marketing and implementation of annual campaigns.

**Business concept: services**









Business concept: shops

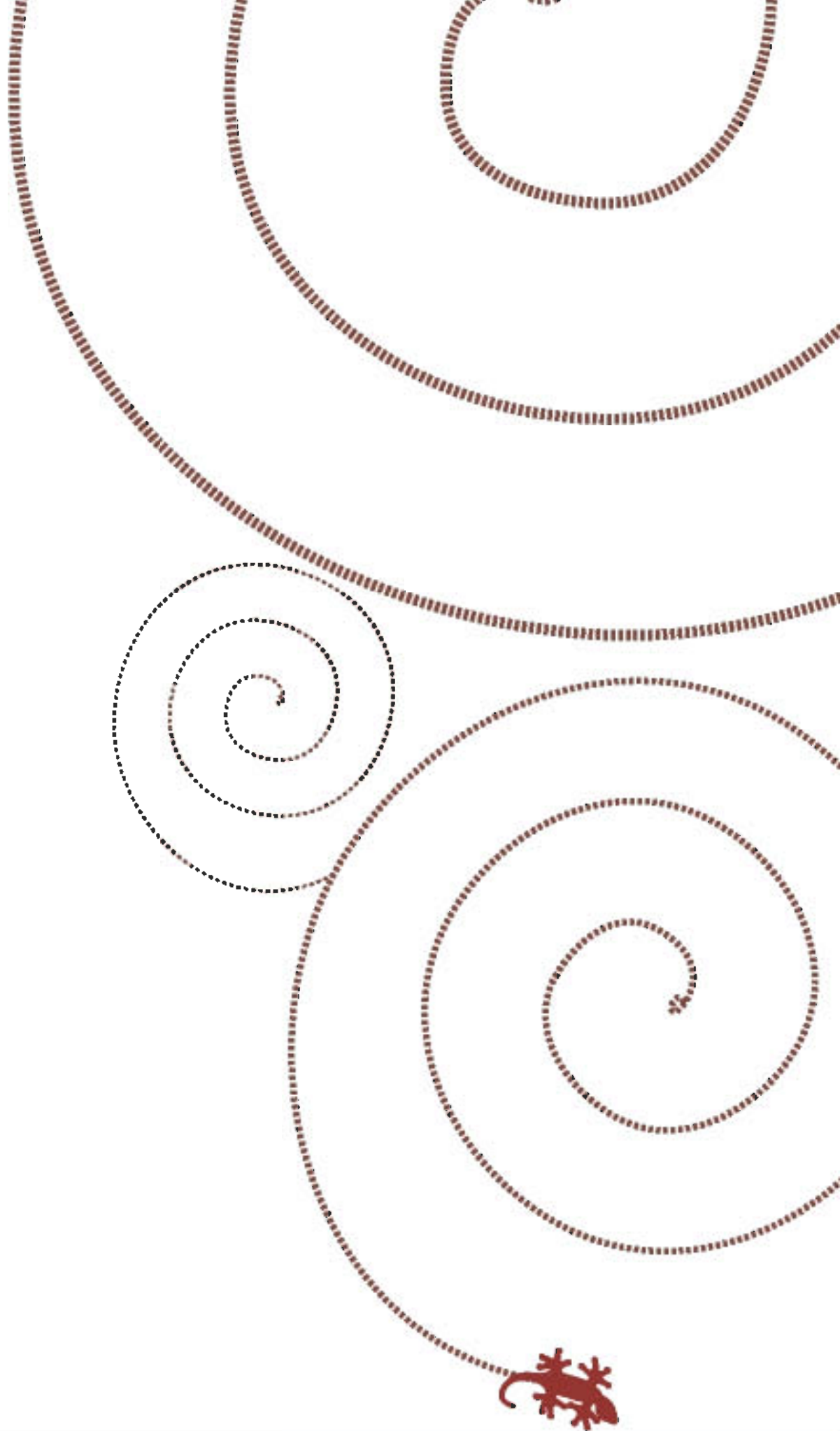








Inside



Business concept: shops



# Banak Importa and its Master Franchisees







Banak Importa and its Master Franchisees





## Operating scheme

After the experience we gained in Italy and Portugal, the scheme will be put into action as follows:

- 1 Analysis of furniture industry at local market level: current situation and outlook, distribution solutions and pricing policy.
- 2 Drawing up of a potential expansion plan, both for corner situated and full-front shop models.
- 3 Opening of two pilot stores in the target market: one full-front shop model and one corner situated shop.





Banak Importa and its Master Franchisees





## Opportunities for profit with the Master Franchise Contract

- ❖ The operating margin of privately-owned shops.
- ❖ The start-up fee of the signed franchises.
- ❖ Operating royalties: percentage from the sales of franchised shops.
- ❖ Advertising royalties: percentage from the sales of franchised shops.



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## Conditions of the Master Franchise Contract

In order to sign a Master Franchise Contract, the following basic conditions must be met:

- ❶ Opening of three Banak Importa shops (multi-franchise contract).
- ❷ Payment of the start-up fee of these shops.
- ❸ Possibility of signing a zone reservation contract in which the exclusive right of sale is given (for 90 days), for a cost of 25% of the start-up fee as advanced payment.
- ❹ Management of the pilot stores for at least a year before the signature of the Master Franchise Contract.
- ❺ Signing of the Master Franchise Contract. The multi-franchisee will be granted the right of first refusal for this option.



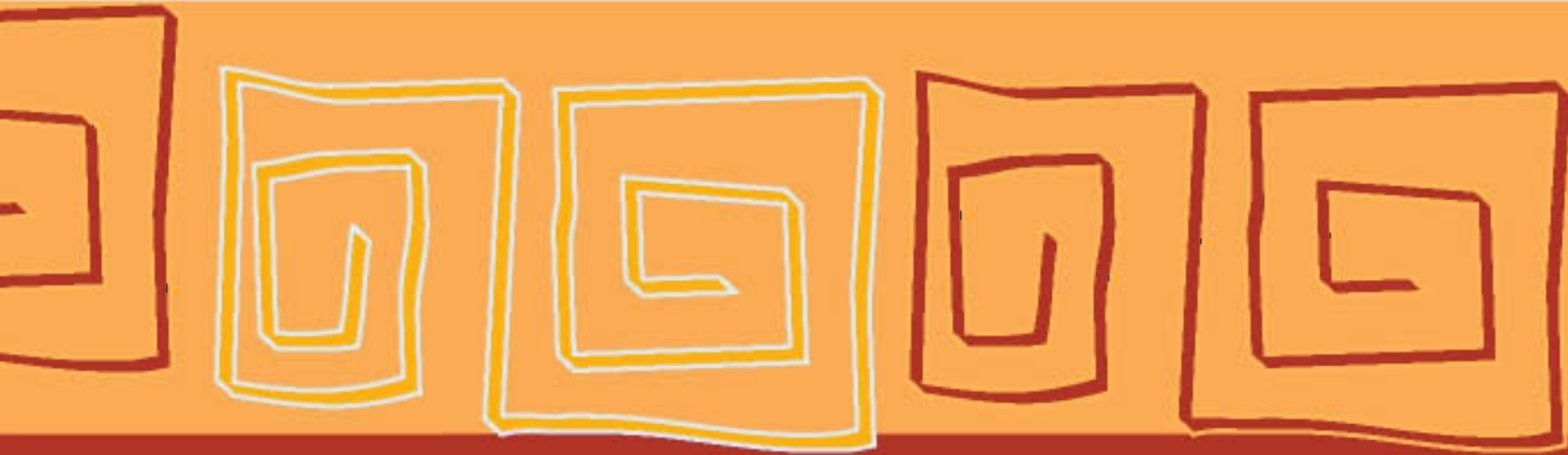
## Banak Importa and its Master Franchisees





 banak importa





Banak Importa and its Master Franchisees







## Guarantees from central franchise operator to the master franchisee

The central franchise operator, for its part in the Master Franchise Contract, will offer the Master Franchisee the following services:

- Market study of the target country's market to determine the real potential for business generation, and also the current situation of the industry, pricing policies, logistics, etc. in that country.
- Expansion plan and selection of locations and sites.
- Initial training and continuing assistance, focused on:
  - ① Detailed definition of Banak Importa's product range.
  - ① The computer system which will be used by the shop's staff.
  - ① Marketing activities to be undertaken by the Franchisee in the run up to the shop's opening.
- Unveiling and launch of the shops.







## Rights and obligations of the Central Franchise operator

### Rights

- 1 Collection of Master Franchise fee: this will vary dependent on the potential expansion of each market.
- 1 Exclusive supplier: Univermobile.
- 1 Expansion plan: determined by the duration of the Master Franchise Contract (5 years).

### Obligations

- 1 Guarantee the provision of products.
- 1 Brand delivery and application of know how, both in the management of shops and the expansion of the network.
- 1 Capital injection into the first shops.
- 1 Training of Master Franchisee and of his or her team.



Banak Importa and its Master Franchisees





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## Phases of establishment



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# Phases of establishment

## PHASE 1

Opening and management of three privately-owned shops in the target market.

### MAIN ECONOMIC VARIABLES

Launch of three shops\*

Multi-franchise start-up fee\*

Advertising and marketing\*

Operating margin: 45 - 50% of sales

\*These variables will be determined by a comprehensive business plan adapted specifically to the target market.





## PHASE 2

Once the required management experience is obtained, we can proceed to the signing of the Master Franchise Contract.

### MAIN ECONOMIC VARIABLES

|                               |                                |
|-------------------------------|--------------------------------|
| Master Franchise start-up fee | Will be evaluated in each case |
| Income from start-up fee      | 20.000€/ per shop              |
| Income from royalties         | 3%/ shop/ year                 |





# Phases of establishment (previous experience)

## PHASE 1

Opening and management of three privately-owned shops in the target market.

### MAIN ECONOMIC VARIABLES

|                              |  |
|------------------------------|--|
| Launch of three shops        | 600.000 Euros (200,000 Euros per shop) |
| Multi-franchise start-up fee | 60.000 Euros                           |
| Advertising and marketing    | 30.000 Euros                           |
| Operating margin             | 45 - 50% of sales                      |
| Net profits                  | 12%                                    |



## PHASE 2

Once the necessary management experience is obtained, we can proceed to the signing of the Master Franchise Contract.

### MAIN ECONOMIC VARIABLES

Payment of Master Franchise fee

Collection of start-up fees

Collection of operating royalties