



## Franchising Funky Urban: The Concept

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## The Idea

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Our business is based upon the following four pillars:

- Offering products of quality that are fun, useful and that people love!
  - Customize products for each town, country, area or specific target group for each store.
  - The franchisee buys merchandise direct from our factory, thus subverting the added costs of middlemen.
  - Ecological and social responsibility: Authentic and transparent.
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***A pioneering enterprise in quality and responsibility!***



## The Merchandise, Direct from the Manufacturer

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Unbeatable quality for an unbeatable price. Here's how it works:

- Since everything takes place under one roof. After acquiring the raw materials, it all happens within our company: the entire production process right up to the point of sale, which takes place in our own shops.
- Thanks to this system of direct sale, we avoid the overcharges in the textile industry that companies using middlemen commonly face.

***This short chain of value added also ensures maximum transparency. We guarantee:***

- Exceptional results in relation to fabric quality and graphic design as well as in the speed and efficiency of processing orders.
- Social responsibility in our US or abroad production plants, we are a sweat shop free environment.
- Ecological responsibility meeting all standards, with reference to such things as: cotton fibres, threads and colouring.

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***Our concept: You can be sure a job's done right when you've done it yourself!***



## The Target Group

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**Urban, all ages self-assured people ....**

... that seek to express their unique selves through equally distinctive clothing ...

... that are passionate about high quality and happy to spend hard-earned money on the best-made clothes ...

... that prefer natural materials, and share our company's sense of environmental and social responsibility ...

**... also for children of all ages!**

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***.... plus tourists looking for that perfect, personal souvenir ...***

***... And all the businesses, advertising agencies, clubs and societies that value top quality!***



## Our Business Plan – A Road to Success

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- **Low investment costs:** All you need is a shop, computer, stereo, signage and shelving/ show cases for the merchandise.
  - **Easy set-up:** A single supplier that delivers directly from the factory to your shop's front door and, what's more, dedicated professionals willing to help you every step of the way.
  - **Excellent profits: Due to the high yield of our products and intelligent business structures: You can expect a profit of about 150 percent!**
  - **Strong partners: In the most difficult, challenging and competitive environment; the US, Funky Urban Inc. has manage to succeed exporting hundreds of thousands items to shops all over the world during the last seven years. Celebrities like Paris Hilton, Destiny Child, Misha Brandon, Esteban Cortazar, Juancho Cardona, Javier Posada, Gabriel Soto etc. have purchased and wore Funky Urban products making the brand and our trade mark logo (the two little people) a recognized fashion icon around the world.**
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*... An excellent low-risk opportunity with a great future!*



## Our Active Support – Your Guarantee of Success

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### ***Transparency and authenticity***

**As a franchise partner, we provide you with all of the data and information necessary for the successful operation of your business:**

- An upgraded and current summary of the profits of our four stores in Hamburg: Their sales, costs, net yield, balances etc.
- A detailed account of the current best-selling articles, colours and styles. You start out with a range of best-sellers!
- Finally, our environmental and social responsibility policies are authentic and transparent. We live the ideals of Fair Trade. You're very welcome to attend a tour of our factories in Peru and USA to see these exemplary policies in action!

### **Info. on the merchandise and much more**

- We send our shops regular graphic updates and pictures regarding the current developments of our clothing and new designs.
- Seasonal catalogues and professional photography delivered regularly.
- Employee training materials (a textile glossary emphasising the relevance of key words to our own products, other texts to help in marketing, etc)
- Detailed information on your suppliers, setting-up shop, publicity and much more to support you in the hassle-free day to day running of your shop.

***... a strong partner on your side!!***



## Your Shop – Suggestions for Running a Successful Store

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- We've got it, so use it! Flaunt our most attractive qualities:

**Our premium quality T-shirts, as well as our printed designs, should be the main attraction in the window display as they are the stars of the store!**

- We recommend properties with **large windows** and a surface size from 800 to 2,000 square feet.
  - **Location: busy**, fashionable streets; ideally with a **young, bohemian and artistic atmosphere.**
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## Our Trademark Brands



If you share our vision and are interested in a mutually beneficial future please do not hesitate to contact us immediately and we will be happy to discuss details with you and to answer any further questions you may have.

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