

The background of the entire image is a repeating pattern of gold-colored geometric shapes and letters. These include various line segments, right-angled corners, and stylized letters like 'A', 'U', 'F', and 'L'. The pattern is dense and covers the entire page.

NELLEULLA

CHOCOLATE FROM
THE FOREST

FRANCHISE OFFER



Dear future potential Partner!

Thank you for your interest in the NELLEULLA Brand Franchise concept and thank you for being in the circle of our potential Partners!

The NELLEULLA Brand Franchise concept is prepared based on the management team previous experience in different fields, as well as long-term management experience particularly in the chocolate production.

In this Franchise offer you will get acquainted with the most important the NELLEULLA Brand Franchise concept information, so that we could proceed with further steps in our cooperation:

1. Short company's history	3
2. NELLEULLA Brand Franchise concept	4
3. Franchise offer	6
4. Requirements of the Franchisee	8



SHORT COMPANY'S HISTORY

The company "Premium Chocolate" was founded in 2012. The company produces exclusive chocolate and confectionery, and occupies some particular part of the exclusive chocolate niche. At the moment the company's products are sold in wholesale in the following countries: Lithuania, Estonia, Finland, Sweden, Denmark, Norway, Iceland, Germany, Netherlands, England, Czech Republic, Dubai, Saoud Aruba, Japan, Hong Kong and India.

The NELLEULLA Brand story reflects the company's basic operations and basic values:

"NELLEULLA is the wild chocolate Brand, which produces the chocolate truffles and other chocolate products full of the surprises, tastes, flavours and colours from the real nature bounties. The forest chocolate is invented, created and produced by the women full of inspiration from the North capital city Riga. NELLEULLA is North woman name – in ancient tongue it means „light” and „strenght”. Exactly the same are chocolate producers – true, beautiful, strenghtfull. NELLEULLA chocolate in her soul is wildish, but in the store shelves it appears elegant, really sophisticated – here is united the scandinavian design simplicity with the feminine luxury.”

NELLEULLA BRAND FRANCHISE CONCEPT

The NELLEULLA brand mission is to inspire people with our story – to tear down the boundaries, to be free, true and beautiful. NELLEULLA brand identity is close to Northern nature and its flavours. With our products we encourage people to explore new captivating tastes, flavours, views and feelings. We vitalize ourselves to feel inside true, alive fire which grants to the life indescribable taste.

The NELLEULLA Brand strengths which differentiates it from other chocolate brands:

- Product flavour combinations
- Product types
- Made by hand
- Concept design
- Packaging design
- Ingredients – freeze dried berries
- Management experience in the chocolate field

The NELLEULLA Brand exclusive chocolate and confectionary are made by hand and with high quality ingredients. The main product groups are – chocolate truffles, chocolate bars, chocolate bars with freeze dried berries, chocolate clouds and fruit jellies. The special attention is paid to the chocolate flavour improvement, by introducing new, innovative combinations such as for example basil mango truffle flavour, sea buckthorn truffle flavour, balsamico wild berries truffle flavour or rhubarb/strawberry chocolate bar flavour.

The NELLEULLA Brand is cooperating with the Chocolate Master Liene Tomsons who is one of the best Latvian Pastry chefs and inspired by the forest, nature and city fine details together with the NELLEULLA team creates the chocolate and confectionary. Each year new product flavours and new product group by following the market trends are announced.



The NELLEULLA Brand competitive highlight is the use of the freeze dried berries in its recipes, thus securing this special sweet-sour taste. As well those berries make the product design itself different, because thanks to the products made by hand there is a possibility to add the berries in each step of the product creation process, as well as to use them in decoration, what makes the final result gorgeous.

The NELLEULLA management team pays special attention to each product and its packaging quality and design. The NELLEULLA Brand cooperates also with the best Latvian designers and in the stand/store design concept and in the product packaging design takes into consideration the market trends and uses them in such way that the product differentiation based on the use of other divergent colours and values is created. The time the NELLEULLA management spends to create this divergence at every turn and in general within our brand concept design has an important role as in contemporary saturated world it is one of the cornerstones what distinguishes the one brand from the other and makes it special. Our approach to packaging and design has been recognized by Annual Design Award of Latvian Designers' Association in 2015.

The premises, where the NELLEULLA Brand Franchise concept stands or stores shall be opened are of extreme significance. The product is positioned as exclusive class product which means that the premises should be in the appropriate high level shopping malls. The concept design for the stands or stores is made in such a way that the customers should be aroused by interest and desire to enter the shop and to taste the product. „Warm” service – creation of warm feeling in the NELLEULLA stand or a store place is the everyday work duty of the personnel. The personnel are highly knowledgeable about the product, packaging, gift set preparation. The NELLEULLA Brand personnel have the know-how and are focused to the fulfillment of the customer desires. Within the NELLEULLA Brand concept it is considered that the personal service has a huge role in nowadays.



FRANCHISE OFFER

The Franchisor within the NELLEULLA Brand Franchise concept pro-vides to the Franchisee the following support:

NELLEULLA BRAND:

The Franchisee receives to operate business type within the Franchise concept, which is regulated by the Operations Manual.

FRANCHISE STAND AND STORE DESIGN:

There are 2 options how to make the cooperation – by opening a stand or a store location. The Franchisor helps based on its own experience to evaluate the premises for the NELLEULLA concept stand or store location, as well as gives the orientation questions for the evaluation. The request for the premises is 20-30 sq.m. for the store location, as well as for the stand place we offer stand size of 9-11 sq.m. If there are premises with other sizes, then there should be a mutual acceptance and the decision made shall be the best solution for the Franchisee.

STAND / STORE EQUIPMENT:

According to the Franchisor the NELLEULLA stand and store concept and the point of sales equipment for the Franchisee is standardized. There are offered two types of store designs and one design for the stand.

TERRITORY:

The Franchisor assigns exclusive rights for the particular territory for the development of the Franchise concept according to the Franchise agreement.



PRODUCTS:

The Franchisor produces selection of 35 various truffles, 26 chocolate bar types, 12 chocolate bar types with freeze dried berries, 6 distinct fruit jelly choices and selection of 7 chocolate cloud/slab types.

TRAINING:

The Franchisor provides 1-2 days training – one part in Riga (Franchisor office and factory), one in franchisee's location. If necessary additional training can be organized. The Franchisor prepares the training materials based on the necessity.

MARKETING MATERIALS:

The Franchisor provides the Franchisee with the following marketing tools:

- 3D visualization and signboard design – the Franchisor prepares the 3D visualization for all the approved stand or store locations, as well as prepares a tailored made signboard for each particular location.
- Visual shop window materials – The Franchisor provides the Franchisee with the seasonal posters for the shop windows.
- Brand photos – The Franchisor provides the Franchisee with the image and product photos.
- PR articles – The Franchisor provides the Franchisee with the basic articles about the NELLEULLA concept, operation and products.
- Brochures – The Franchisor provides the brochure samples on the NELLEULLA concept description and product range.
- Operations Manual – The Franchisee has the access to the Operations Manual where a detailed description about the NELLEULLA concept is included.



NELLEULLA brand design for the stand / booth

THE NELLEULLA CONCEPT COSTS FOR ONE STAND OR STORE LOCATION:

The Franchisee should consider the investment in the amount starting from 8000 EUR for a stand or 20000 EUR for a store location. The particular costs should be evaluated based on the decision whether it will be a stand or a store location and how many sq.m it will occupy.

The Franchisee should be aware that the cash flow needs to be available for the first months of operation covering such costs as the premises rent, personnel salaries, some shopping mall payments etc.

FRANCHISOR REPRESENTATIVE:

The Franchisor offers his representative as a designated person according to the Franchise agreement, who guides the Franchisee and provides support in everyday questions and needs. Everyday consultations make the part of our cooperation

REQUIREMENTS OF THE FRANCHISEE

HOW OUR POTENTIAL FRANCHISEE LOOK LIKE:

- The retail experience of the Franchisee in any field desirable.
- The private business skills desirable.
- The experience in the food business will be considered as the advantage.
- Should understand the local market economy, as well the competitor research should be performed.
- Daily communication language is English.
- The experience to work with an international brand will be considered as the advantage.
- Should understand and take into consideration the Franchise essence and its conditions, which are strictly determined.
- Should take into consideration all the temperatures which are related with delivery, storage and selling of the products as the chocolate is a foodstuff and the temperatures should be observed obligatory.

THE FRANCHISEE SHOULD SUBMIT THE FOLLOWING DOCUMENTS:

There should be prepared the development plan for 3 years by filling out the Franchisor form together with the cash flow for the first stand/store.

There should be added CV of the Franchisee and if the Franchisee has his own company then the company's description should be added as well.

We hope that with the information given above is enough for you to have the first insights in the Franchise concept. If you have any additional questions, please get in touch with our CEO and Co-owner:

Laura Sebre, E-mail: laura.sebre@nelleulla.com

