



BECOME OUR NEW FRANCHISE PARTNER

JOIN A GLOBAL FURNITURE DESIGN BRAND,
OFFERING A STRONG RETAIL FRANCHISE CONCEPT.

BoConcept®

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.

A UNIQUE RETAIL FRANCHISE MODEL

BoConcept has grown its global presence through a unique strategic market positioning. With over 25 years of franchise experience, and more than 265 stores in 65 countries, our franchise model is a proven, strong and award-winning concept.

We offer a furniture concept with a modern, functional and fully coordinated collection, as well as an exceptional toolbox for every aspect of running a business.

Our business model and core competencies are applied throughout the value chain from design, branding and marketing to production, logistics, sales and customer service, to optimize the overall sales performance in the stores.





WHY JOIN BOCONCEPT?

- » Global brand, with an outstanding reputation and demand worldwide
- » Successful business, expanding to 600+ stores within the next few years
- » Experienced and solid franchisor, with a unique, proven and vibrant concept
- » Business concept with a quick generating cash flow model
- » Dedicated start-up support during several months
- » Exceptional training and support in all business areas
- » Efficient store design process, combining inspiration and turnover
- » High standard store opening process and very close support
- » Excellent price-performance ratio for the products
- » Efficient operation systems and tools
- » Extensive Marketing & Communication support, offering a global, national and local approach
- » Continuous introductions of new products, strongly supported by Marketing
- » Visual Merchandising training, guidance and support
- » Unique Interior Design Service as a powerful tool to differentiate

The strong toolbox and support within all areas of business and retailing makes the setup and management of a BoConcept store straightforward. Therefore, most of our partners own multiple stores.

WHAT DO OUR FRANCHISE PARTNERS SAY?



“The ongoing support at BoConcept is outstanding, and there is always somebody to turn to for advice on how to make the venture even more successful.”

Mireille Baumgart | BoConcept Franchise Partner since 2000, with 7 stores in the UK



“The design and quality of BoConcept’s furniture are excellent and the price is absolutely fair. Our overall package is definitely the best on the market.”

Ole Valsgaard | BoConcept Franchise Partner since 2001, with 3 stores in Germany



“BoConcept’s Franchise Partners and our employees receive exceptional training and support in all business areas, together with the best equipped toolbox, so that it’s possible to build a profitable business.”

Pascal Cheekhorree | BoConcept Franchise Partner since 2008, with 3 stores in France

Experiencing a successful period of growth, with an ambitious expansion plan to more than double the global number of brand stores from 265 to 600+ within the next few years, we look forward to finding the right Franchise Partners around the world to join us and be part of our success story.

ARE YOU OUR NEXT FRANCHISE PARTNER?

- » BoConcept is looking for Franchise Partners with the intention and capacity to invest in one or more stores within an agreed geographic area.
- » Investors or business owners willing to diversify their portfolio are invited to contact us to discuss investment possibilities.
- » Existing furniture retailers are also welcome to get in touch with us to discuss re-branding, along with ambitious individuals looking for a career change.
- » Sales and management experience as well as a willingness to lead, delegate and motivate are recommended as a good foundation for running a BoConcept store.
- » Retail experience, ideally combined with a passion for design and style, can complement this profile and be an interesting plus.
- » The start-up investment level for a BoConcept store starts at 500.000 €, depending on size and location, with a liquid equity of around 30% of the initial investment, and a Franchise Fee of 25.000 €.



INTERESTED?

Ask for more information and next steps
through the email: franchise@boconcept.com

BOCONCEPT AT A GLANCE

The BoConcept story started back in 1952 when two gifted Danish craftsmen, Jensen and Mølholm, opened a furniture factory in Herning, Denmark, aiming to produce high quality furniture, with a great design at affordable prices. Jensen and Mølholm succeeded and today BoConcept is a truly global brand.

Experiencing a successful period of growth, BoConcept is expanding globally and looking for ambitious franchise partners around the world who have the synergy and resources to join us.

Be part of our success story!



GLOBAL BRAND: 65 COUNTRIES | 265+ BRAND STORES
EXPANDING TO 600+ WITHIN 5 YEARS

STORES: EUROPE: 149 | AMERICA: 43 | MENA: 10 | ASIA-PACIFIC: 63

YEARLY TRAFFIC: 15,000,000 WEBSITE VISITORS | 5,000,000 IN-STORE VISITORS

FOR FURTHER INFORMATION:

FRANCHISE@BOCONCEPT.COM | BOCONCEPT.COM/FRANCHISE