



## 12 steps to open your BLUE GLUE shop!

### STEP 1 project

You contact us with your project to open a BLUE GLUE Franchise store.

### STEP 2 contact & information

(you may or may not yet have a location available)

- BLUE GLUE emails you the following documents:
  - The franchise brochure
  - The application form
  - The profile of a BLUE GLUE franchisee,
  - The obligations of a franchisee
- You fill up the Application Form, and email to [elite@blue-glue.com](mailto:elite@blue-glue.com)
- We will email back to you when your criteria meet the profile of a Blue Glue Franchisee, and you will seek your store location.
- We assist you in negotiating a lease or a loan with the Bikini Passport, a "Must Have" Brand presentation tool to introduce the brand and your project. [Inquire](#) with us.

### STEP 3 shop location

- You find a location and submit it to BLUE GLUE for approval.
- We need to receive as much information as you can on the location. Address, photos (internal + surroundings), description of the area, other fashion brands close by, etc...
- Market Research: we study the location of the shop, evaluate its commercial potential and verify technical and economic feasibility of the investment.
  - Shop location is the main step and the key of success of your retail store.
  - Blue Glue is developing a network of selective distribution, in which each Franchise has to be an ambassador of the Brand, and ultimately flourishing.
  - Thus we need to study locations carefully, to ensure our partners' success.
- We validate your proposal when it is agreed to be a "prime location".
- (The contract will enable you to take up the lease on your location. If you need to make a presentation to secure your site, we have other presentation tools and assistance available, please inquire).

## STEP 4 contract signature & down payment

Once your project is accepted by BLUE GLUE (profile & location):

- We evaluate your area of exclusivity, and email you the franchise contract for your review.
- You may want to amend some points, and we are glad to assist.
- You will print 2 copies, put your initials on each page, approve and sign the 2 copies of contracts, send them back to us by express courier. We will return a signed and approved copy to you by express courier.
- With the contract, we send you a pro forma invoice for an initial sum of **10,000 €** Franchise Affiliation Fee. This payment will secure your exclusivity. It is non-refundable.
- If this is your second shop, the Fee is agreed with a 20% discount. The initial non-refundable payment will be invoiced at **8,000 €**
- Should the shop have been agreed Fee Free (promotional), you will pay **5,000 €** as a down payment on the Interior Design work from our Architects.

## STEP 5 store lay-out file

- You email a floor plan of the store with complete measurements quoted in cm.
- The plan will also show the quality of each wall (thick wall which can hold displays or thin partition)
- We request detailed photos of each elevation (front façade, right, left, rear elevation), as well as some photos of the street in all directions.
- Please indicate the main footfall flow.

## STEP 6 interior design

1. We prepare the design of your store as per the BLUE GLUE interior design manual.  
Our franchise creative team brainstorms on your specific project: art director, engineer, franchise manager, interior supervisor, 3D & graphic designers attend this meeting.  
[Time frame](#): we finalize the lay-out of your new BLUE GLUE franchise within 15 days.
2. We email you the "Shop Design File".  
It includes:
  - the Floor & Elevation plans as 2D designs,
  - the Mechanical & Electrical plan
  - 3D mock-up views of your shop,
  - the Project List and Cost (PLC),  
From this list, you will be able to select some items which may be supplied on site.
  - A time table,
  - A privileged access on Blue Glue's website, linking to the interior Manual, and other Franchisee information.
3. You will review our proposal and may have some modifications to submit, which we will evaluate.  
Once the interior of the store is approved, we send you the Technical drawing (CAD format) which details each item, shape and measurement, and contain all technical information. These documents are meant for your contractor.  
We send you the Pro Forma invoice towards the manufacturing cost of the displays and fittings.
4. When we receive the payment, we can start building the displays and other elements which will be shipped to you for assembly.  
[Time frame](#): elements will be ready within 4 weeks.

5. Meanwhile your contractor prepares the shop to receive the displays as per our plan, and our team assists the building work and follows the development by email.

Among the builder's works on location, will be installed:

- Wall partitions in gypsum-cupboards and wall shapes, which will host the wall displays.
- Flooring
- Electric cabling
- Air condition, heating system
- Front windows

The time frame above applies to priority projects, i.e. when your project is first on the list.

If there are any other current projects they will affect the above schedule but we will keep you advised of the exact time frame at reception of your contract.

## STEP 7 visit BLUE GLUE!

You visit BLUE GLUE in Bali, meet our teams, learn about the BLUE GLUE culture and see some of our thriving pilot shops.

- We organize training sessions at BLUE GLUE head office featuring assistance on IT system, merchandising, selling techniques, product information, brand communication, and retail culture systems.
- You are our privileged guest at the Blue Glue Villa during the 3 days of the training session, sprinkled with a specially designed agenda of delights!

## STEP 8 stock

- When displays, elements and decoration of your shop are ready for shipping, we prepare your initial stock.
- We email you the final pro forma invoice, and the balance amount of payment. (merchandise, decoration, software, affiliation fee) less the down-payments to date.

## STEP 9 shipping

- We will indicate a list of Freight Forwarders in Bali, and submit our favorite.
- Freight Forwarder will quote your shipment (by air or sea) and arrange shipment details with you.
- We will arrange pick-up of the shipment with your designated Freight Forwarder as soon as we receive your balance payment.
- You will pay the shipping cost directly to the freight agent.
- You will designate a freight broker to handle the reception of the shipment in your country. Clearance charges and delivery costs to your door will be paid to this local broker.

## STEP 10 setting-up

- You receive the shop decoration and displays, which will be assembled and installed by your contractor. All information is supplied by our architect (Technical File and building instruction sketches are supplied either by email, or as sheets on displays).
- Our team will follow the building work and development by email, MSN and Skype, in continue, during office hours (GMT + 8.00).
- You train your sales people before the grand opening.

## STEP 11 franchise validation

We will come to your shop to deliver the 'visa of conformity' before the opening of the store.

## STEP 12

### **Champagne !**

You are the happy owner of a BLUE GLUE shop, and have joined the family. Welcome!