



BEST FOR
**FRANCHISE
MANUAL**



Life Philosophy

DISCOVER OUR WORLD



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.



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.

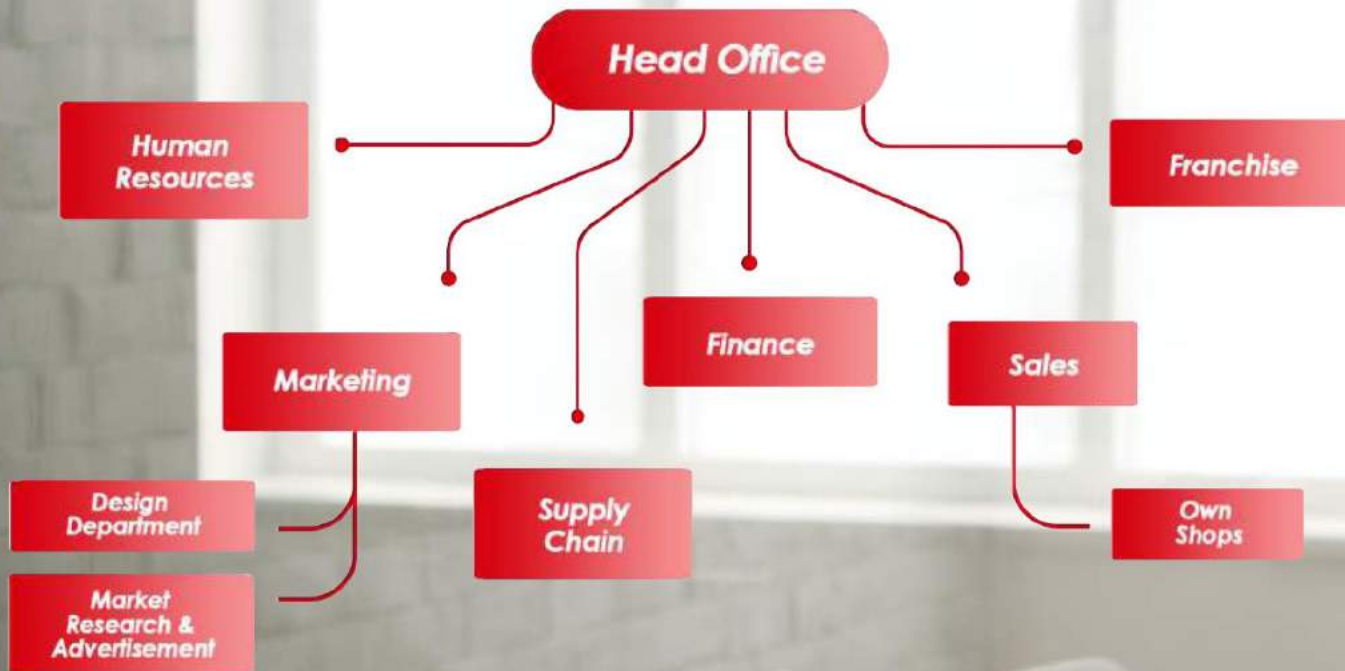
For us
BEST FOR IS A
LIFE PHILOSOPHY

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)

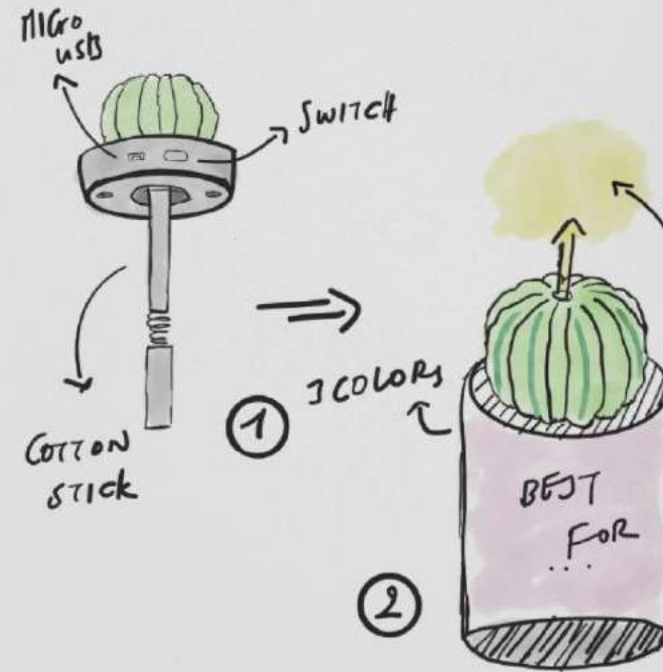
2

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 for of our
product categories

PRICE SCALE

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 %

10 CATEGORIES

There are 10 categories in total,
covering various fields of every-
day life.

HIGH QUALITY

We comply with all the
International Quality Standards.





BEST FOR
...child

products



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 everyday care.

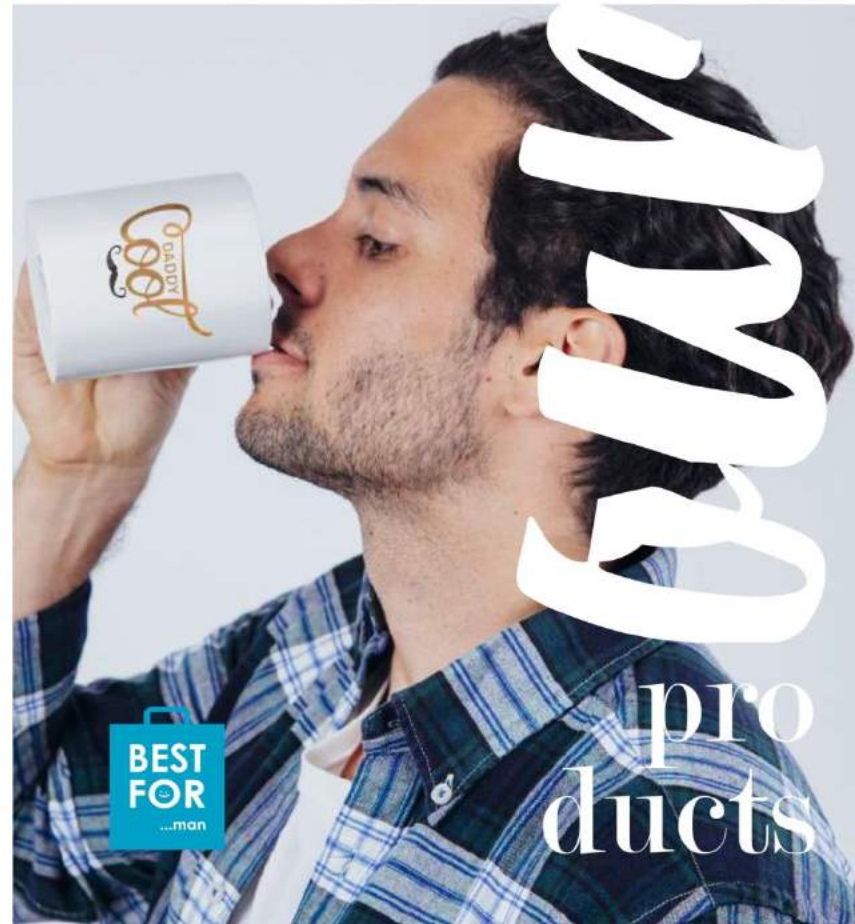




Everyday products
a man will need
during the day.



4,28%



pro
ducts



For woman and man, smart products for their everyday needs.

8,02%



WOMEN
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 functionality and design.



8,21%



pro
ducts

Q&A

products



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

1,41%



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



7,24%

SW pro ducts

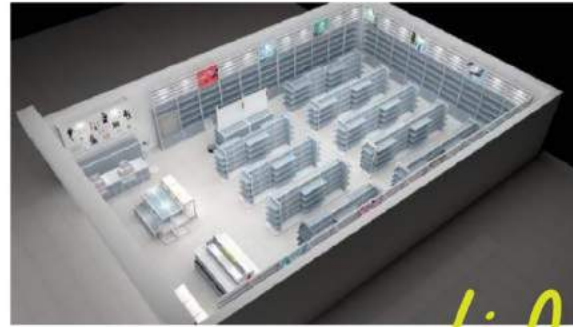


11,73%



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

BEST
FOR
...



*life
philosophy*

BEST FOR STORES

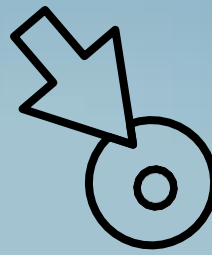
At our stores we attract customers through the quality, eccentricity and price of our products that are constantly renewed to achieve repeated customer traffic.

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 street & 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-in-come and upper-income buyer.



development



**DEVELOPMENT
PLAN**

**GREECE
CYPRUS
SERBIA
ROMANIA
MONTENEGRO
LEBANON
INDIA**

COMING SOON ...
ITALY,GERMANY,NEPAL



WORLD GROWTH POLICY

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

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

join
us



Life Philosophy

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Best For