

BoConcept



THE BEHAR GROUP
ADVISORY SERVICES

Proudly
Representing
BoConcept

Company INFO

BoConcept

BoConcept is a global retail furniture brand which specializes in premium quality interior design for the cosmopolitan-minded customer.

From Denmark to the world since 1952, BoConcept is the brand name of Denmark's most global retail furniture chain, specializing in premium quality interior design for the urban-minded customer and creating outstanding modern and sophisticated living spaces at affordable prices.

BoConcept's first store opened in Paris in 1993 and after 25+ years it is present in 65 countries with 300+ stores (expanding to 600+ in the next few years).



Company Website:
www.boconcept.com

Retail FRANCHISING

The company, BoConcept, is being represented by The Behar Group to connect with franchisee partners in Canada.

WHY JOIN BoConcept FRANCHISE?

- Global brand, with an outstanding reputation and demand worldwide
- Successful business, expanding to 600+ stores in a few years
- Experienced and solid franchisor, with a unique, proven and vibrant concept
- Business concept with a quick generating cash flow model
- High turnover per square meter and high gross margin and profitability
- Unique “Interior Design Service” as a powerful tool to differentiate
- Exceptional training and support in all business areas and retailing
- High standard store opening process to help the stores perform from day 1
- Extensive Marketing, Communication & Visual Merchandising guidance and support



Company PRODUCTS

- Premium quality and design, priced in the “affordable luxury” market sweet spot
- Modern, functional and fully coordinated product collection, allowing extensive customization
- Collaborations with world renowned designers, creating beautiful pieces with international appeal



Scandinavian Style



Scandinavian Style



Metropolitan Style



Metropolitan Style

STYLES

STYLES

Scandinavian- inspired by New Nordic design.



Customization

SELLING POINTS

Customization - Millions of combinations; One personalized for the customer

Functionality- Small living means smart living; Multi-functional furniture options.

Coordination- Perfectly coordinated design; Consistent look throughout the home (design, colors and materials always match).



Functionality



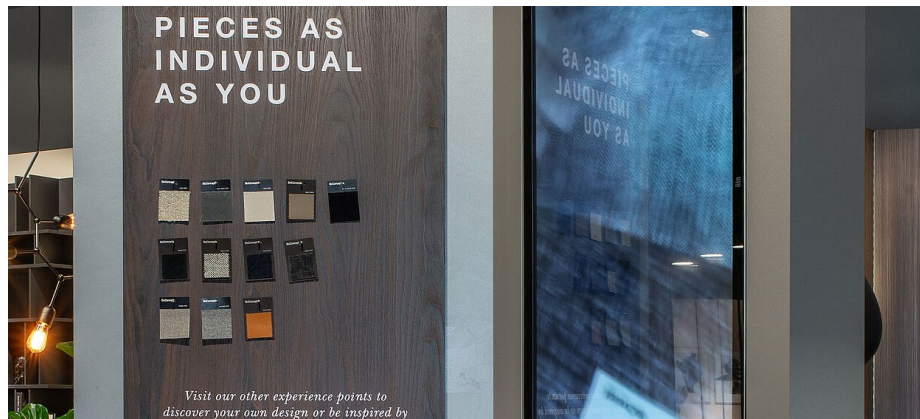
Coordination

Company Store CONCEPT & LOCATION

CONCEPT

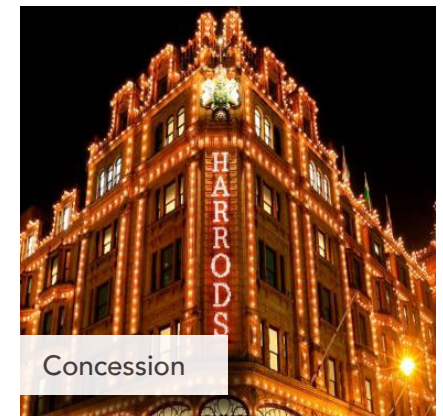
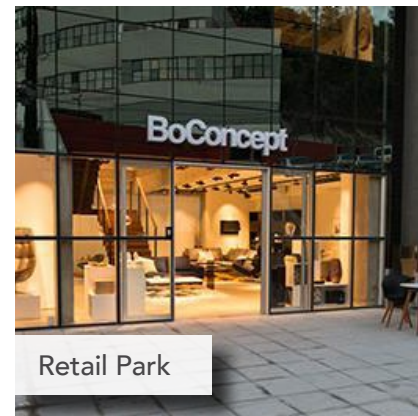
A store that amplifies the experience of *EKSTRAORDINÆR* (Norwegian word of extraordinary) and our ability to sell it.

[EXTRAORDINÆR Store Video.](#)



LOCATION

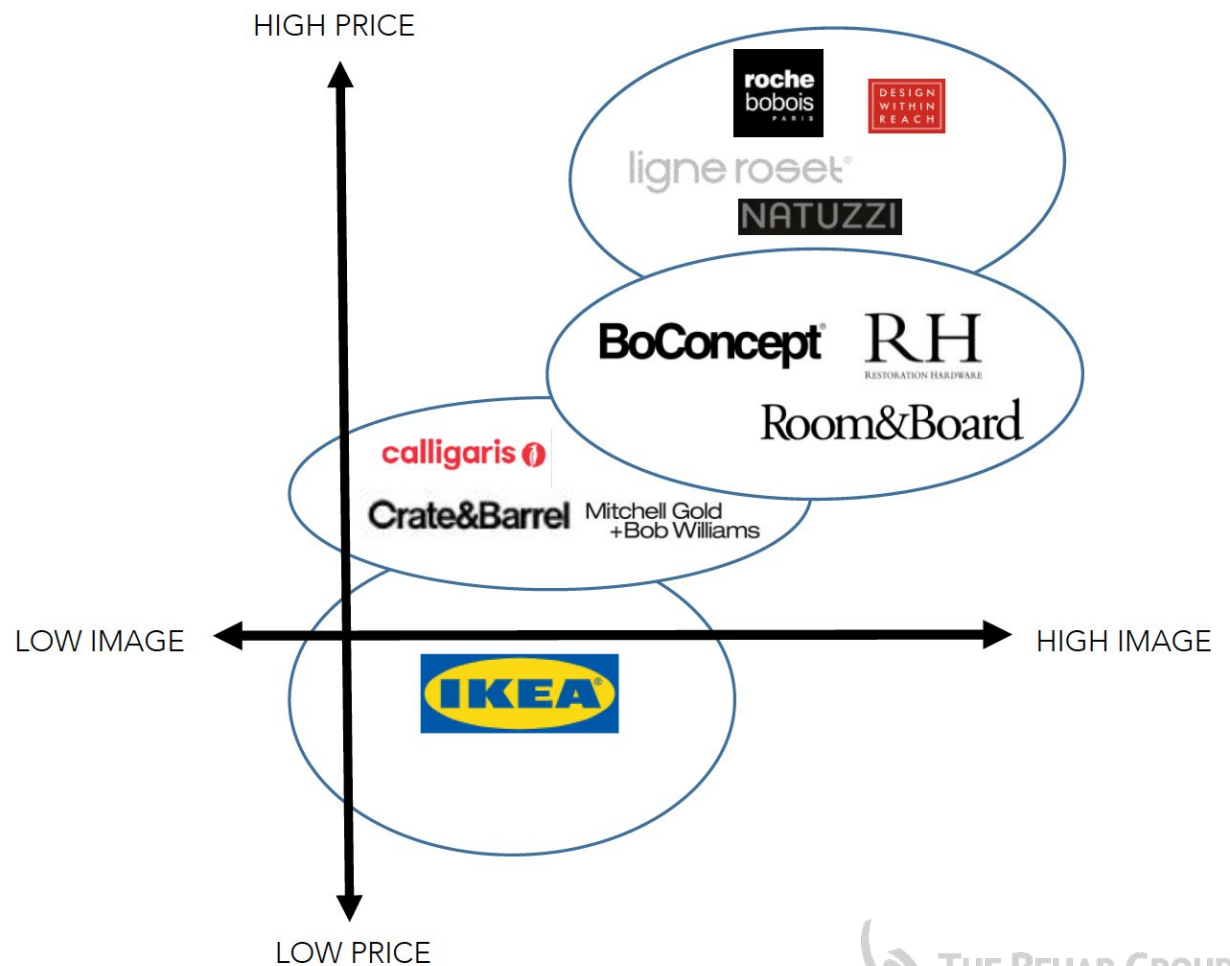
Meet the customers on their journey.



Company Business MODEL & MARKET INFO

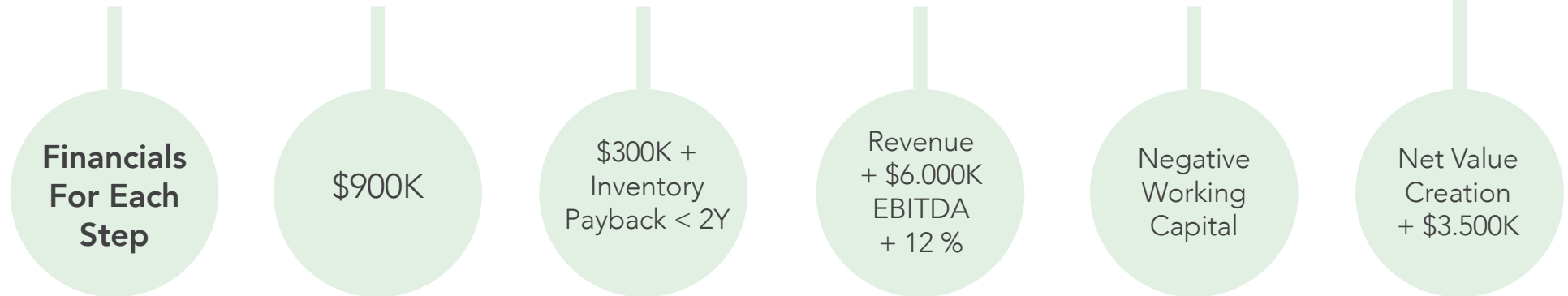
The BoConcept Business Model has proven to be attractive for investors in any market globally.

- Low Investment / High EBITDA
- Stronger ROI than other franchise concept
- Transparent EXIT value
- Extensive support to partners
- Strong IT-setup



Ontario Specific **BUSINESS CASE**

FRANCHISEE FINANCIAL STEPS



Steps To **BECOMING A PARTNER**

16 Weeks From Intro To Signing

**STEPS
FOR THE
FRANCHISEE**

**INTRO/
SIGN NDA**



**CREATE
PLAN**



**PITCH
PRESENTATION**



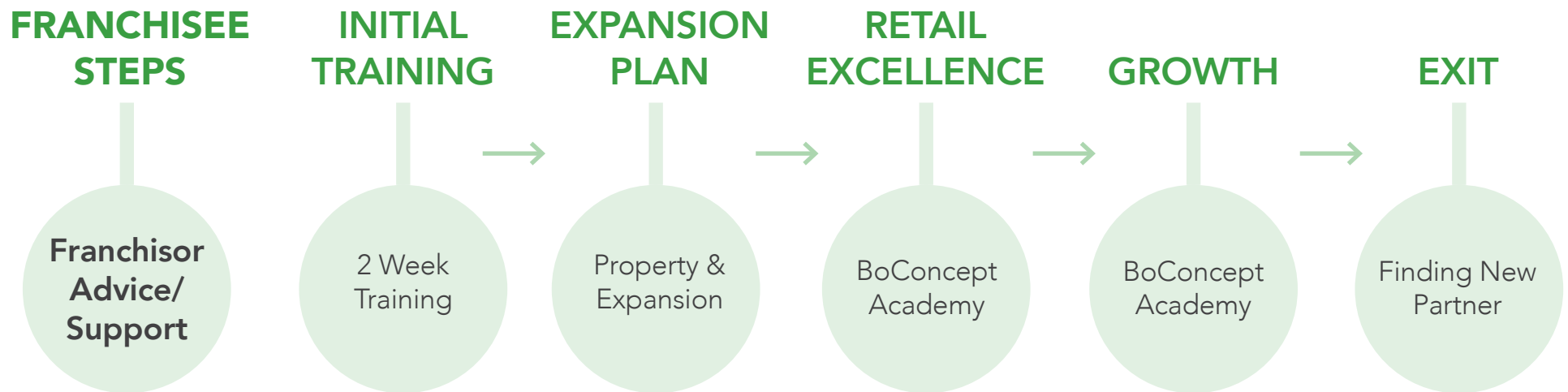
**SIGN
CONTRACT**



**GROWTH
JOURNEY**

On Next Page

BoConcept Franchisee Partner **GROWTH JOURNEY**



Representation TEAM

**Broker*

The Behar Group Realty Inc., Brokerage



AVI BEHAR* | CHAIRMAN & CEO

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abehar@thebehargroup.com

Avi's career in real estate started in 1995. Since then, he has been involved in commercial, industrial, and investment transactions on all levels. Avi is an energetic and highly trusted industry leader with an optimistic outlook and impeccable reputation. He directs The Behar Group with a constant eye towards new business opportunities, particularly for land acquisition and development. A sought-after innovator, speaker, and moderator, Avi attracts and conducts high-level business with premier developers and major tenancies. His network of mandated relationships on both the landlord and tenant sides are his continual focus as he helps position The Behar Group for excellence in commercial development, business culture, and responsible corporate citizenship.



THE BEHAR GROUP™

**BROKERAGE & COMMERCIAL
REAL ESTATE SERVICES**

**LANDLORD
SERVICES**

**TENANT
SERVICES**

**CAPITAL
MARKETS**

**ADVISORY
SERVICES**

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