



DISCOVER OUR WORLD

# BEST FOR FRANCHISE MANUAL



## GEORGE LEVENTIS FOUNDER-CEO

George Leventis holds a PhD in Business Administration. He has a long term experience in managing large businesses from the highest ranks.

He has been a Franchise Development Consultant for many years. He was the General Secretary of Information Technology Association of Greece for 5 years.

Many of his articles about entrepreneurship have been published in economic reviews and newspapers. Supporter of the free economy, he and his partners have developed a new Marketing model in retail sales, in which the development of a new philosophy of stores: "Best For"

The secret in all this effort is that "THERE ARE NO SECRETS". We apply the self-evident.

*George Leventis*

# Top of the Idea







## BRIEF INTRODUCTION OF “BEST FOR...”

BEST FOR is a European company who is developing with the Franchise method. Our philosophy is to create high Design retail stores with our own private label on our products and affordable prices. The current global economic recession/depression has created new data in retail sales. The model that dominates the world at this present time is branded expensive products, or very cheap low quality knockoffs/ replicas.



Life Philosophy



Between those two extreme trends, a new approach that combines quality, smart design, and affordable pricing is the combination that creates an absolute competitive value for the consumer. The businesses that meet the above philosophy enjoy a large increase in sales volume worldwide, achieving high profitability rates, resulting in a quick depreciation of their initial investment.

*Life Philosophy...*

## BRIEF INTRODUCTION OF "BEST FOR..."

The whole idea of the birth of "BEST FOR ..." is based on this new trend, which focuses exclusively on retail sales of high design and low cost innovative products, making more than 8,000 items available to meet most needs of all ages and income groups.

For us  
BEST FOR IS A  
**LIFE PHILOSOPHY**

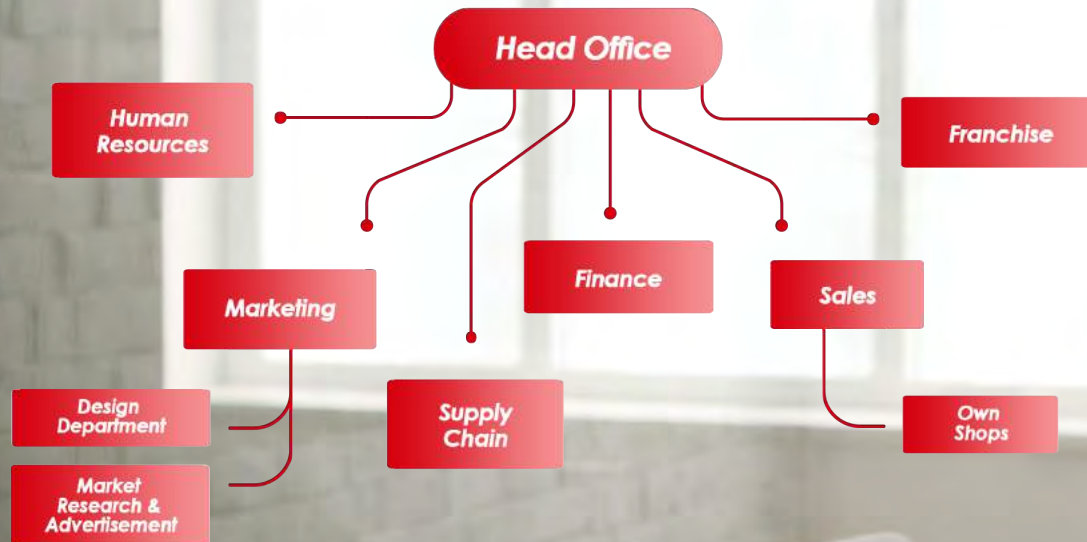
and that philosophy we turn into a  
commercial business



# *The Setup*



# COMPANY SET-UP



# set up

## Product Philosophy

Selecting of high design innovative products and selling at low price.

Wide range of products, so that they meet a wide range of needs.

Continuous renewals of our product variety with newer high quality products, so that all the current designing trends are followed.

Target group: All ages and Incomes.



## Pricing Philosophy

Affordable Luxury: Offering low priced products, compared to their value that are addressed to almost all different incomes in our society.

Weekly offers for certain product codes (in-store promotions).





# Communication Philosophy

1

Use of a complete media mix  
(TVC, Print, Digital)

2

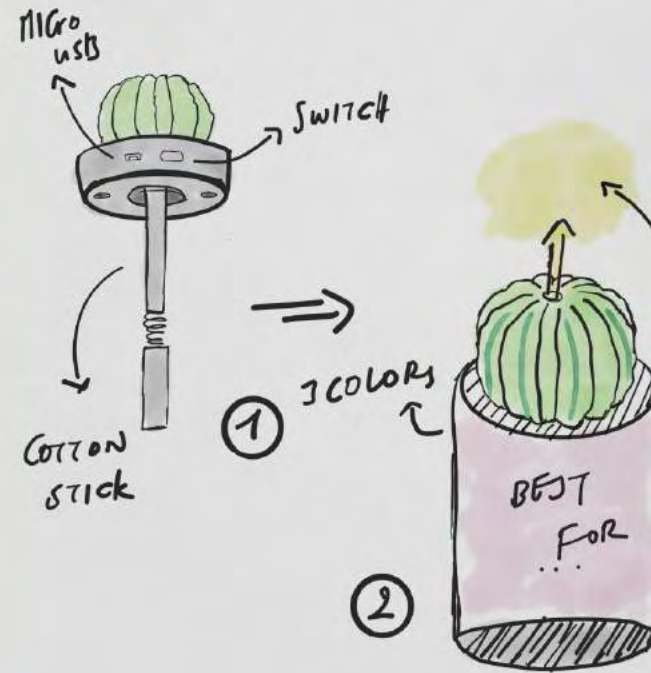
Particular emphasis will be given  
to word of mouth communication  
through Social media  
(Facebook, Instagram, Twitter,  
Blogs, etc.)

3

Thematic events: Thematic  
promotions in stores, in specific  
time periods ("Store Opening",  
"Christmas", "Summer", "Back to  
School" ...)



our  
products





OUR  
PRODUCTS  
SOMETHING FOR  
EVERY OCCASION

**When we  
choose  
products  
for our  
stores, we  
always  
have you  
in mind.**

At BEST FOR we renew our stores, providing 200 new products every month, which include women accessories, party items, home deco items, kids toys, gadgets, amazing gifts and items with innovative design. All these at impressive costs, because we want you to feel rich when you leave our stores.



# CONCEPT CHARACTERISTICS

## PRODUCT RENEWAL

Monthly renewal in all of our product categories.

## 10 CATEGORIES

There are 10 categories in total, covering various fields of everyday life.

## PRICE SCALING

The range of our prices scales from 0,50€ up to 60€.

0,50€ - 2,99€ **37%**

3,00€ - 5,99€ **27%**

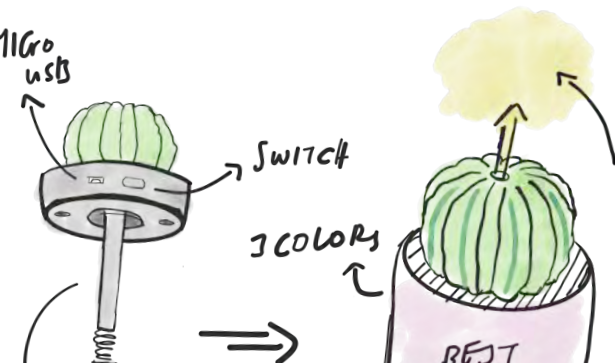
6,00€ - 9,99€ **17%**

10,00€ - 14,99€ **9%**

15,00€ + **10%**

## HIGH QUALITY

We comply with all the International Quality Standards







Toys and accessories for the kids, intelligent products that will stimulate a kid's fantasy.

17,20%



# 20,04%

Cosmetics and accessories for makeup and body care. Gifts and many more for a woman's every-day care.



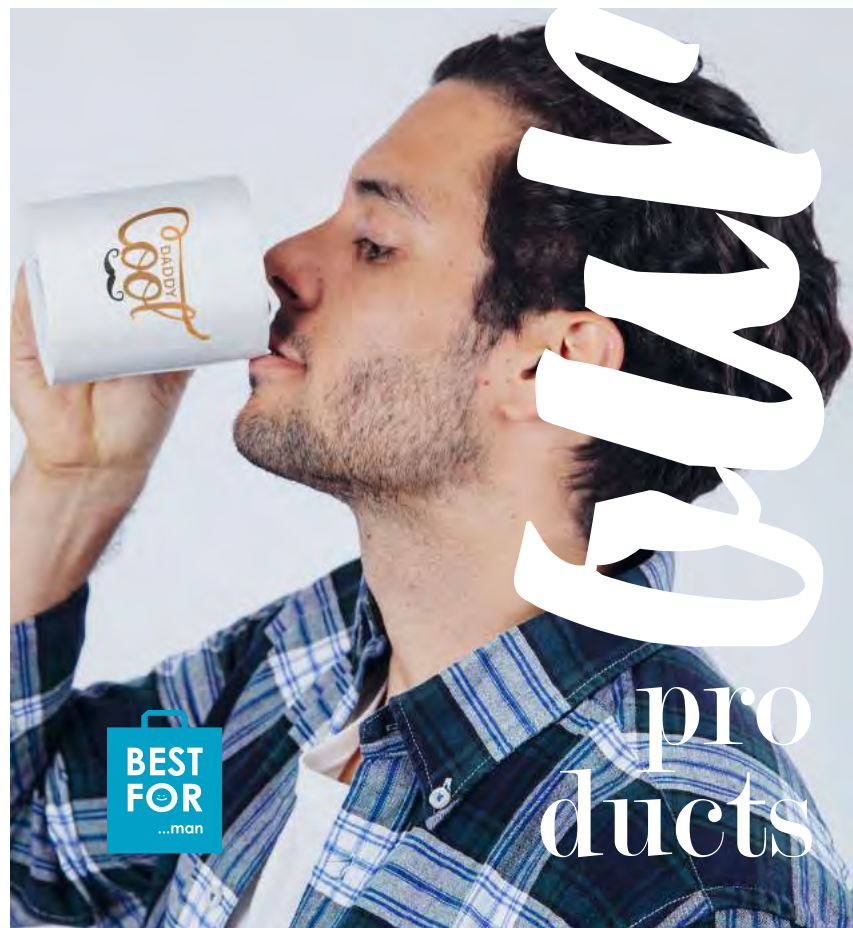




Everyday products  
a man will need  
during the day.



4,28%



pro  
ducts



For woman and  
man, smart prod-  
ucts for their ev-  
eryday needs.

8,02%

my  
products







Useful home products. For decorating purposes but for the kitchen as well. Products that stand out for their design.



17,58%



products



# 4,29%

Stationery,  
Notebooks and  
many more  
special prod-  
ucts for the  
office.







Smartphone and computer accessories. Always focusing on funco-  
nality and design.



8,21%



products

# OWN

products



Snacks and refreshments that everyone seeks, while taking a break from long walks in the market.

1,41%





BEST  
FOR  
...hobbies

all  
products



Always looking for the beauty and their usefulness, we have many products for pets, travelling, bikes, running and lots of other activities.



7,24%



# QW pro ducts

11,73%



Seasonal products depending on the time of year. Summer, School, Christmas, Easter, and many more for those special days of the year.





## BEST FOR STORES

*life  
philosophy*

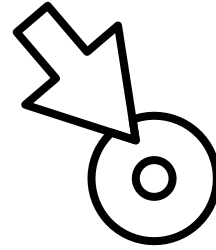
At our stores we attract customers through the quality, eccentricity and price of our products that are constantly renewed to achieve repeated customer traffic.

They are shops where you can find trendy products with a small budget in a very pleasant environment. Products that are funny, trendy but useful as well.

That's why we created a modern, fresh and joyful store environment.



# SHOPS' SPECIFICATIONS



## STORE SIZE

80-250 m².

Size varies according to the location of the store.

## SPACE SELECTION CRITERIA

High-street, shopping streets, pedestrianized streets, shopping malls.

## SHOPPING STREETS

Shopping streets and pedestrianized streets, at great crossing points, are the ideal location for this kind of shops

## MALLS

The mall's choice is based on the following features: Easily accessible point / Size of mall and traffic / Strong brand names / Dynamic middle-income and upper-income buyer.





development



# WORLD GROWTH POLICY

The expansion of the Brand will be made in 2 ways in each country:

- 1) There will be an exclusive representative that will have the exclusive rights of expanding the Franchise in that country
- 2) There will be a representative for each state/county/prefecture.





## OUR STORES

GREECE  
CYPRUS  
ROMANIA  
MONTENEGRO  
LEBANON  
INDIA  
NEPAL  
SAUDI ARABIA



Join Us



Life Philosophy

L.NIKIS 1  
54624, THESSALONIKI  
**GREECE**  
+30 2310 279 517

info@bestfor.com  
[www.bestfor.com](http://www.bestfor.com)



*Best For*