



&market

Brand **&market** is a Polish Franchise of neighborhood stores.

&market is a flexible franchise system where we focus on friendly relations, according to win-win principles.

We are proud to present an idea to support your business - a franchise based program, under the recognizable &market brand.

As part of &market, we guarantee marketing support and attractive trade terms. This will make your store stand out in a competitive market. Join us.

Beata Sykuła
Marketing
and Franchise Director



We invite every independent grocery store from Great Britain, the Netherlands, Belgium and Germany which offers Polish products, to join the Franchise program.

The &market network consists of two models:

**&market
daily**

dedicated to small shops
with retail area of up to 50m²

&market

dedicated to medium
and large shops from
50 up to 250m²

&market supports grocery stores owners offering quality products, mainly for Poles and customers of other nationalities, by providing a recognizable brand as well as sales and promotional tools.

Thanks to joining our Franchise network the store owner can effectively compete with other stores or retail chains, running a business according to his own idea, using the marketing solutions guaranteed by &market.

&market

&market



MARKETING SUPPORT:

- license to use recognizable trademark **&market**
- store signage
- regular consumer newsletters and posters
- competitive purchase prices
- access to marketing materials (so-called POSM)
- adverts in press and social media
- sponsorship of cultural events addressed to the Polish community
- dedicated culinary concept „Gosia Gotuje”
- support of a dedicated Franchise Coordinator



HOW TO JOIN THE &market FRANCHISE NETWORK?

1

Franchise Coordinator or Sales Representative will present you an offer to cooperate in the &market system

2

We will sign a short cooperation agreement

3

You will benefit from preferential purchase conditions

4

We will provide you with a basic visualization package and a regular promotional newsletter for your customers

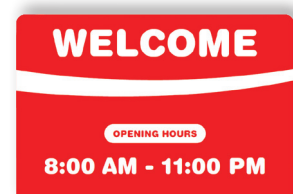
5

You will install an outdoor lightbox with the &market logo and display newsletters on a stand



BASIC VISUALIZATION PACKAGE:

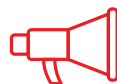
- an outdoor lightbox with the &market logo
- opening hours (sticker)
- newsletter stand
- POSM starter kit
- full external visualization according to individual arrangements



BENEFITS OF JOINING THE FRANCHISE:



license for
the recognizable
&market brand



marketing and
organizational support



freedom to organise
your business



preferential purchase
conditions



constant phone access
to the Customer Service
center



efficient and timely
logistics



constant care of a dedicated
Coordinator and support
of a Sales
Representative



convenient ordering tool -
SPIZARNIA24.COM
platform



access to market
novelties and
fresh products

Contact our Coordinator from your country

UK / IRELAND



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or use the CONTACT FORM at www.andmarket.eu