





1.

## *THE COMPANY*

TOUCH COMPLEMENTS is an original company, which its headquarters are based in Tenerife (Spain). Currently, the company is developing a unique franchise jewellery concept, based in the quality of their products, a simplified operating business and a high profitability for the franchisee.

Jewellery market is currently increasing and expanding. Being aware of it, TOUCH COMPLEMENTS is born with a specific objective: satisfying the needs of customers interested in purchasing and enjoying high-quality jewellery, with prices highly competitive, affordable for all kinds of economies. Above all this, TOUCH COMPLEMENTS has reach, in a short period of time, an excellent position in the market.

Consumption studies prove that jewellery market is a business in constant growth. Women and men of all ages understand jewellery as fashion complements, as part of their daily outfit. With our quality-design-price policy, in TOUCH COMPLEMENTS we have been able to reach a wide variety of consumers willing to purchase high-quality jewellery with fair prices.

In a short period of time, TOUCH COMPLEMENTS has strengthened the brand in the market, and right now has 30 units in Spain.





2.

## *BUSINESS*

## *CONCEPT*

For our franchise strategy, we have designed the establishments under a specific format, which evolves an attractive exposition of our wide variety of products followed with the corporative logo of TOUCH COMPLEMENTS.

The establishments of TOUCH COMPLEMENTS have an area between 40-60 m2, and the suitable locations for them are: main city streets, where all the shopping activity is concentrated, shopping malls and leisure centers, touristic areas with high influx of public.

The location of our units is closely connected with the carefully decoration of our show-window, so as the front and the inside, because they are the first and most effective sales claim.

TOUCH COMPLEMENTS has achieved to strengthen itself in the jewellery market with a modern and elegant image, which is associated with the quality of their products and the competitiveness of their prices.





3.

## *PRODUCTS*

TOUCH COMPLEMENTS offers a wide range of medium-high jewellery complements. The products which are included in our catalogue are necklaces, earrings and bracelets, with a really elegant and female design.

Always trying to feel the needs of our clients, TOUCH COMPLEMENTS is always renewing the collections offered in our catalogue. Our designs are made in a high-class quality, matching the new trends which come up day by day. Because of that, TOUCH COMPLEMENTS can offer the final client excellent products which fit quality-design-price concept.

The items which are included in our catalogue are targeted for all type of audience, of all ages. Our clients are fashion lovers, which are always updated with the newest fashion trends, and these fashion lovers understand jewellery as a “must” to be included in their daily outfit.





## *HIGH PROFITABILITY*

Thanks to the magnificent gross margin that TOUCH COMPLEMENTS offers to their franchisees, our business concept shows a high profitability.

## *LOW INVESTMENT*

Our establishments present a modern and elegant image, which does require nor big investments, furniture or expensive decorative elements.

## *IMMEDIATE RETURN OF INVESTMENT*

Regarding the two main strengths which have been mentioned above: high profitability and low investment, the period of recovering the investment is very short.

## *EASY MANAGEMENT*

Thanks to the experience we have been gaining after years of experience, and to the initial training the franchisee is given, managing TOUCH COMPLEMENTS establishments is very easy and simple.

## *CONSTANT INNOVATION*

TOUCH COMPLEMENTS presents various collections with different styles, offering the clients new products constantly. Always innovating, TOUCH COMPLEMENTS wants to surprise their customers, and this is an effort which is rewarded with the loyalty the final clients show back to us.

4.

*KEYS TO SUCCESS*





5.

## ADVANTAGES OF THE FRANCHISEE



- Be part of a business which is always innovating with new skills of commercialization, products and related services.
- Acquire the know-how of the franchisor, its brand awareness and its successful development.
- Have an own business, supported with a wide net which includes a big sum of point of sales, which high profitability all of them, and a fast return of inversion.
- Owner of an easy-management business, placed in exclusive areas.
- Be included in a wide commercial net, which is highly appreciated by the public.
- Be favored by the high profitability of all marketing actions implemented by the franchisor, and get all benefits from economies of scale (agreements with suppliers).
- Initial training “on site”, and the constant support of the franchisor (get the know-how).
- Highly professional support in advertising and marketing, so as in the management.
- TOUCH COMPLEMENTS posses a homogenized corporative communication system, a strength which helps the franchise to develop and grow very fast, always within the standards the franchisor has previously established.
- The franchisee will be the owner of his business.





6.

## *FRANCHISEE PROFILE*

Being aware that people are the base of every company, in TOUCH COMPLEMENTS the selection and incorporation of new franchisees to be part of our brand is very important. Because of it, we are always looking for entrepreneurs whom would like to join a profitable business.

Among the desirable attributes the franchisee must have, here are listed the main ones:

- Entrepreneurship and strong desires of being successful.
- Be able to manage not only the business, but a team of employees.
- Ability to establish professional relationships with the employees.
- Financial capability to face the investments requires in order to start running the franchise.
- Personal and permanent work in the establishment.
- Compromise with the business and the brand.
- Willingness to accept the franchisor procedures.

With all these abilities, the franchisee will be able to manage the business, always being supported by the franchisor, both in training and assistance which the franchisee may need.





7.

## *CONTRIBUTION TO THE FRANCHISEE*

### *ONGOING SUPPORT*

Before the new establishment is open, TOUCH COMPLEMENTS as franchisor offers all kinds of assistance to the franchisee, highlighting the following ones:

- Consulting on the suitable choice for the establishment.
- Consulting on the adequacy of the unit.
- Product range and initial stock.
- The franchisee will be given the Franchise Handbook.

Also, before the franchisee starts running its own franchise, he/she will be trained both with in theory and practice. He/she will learn all the relevant information needed to understand the franchise system they are joining, among other aspects, commercial management, store management, corporative image and the contractual relationship.

After the business starts running, the franchisor will keep a constant contact with the franchisee, in order to give him/her the support the franchisee may need.





8.

## *ECONOMIC REQUIREMENTS*

- Size of the establishment: 40-60 m<sup>2</sup>
- Initial stock: 22.000€
- Furniture and decoration: Circa. 54.000€, depending on the establishment (furniture, lightning, signage, trays).
- Entry fee: 12.000€  
*TOUCH COMPLEMENTS network integration. Training and initial assistance. Consulting service at the beginning of the business activity. Territorial exclusivity. Franchise Handbook. Be entitled to use the brand TOUCH COMPLEMENTS.*
- Operating business royalty: 5% of the sales.  
Continuous advice from the franchisor while the contract period.
- Advertising royalty: 2% of the sales.  
*This percentage funds all the advertising and actions which are planned by the franchisor, in order to consolidate a and strengthen the brand TOUCH COMPLEMENTS.*





## 9. STORES NETWORK



*Barcelona* Touch Ramblas, C/ Las Ramblas 88/94, Loc. 44/45, Barcelona.

*Málaga* Touch Torremolinos, C/ San Miguel, 2, Torremolinos, Malaga.

*Tenerife* Touch Carlota, CC Carlota-local B2 Playa de las Américas.

Touch Torviscas, CC Ctro. Costas, Loc. 4.3/4.4, Las Américas.

Touch Américas, Pza. CC Américas Pza, Loc. 4, Las Américas.





# TOUCH

COMPLEMENTS

[www.touchcomplements.com](http://www.touchcomplements.com)

[info@touchcomplements.com](mailto:info@touchcomplements.com)

