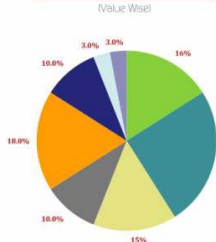


Preferred Franchisee Eligibility

- ▶ Professionals in fashion accessories distribution willing to foray into retail
- ▶ Young investors willing to invest in the day-to-day stores operations
- ▶ Existing retail outlet owners of other brands
- ▶ Facility owner in a low rental area with investment capacity

Sale Mix for Franchisee (Value Wise)



Stock Correction	10%
EOSS Margin	25%
Normal Period Margin	40%

■ Bags ■ Clutches ■ Sling Bags ■ Travel Bags ■ Sun glasses ■ Accessories (Necklaces, Earrings, Bracelets, Earrings) ■ Hats ■ Scarves

Great Reasons to Franchise with BOGA



Popular & exclusive fashion accessories brand for women



Moderate investment business with impressive returns



Attractive margin of up to 40% on entire product range



Complete supply chain management by the brand



Credit facility for expensive product line



Extensive Franchisor Support

BOGA (the franchisor) will continuously assist franchisees to run the store on profit and have loyal customers.

Set up

The franchisor will assist franchisees in selection of best location for the store. It will also assist in layout, design & architecture, besides purchasing of furniture and fit-outs.

Training

The franchisor will provide comprehensive training to all franchisees on service operations, standard check up procedures, accounting, inventory control etc.

Inventory Management

The franchisor will play a major role in stock supply, control checks on goods delivery, replenishment ordering and product range maintenance.

Operations Manual

The franchisor will provide an Operations Manual to maintain uniformity and operate franchise set up as per franchisor guideline.

Dedicated Teams

The franchisor will appoint dedicated Problem solving and Audit teams to help franchisees in resolving issues and problems related to accounting/inventory management. An experienced manager will also be appointed to service franchisees during initial months to optimize store operations.

Marketing & Branding

The franchisor will organize events specific to marketing/branding of 'BOGA' at national level, including participation in expos, sponsoring events, tie-ups with publications, and much more.

Regular Coverage

The franchisor will ensure regular coverage and centralized brand building through media - print, outdoor, web, retail, and electronic.

Boga in News



Fan Fever

“BOGA offers unmatched quality products at budget-friendly price.”

Laveena

For more info, please contact:

Pankita Vora | Ph. No. 98 | 9688 | 1 | 8 | Email : boga.beinstyle@gmail.com

www.bogabeinstyle.com

INVITING FRANCHISEES

Boga
be in style



An innovative & creative **FASHION ACCESSORIES BRAND FOR WOMEN**



Moderate Investment Opportunity | Attractive Margins & Returns | Extensive Brand Support

>> FASCINATING | FASHIONABLE | FANTASTIC <<

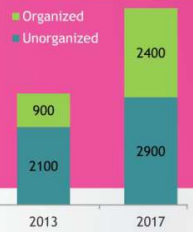
Women's Handbags Growing market with immense potential

The women's handbags market in India, estimated at about INR 3,000 Crore in 2013, is set to reach INR 5,300 Crore in the next 5 years. The primary growth drivers are the growing spending power of women and increasing brand consciousness.

COOL
CONTEMPORARY
CLASSIC

Women Handbags Market in India

Market Size (INR Cr)



Category wise Break up



Be in style...every day!

BOGA is a premium fashion accessories brand designed especially for the young and contemporary woman. 'BOGA' is a Spanish term meaning 'in vogue'. It represents today's fashion and offers it at most affordable prices.

Launched in the shopper's paradise - Bandra (Mumbai), BOGA houses an exceptional range of handbags, slings bags, clutches, travel bags, sunglasses, hats, scarves, umbrellas and accessories.

Single destination for every occasion



Handbags

For the passionate girl, who dolls up for work, fashionably

Sling Bags

For the partygoer girl who takes up every party as her own



Travel Bags

For the itinerant girl who loves to travel to global destinations



Sunglasses

For the chic girl whose life is better by the beach in sun



Clutches

For the animated girl, who sets unusual trends with every move



BOGA enables girls and women to make an unparalleled style statement. In fact, every BOGA product has a class of its own. It not only completes the look but also complements it. For instance, BOGA's specially manufactured eyewear, UV protected with good glass quality, come with mindboggling casing that too handcrafted. The brand also offers beautiful Japanese umbrellas in single piece with each design having its own story to tell.

BOGA is the resultant of young & passionate entrepreneur Pankita Vora's imagination and urge to create edgy and eclectic baubles for those who not only like to stay updated but also like to be in possession of the latest in the world of fashion accessories.

Moving ahead, BOGA is committed to introducing the latest in fashion and design on a regular basis, enabling all lovely women look stylish.

Fan Fever

“BOGA houses things that have never been seen or experienced before.”

Ananya



Pankita Vora

“As a youngster, she always wanted to make her work, her passion.”

About the founder

Pankita Vora, a big fan of global fashionista Paris Hilton, is someone who loves to style her attire with accessories. As a youngster, she always wanted to make her work, her passion. Following her love for fashion and style, Pankita conceptualized and launched the brand 'BOGA' in the year 2011.

Pankita's inspiration for good fashion is her grandmother. She even thanks her family that has equally encouraged both sons & daughters to follow their dreams. An MBA with specialization in international marketing, Pankita also has a Diploma in Retail Marketing. She believes in the thought "work hard party harder" and that too in style.



Fan Fever

“BOGA offers incredibly attractive handbags and shades to flaunt.”

Alisha



Financial Stats

Area Required	Total Investment	Franchise Fee	Attractive Margins	Average Payback	Agreement Term
500 sq ft	INR 35-36 Lakh	INR 3 Lakh	40%	2 Years, 3 Months	5 Years

Revenue sources: Handbags (65%), Sunglasses & Accessories (35%)