

COMPANY PROFILE

FRANADRIA d.o.o.

Slovenia

Short name:	Franadria d.o.o.
Headquarters:	Ljubljanska cesta 12f, 1236 Trzin, Slovenija
ID for VAT:	SI96373750
Bank account:	18309-0092044380, Banka Domžale d.d.
Company registered at:	Regional court of Ljubljana, number: 1/36354/00
Website:	www.econs.si

WHO WE ARE

We are a dynamic company with innovative business concepts bringing integrated solutions in areas of strategic consultancy, marketing and internet technologies. In view of the great changes and expansion in one of the hottest areas of entrepreneurship – FRANCHISING (and especially of the potentials this model brings to the whole Adriatic area) we have specialized in establishment and development of franchising.

OUR HISTORY

FRANADRIA was established in 2002 with a goal to offer the Adriatic Region all services in business consulting especially in the areas as Strategic Business Planning, Quality Management Services, sourcing new ideas, products and services, adopting New Technology, developing domestic and export markets, improving business competitiveness, managing growth, Information Technologies and Change Management.

In the year 2005 we became the co-owner of the centers for losing weight in Slovenia and set up in the following years the Franchise Business Format and worked and tried ourselves in the role of a Franchisor. We have been focusing in improving our knowledge and experience in offering Franchising services and started with offering also to other potential clients. Finally, in 2007 we identified the market niche and made decision to specialize in **franchising and licensing**. Today the

Franadria Group performs 80% of our services in the area of franchising (setting the Franchise Business Formats, recruitment services, education, intervention by sales..)

OUR SERVICES

Development Services for Existing Franchisors

- Strategic consultancy
- Domestic and International Franchise System Expansion
 - a. Industry & Market Research Services
 - b. Feasibility
 - c. Lead generation
 - d. Recruitment materials
 - e. Sales Strategy Critique & Training
 - f. Tracking and performance programs
- Legal Document Revision
- Registration Updates & Renewals
- Operations Manuals Drafting, Review and Revision Services
- Franchise Management Training and Coaching
- Franchise Strategy Review
- Web System Development, Guidance and Consulting
- Franchise Internet Marketing
- Advertising and Marketing Services
- Franchise Ads & Media Planning
- Quality development system
- Balanced Scorecard Development
- General Business Consulting

Development Services for New Franchisors

- Strategic Planning & Business Plan Development
- Market Research & Competitive Analysis
- Feasibility
- Franchise Development Consulting
- Franchise agreement
- Operations Manual development
- Advertising and Marketing
- Internet marketing and services development
- Media plans
- Franchise Sales Training
- Seminars
- General Consulting

CONSULTATION FOR FRANCHISE INTERNATIONALIZATION

1. Feasibility study
2. Creation of the legal framework for expansion
3. Mediation & procurement of investors

LAST 10 COSTUMERS (2009)

FRANCHISE DEVELOPMENT SERVICES

[Franchise Strategic Workshops, Franchise Strategy, Franchise development, Legal documentation, Franchise manual, Feasibility study, Development plan, Marketing plan, Recruitment services]

ODEJA d.o.o.	www.odeja.si
LINEA SNELLA Co.	www.lineasnella.com www.lineasnella.si
CUKRČEK d.o.o.	www.cukrcek.si
MEGA d.o.o.	www.megaline.rs
JUICEBOX d.o.o.	www.juicebox.si
Kozmetika Afrodita	www.kozmetika-afrodita.com
Fidimed d.o.o.	www.fidimed.si
Lingula d.o.o.	www.lingula.si
Silvaprodukt d.o.o.	www.silvaprodukt.si

FRANCHISE RECRUITMENT SERVICES

We provide exclusive (in most cases) recruitment services in Adriatic region for the following companies (TOP 10)

RE/MAX	www.remax.com
Café Jubilee	www.cafejubilee.com
ATTIRANCE SIA	www.attirancecosmetics.eu
CUP&CINO	www.cupcino.com
WSI Corp.	www.wsiconsultants.com
Revive Juice bars	www.revivejuicebars.com
Die Kleinen Raecker	www.die-kleinen-racker.de
Mrs. Sporty	www.mrssporty.de
ANTAL INTERNATIONAL NETWORK	www.antalfranchising.com
FRANCESCA DÉVELOPPEMENT	www.francesca.com
C&A Europe	www.c-and-a.com
BHS Kids	www.bhs.co.uk
Mortimer English Club	www.mortimer-english.de

ABOUT OUR REGION



With Our Services we are present in:

- Slovenia (Population: 2,053,355),
- Croatia (Population: 4,489,409),
- Bosnia&Herzegovina (Population: 4,613,414),
- Serbia (Population: 7,365,507)
- Monte Negro (Population: 678,177)
- Republic of Macedonia (Population: 2,114,550),
- Albania (Population: 3,170,048)
- Kosovo (Population 2,100,000).

Total population: 26,6 Milion

Our strong advantage in this region is that **WE ARE LOCALS.**

OUR PRICELIST

- Consultant Fee: 110 euros per hour
- Looking for Master 25% of Master fees (a minimum of 25.000 euros)
- Looking for a Franchisee 25% of franchisee fees (minimum of 4.500 euros)
- Feasibility study and Creation of the legal framework for expansion (9.000 euros for each country)

OTHER INFORMATION

Human Resources (FRANADRIA Group): 8

Turn Over Total 2008 (FRANADRIA Group): 480.000,00 €

FRANADRIA Group		
FRANADRIA d.o.o.	BSC d.o.o.	FRANADRIA d.o.o.
FRANADRIA d.o.o. Ljubljanska cesta 12f 1236 Trzin Slovenija Tel: 01 564 23 06 Email: info@Franadria.si www.econs.si	BSC d.o.o. Bulevar mira br. 5, TC Sloboprom'S 76000 Brcko District Bosnia and Herzegovina Tel: +387 49 232 450 Email: info@bsc.ba	FRANADRIA d.o.o. Belgrade Serbia To be established in March 2009.

Dušan Žerak

Managing director