

The Breuning wedding band lounge in urban centers
The Breuning shop-in-shop system
Information for parties interested in a franchise



The BREUNING wedding band lounge franchise system is suitable for independent people with a special affinity to wedding bands, design and jewelry, who appreciate a love of detail and are capable of managing and motivating people. Breuning is there to back you up with its international experience, references of successful wedding band and jewelry businesses, as well as individual profitability calculations.

For a successful cooperation you should definitely meet the following requirements:

- Entrepreneurial spirit & customer orientation
- Affinity with wedding rings, jewelry, wedding and partnership
- Business experience (cost management)
- Management qualities (personnel management)
- Willingness to enter into at least a 5-year contract
- Willingness to personally and directly run a wedding band lounge
- Willingness to complete sales training at Breuning for several days
- Equity for part financing of your wedding band lounge



You should meet the following requirements to run a Breuning shop-in-shop corner in your specialist shop:

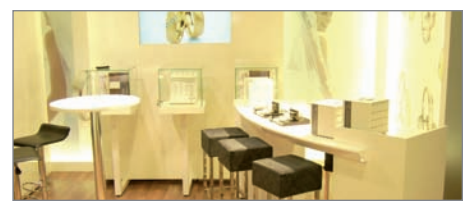
- Established jewelry shop
- Sales potential for wedding bands within your existing customer circle as well as new customer potentials in your region.
- At least 7 to 9 square meters shop floor for your Breuning- wedding band corner (corner of approx. 3 x 3 meters)
- Willingness to enter into at least a 5-year contract
- Willingness to complete sales training at Breuning for several days
- Equity for part financing of your wedding band lounge



Phase I: Start:

If after first meeting there is a reciprocal interest, you will be invited as a possible partner to a clarification meeting at the Breuning headquarters in Pforzheim, Germany. You will be given initial detailed information and can ascertain whether setting up a Breuning wedding band lounge is the correct decision for you. At the same time, we can learn more about you at Breuning during this phase, and costs for planning and producing your wedding band lounge are partially taken over by Breuning. This is followed by a series of additional talks. During these meetings, the profitability calculations, the location, your shop, the equipment and fittings etc are discussed. If at this stage you can already bring along floor plans and photos of a possible shop (or your existing shop/shop-in-shop), this would speed up the planning schedule.

We are sure that you will appreciate the fact that due to competitive and confidentiality reasons we are unable to disclose all detailed information right now.



Phase II: Training and strategic instruction

In a training session lasting several days at the Breuning headquarters, you are trained and supported as a potential Breuning wedding band lounge operator by experienced wedding band advisors. In addition to practical work in the wedding band lounge, you will additionally be introduced to the world of the Breuning jewelry brand collection. Also on the agenda are shop design, displays, decoration and product presentation, marketing, advertising and sales activities, sales techniques, invoicing etc. We would ask you to appreciate the fact that due to competitive reasons we are only able to provide detailed information in the course of a personal conversation.

Phase III: Planning and design of your Breuning wedding band lounge

After careful research of the location in your region and determining the location of the shop (at least 50 to 100 square meters, central location), the construction plans for your wedding band lounge with wedding band advice tables, system display walls, glass cabinets and monitors and much more are drawn up in consultation with you based on a tried and tested corporate design from Breuning.

After briefing and transfer of the construction plans to an experienced shop fitter in your country, with color specifications, displays, films, banners etc, construction is started. The Breuning wedding band lounge concept has been planned and developed carefully according to latest sales technique aspects with bright clear lines, large image canvasses, dummy trays, displays etc.

For the opening and successful start of your wedding band lounge, there are a series of sales promotion matrices available such as printed copy, emotional wedding band films, brochures, posters, banners etc. We would be pleased to discuss additional details with you in a personal meeting.

Phase IV: Launch and operation of your Breuning wedding band lounge or your shop-in-shop system

Breuning supports you with tried and tested successful sales promotion systems. The Breuning brand is one of the leading wedding band manufacturers in Europe with an endless variety of select wedding band designs in all price classes. Your sales and profit success is inevitable thanks to the high appeal and recognized image and the reliability of Breuning. Breuning additionally is synonymous with the most durable and highest quality wedding bands (with the least friction wear) and the largest variety of wedding and friendship bands.

All PR, marketing and advertising measures for your region will be provided for you on specially prepared matrices for the successful operation of your Breuning wedding band lounge.

While jewelry is optional, wedding bands are a must! Start with a Breuning wedding band lounge or a shop-in-shop system in a successful business future.

