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Fran Paint

REVOLUÇÃO MUNDIAL EM TINTAS & REVESTIMENTOS



1ª
FRANQUIA DE FÁBRICA
DE TINTAS DO MUNDO

EXCELENTE COBERTURA, RENDIMENTO E DURABILIDADE	SECAGEM RÁPIDA ANTI-MOFO BAIXO ODO	FÁCIL APLICAÇÃO CONSISTÊNCIA ELEVADA	BALDE PLÁSTICO 100% RECICLÁVEL	MEIOS C.A.V. (MENOS SOLVENTE QUÍMICO)	SISTEMA REPOZICIONÁRIO FRANCHISING
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BUSINESS PLAN

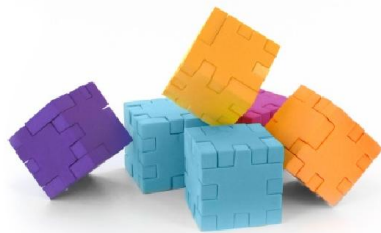
www.franpaint.com.br

1 – HISTORY

FranPaint® is the first **paint and varnish franchising company in the world**. Our Business Model is suited for shopkeepers, distributors, home centers, plaster, tile and paint companies, and other companies who operate on the construction business who want to increase their share in the paint market.

Pioneer in the *franchising* system for the production and commercialization of paint, FranPaint® has an aggressive development plan that is making a revolution in the paint industry increasing the profitability of the business.

Our team has an expertise of over 30 years working on the paint business, having strong partnerships with the best raw material and equipment suppliers and engineering project teams.



SEJA UM FRANQUEADO





MISSION

To be a sustainable Franchise Network for the development, manufacture and sale of paints, varnishes and coatings with agility and excellent cost-effectiveness, capable of being distributed throughout the national and international territory, offering growth, profitability and better quality of life for our franchisees, employees and customers.

VISION

To be a reference in the industrial production of paints with innovative solutions, creating solid bases for organization, planning, social responsibility and focus on results.

VALUES

Look after the continuous improvement of the industrial and administrative processes of our Franchisees with ethics, transparency, dedication and respect for the people and environment.

2.0 – SECTOR NUMBERS IN BRAZIL:

Brazil is one of the six largest world markets for paint manufacturers. With state-of-the-art technology, our technique competes with worldwide production centers. Of the entire paint segment, the architectural paint corresponds to 84.7% of the total volume, the rest being divided between automotive, refinishing and industrial. (For 2018 the estimation is to reach around R\$ 15,000 Billion).



2.1 – BE A FRANCHISEE:

Due to the lack of a business plan, knowledge of administrative, logistic and commercial routines, more than 90% of the non-franchised industries interrupt their activities in the first 5 years. (Source Sebrae / FGV and ABF). In franchises, this number drops to less than 10%.

A
REVOLUÇÃO
no mercado de Tintas chegou!



2.2 – BE A FRANCHISEE:

✓ **FRANCHISE WITH HIGH PROFITABILITY**

Acquisition of a franchised unit has been considered an excellent investment among investors. FranPaint® offers a unique model in the market. Our partners have more than 400 factories located around the world.

✓ **QUICKLY INVESTMENT RETURN**

We have the lowest logistic cost for km traveled compared to the other paint companies. This is the great advantage of FranPaint®, which greatly increases Franchisee's revenues.

Our formulations are developed by professionals with more than 30 years of experience, who have worked in leading companies of the market .

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2.3 – BE A FRANCHISEE:

✓ **PARTNERSHIP WITH THE BEST SUPPLIERS**

We work only with the most advanced and safe equipments, which are in accordance with worldwide standard and regulations. We have clear and standardized commercial policies.

✓ **TRAINING, CONSULTING AND SUPPORT**

Full support from day one: Technical, operational and marketing. Permanent technical and operational support from the FranPaint® team. We offer the most complete and best selling color chart with more than 1,100 Colors.



**SUA FÁBRICA
SUA FRANQUIA
SUA MARCA**

FranPaint
1ª FRANQUIA DE FÁBRICA DE TINTAS E VERNIZES



Produção própria oferece

- ✓ Lucratividade 15% a 50%
- ✓ Redução de custo de armazenagem
- ✓ Garantia na qualidade do seu produto
- ✓ Conquista de novos mercados



A FranPaint® é a primeira franquia de fábrica de tintas e vernizes do mundo voltada para você lojista que precisa de uma massa própria para vender diretamente para construtoras e consumidor final com margens de 15 a 50%.

Linha de produtos

Selador Acrílico de Paredes • Massas • Texturas • Tintas Acrílicas • Esmaltes

2.4 – BE A FRANCHISEE:

➤ SUPPORT

- ✓ Higher profitability per liter and kilogram;
- ✓ Supply and support for purchasing raw materials;
- ✓ Availability of top sold colors;
- ✓ Marketing materials;
- ✓ Begin of operations with certainty of the success and quality of our products;
- ✓ Industrial implementation;
- ✓ Modern equipment;
- ✓ Operational training;
- ✓ Formulations;
- ✓ Permanent technical assistance;
- ✓ Permanent operational assistance.



3.1 –PRODUCTS:

➤ A COMPLETE ASSORTMENT

FranPaint® has a complete portfolio of Paints and Coatings to attend all civil construction necessity. There are more than 1,100 possible colors through the color system. The company follows all the norms and regulations established by ABNT (Brazilian Association of Technical Norms).



3.2 – PRODUCTS:

➤ **ACRYLIC PAINTS**

- Economy (Interior);
- Standard (Exterior / Interior);
- Premium (Exterior / Interior).

➤ **PUTTY**

- Acrylic (Exterior / Interior);
- PVA (Indoor).

➤ **ACRYLIC WALL SEALANT**

➤ **TEXTURE**

- Smooth (Crystal quartz, micro effects with tools);
- Rough (Crystal quartz, rough effects with tools);
- Scratched (Crystal quartz, scratch effect / graff).



4.1 – PRODUCTION COSTS / SELLING PRICE

- Costs related to 1st line products - Brand: **FranPaint**



ITEM	PRODUCT	PACKAGE	USD/kg	USD/l	VOL. PCK.	COST	MIN. SALE PRICE	BEST PRICE
1	SMOOTH SHINE ECONOMIC PAINT	Bucket	----	\$ 0,45	18 l	\$ 10,77	\$ 17,77	\$ 24,43
2	SMOOTH SHINE ECONOMIC PAINT	Bucket	----	\$ 0,45	3,6 l	\$ 2,85	\$ 4,70	\$ 6,46
3	SMOOTH SHINE SUPER STANDARD PAINT	Bucket	----	\$ 0,88	18 l	\$ 18,57	\$ 30,65	\$ 42,16
4	SMOOTH SHINE STANDARD PAINT	Bucket	----	\$ 0,72	18 l	\$ 15,61	\$ 25,65	\$ 35,26
5	SMOOTH SHINE STANDARD PAINT	Bucket	----	\$ 0,72	3,6 l	\$ 3,81	\$ 6,28	\$ 8,63
6	SMOOTH SHINE SUPER PREMIUM PAINT	Bucket	----	\$ 1,31	18 l	\$ 26,26	\$ 43,28	\$ 59,61
7	SMOOTH SHINE PREMIUM PAINT	Bucket	----	\$ 1,09	18 l	\$ 22,36	\$ 36,79	\$ 50,58

4.2 – PRODUCTION COSTS / SELLING PRICE

- Costs related to 1st line products - Brand: **FranPaint**



ITEM	PRODUCT	PACKAGE	USD/kg	USD/l	VOL. PCK.	COST	MIN. SALE PRICE	BEST PRICE
8	SMOOTH SHINE PREMIUM PAINT	Bucket	-----	\$ 1,09	3,6 l	\$ 5,15	\$ 8,51	\$ 11,69
9	ACRYLIC SEALANT PIGMENTED	Bucket	-----	\$ 0,39	18 l	\$ 9,56	\$ 15,78	\$ 21,69
10	ACRYLIC SEALANT PIGMENTED	Bucket	-----	\$ 0,39	3,6 l	\$ 2,61	\$ 4,30	\$ 5,92
11	PVA PUTTY	Cask	\$ 0,15	-----	25 kg	\$ 4,73	\$ 7,80	\$ 10,72
12	ACRYLIC PUTTY	Card box	\$ 0,23	-----	24 kg	\$ 7,83	\$ 12,92	\$ 17,76
13	SMOOTH INTERIOR TEXTURE	Card box	\$ 0,15	-----	24 kg	\$ 6,07	\$ 10,02	\$ 13,77
14	SMOOTH EXTERIOR TEXTURE	Card box	\$ 0,26	-----	24 kg	\$ 8,63	\$ 14,25	\$ 19,58
15	SCRATCHED WATER REPELLENT	Card box	\$ 0,26	-----	24 kg	\$ 8,71	\$ 14,37	\$ 19,75



4.3 – PRODUCTION COSTS / SELLING PRICE

- Costs related to 1st line products - Brand: **POPCOLOR**

ITEM	PRODUCT	PACKAGE	USD/kg	USD/l	VOL. PCK.	COST	MIN. SALE PRICE	BEST PRICE
1	ECONOMIC MAT PAINT	Bucket	-----	\$ 0,45	18 l	\$ 10,47	\$ 17,27	\$ 23,74
2	ECONOMIC MAT PAINT	Bucket	-----	\$ 0,45	3,6 l	\$ 2,44	\$ 4,03	\$ 5,54
3	ECONOMIC MAT PAINT	Bucket	-----	\$ 0,45	14 l	\$ 8,53	\$ 14,08	\$ 19,35
4	STANDARD MAT PAINT	Bucket	-----	\$ 0,72	18 l	\$ 15,24	\$ 25,15	\$ 34,57
5	STANDARD MAT PAINT	Bucket	-----	\$ 0,72	14 l	\$ 12,25	\$ 20,21	\$ 27,78



4.4 – PRODUCTION COSTS / SELLING PRICE

- Costs related to 2nd line products - Brand: **POPCOLOR**

ITEM	PRODUCT	PACKAGE	USD/kg	USD/l	VOL. PCK.	COST	MIN. SALE PRICE	BEST PRICE
1	ECONOMIC MAT PAINT	Bucket	----	\$ 0,35	18 l	\$ 8,60	\$ 14,19	\$ 19,51
2	ECONOMIC MAT PAINT	Bucket	----	\$ 0,35	14 l	\$ 5,79	\$ 9,56	\$ 13,14
3	STANDARD MAT PAINT	Bucket	----	\$ 0,63	18 l	\$ 13,54	\$ 22,34	\$ 30,71
4	STANDARD MAT PAINT	Bucket	----	\$ 0,63	3,6 l	\$ 3,06	\$ 5,04	\$ 6,94
5	PREMIUM MAT PAINT	Bucket	----	\$ 0,98	18 l	\$ 19,96	\$ 32,94	\$ 45,28
6	PREMIUM MAT PAINT	Bucket	----	\$ 0,98	3,6 l	\$ 4,34	\$ 7,16	\$ 9,85
7	ACRYLIC SEALANT PIGMENTED	Bucket	----	\$ 0,32	18 l	\$ 8,11	\$ 13,38	\$ 18,38
8	ACRYLIC SEALANT PIGMENTED	Bucket	----	\$ 0,32	14 l	\$ 6,70	\$ 11,05	\$ 15,19



4.5 – PRODUCTION COSTS / SELLING PRICE

- Costs related to 2nd line products - Brand: **POPCOLOR**

ITEM	PRODUCT	PACKAGE	USD/kg	USD/l	VOL. PCK.	COST	MIN. SALE PRICE	BEST PRICE
9	ACRYLIC SEALANT PIGMENTED	Bucket	-----	\$ 0,32	3,6 l	\$ 1,97	\$ 3,25	\$ 4,47
10	PVA PUTTY	Cask	\$ 0,12	-----	25 kg	\$ 4,12	\$ 6,79	\$ 9,34
11	PVA PUTTY	Card box	\$ 0,12	-----	20 kg	\$ 3,32	\$ 5,49	\$ 7,54
12	PVA PUTTY	Plastic bag	\$ 0,12	-----	15 kg	\$ 2,04	\$ 3,37	\$ 4,64
13	ACRYLIC PUTTY	Cask	\$ 0,21	-----	25 kg	\$ 6,40	\$ 10,57	\$ 14,53
14	ACRYLIC PUTTY	Card box	\$ 0,21	-----	20 kg	\$ 5,15	\$ 8,51	\$ 11,69
15	ACRYLIC PUTTY	Plastic bag	\$ 0,21	-----	15 kg	\$ 3,42	\$ 5,64	\$ 7,75



4.6 – PRODUCTION COSTS / SELLING PRICE

• Costs related to 2nd line products - Brand: **POPCOLOR**

ITEM	PRODUCT	PACKAGE	USD/kg	USD/l	VOL. PCK.	COST	MIN. SALE PRICE	BEST PRICE
16	SMOOTH EXTERIOR TEXTURE	Card box	\$ 0,23	-----	24 kg	\$ 6,56	\$ 10,82	\$ 14,87
17	SMOOTH EXTERIOR TEXTURE	Plastic bag	\$ 0,23	-----	15 kg	\$ 3,64	\$ 6,01	\$ 8,26
18	SCRATCHED WATER REPELLENT	Cask	\$ 0,24	-----	25 kg	\$ 7,17	\$ 11,83	\$ 16,25
19	SCRATCHED WATER REPELLENT	Plastic bag	\$ 0,24	-----	15 kg	\$ 3,87	\$ 6,39	\$ 8,78

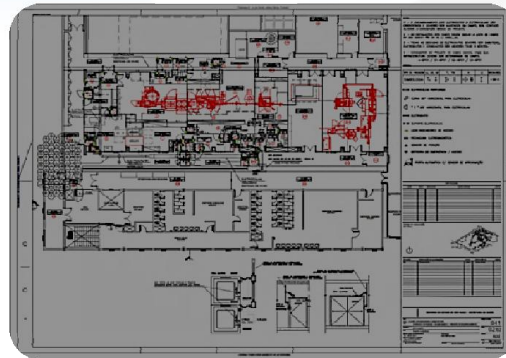
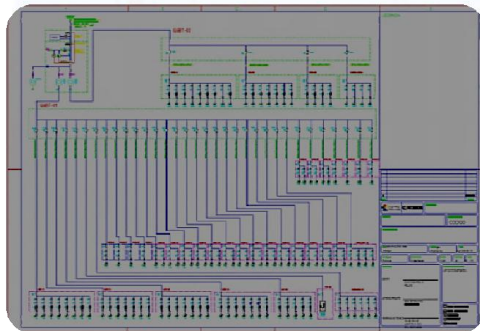
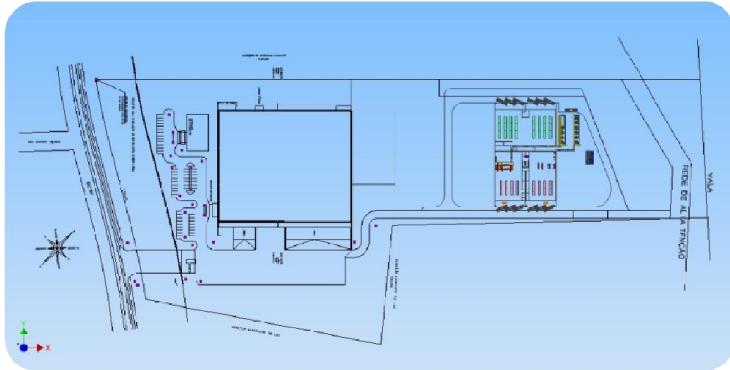


4.7 – PRODUCTION COSTS / SELLING PRICE

• Costs related to 3rd line products - Brand: **POPCOLOR**

ITEM	PRODUCT	PACKAGE	USD/kg	USD/l	VOL. PCK.	COSTS	MIN. SALE PRICE	BEST PRICE
1	ECONOMIC MAT PAINT	Bucket	-----	\$ 0,18	18 l	\$ 5,58	\$ 9,21	\$ 12,66
2	STANDARD MAT PAINT	Bucket	-----	\$ 0,49	18 l	\$ 11,18	\$ 18,45	\$ 25,36
3	STANDARD MAT PAINT	Bucket	-----	\$ 0,49	3,6 l	\$ 2,59	\$ 4,27	\$ 5,86
4	PVA PUTTY	Cask	\$ 0,09	-----	25 kg	\$ 3,35	\$ 5,54	\$ 7,62

5.1 – INDUSTRIAL PROJECT:



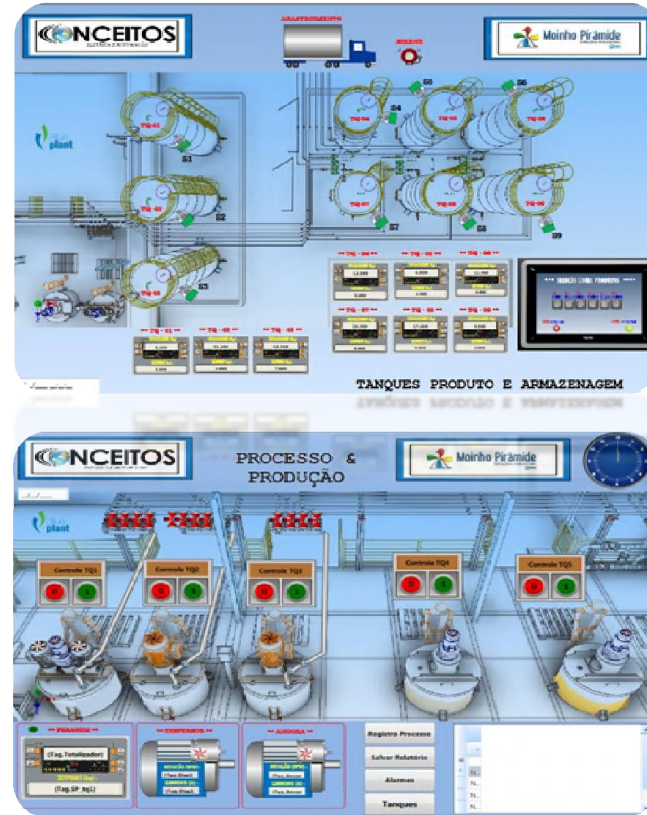
5.2 – FACTORY:



5.3 – OFFICE AND FACILITIES:



5.4 – CONTROL CENTER:



6.0 – Marketing Strategies:

- Television;
- Radio;
- Internet;
- Magazines;
- Newspaper;
- Outdoor;
- Fairs and Events;

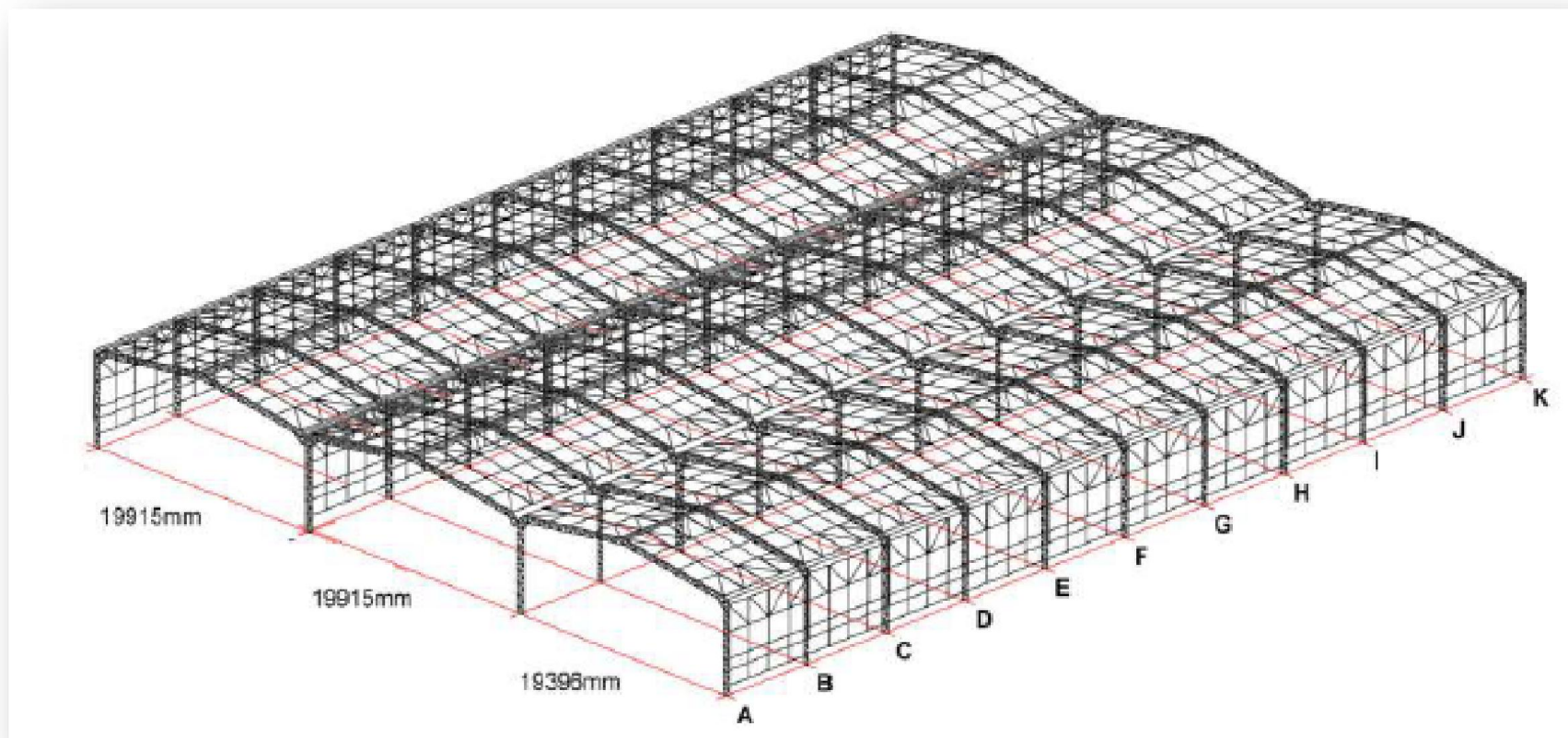
➤ Examples



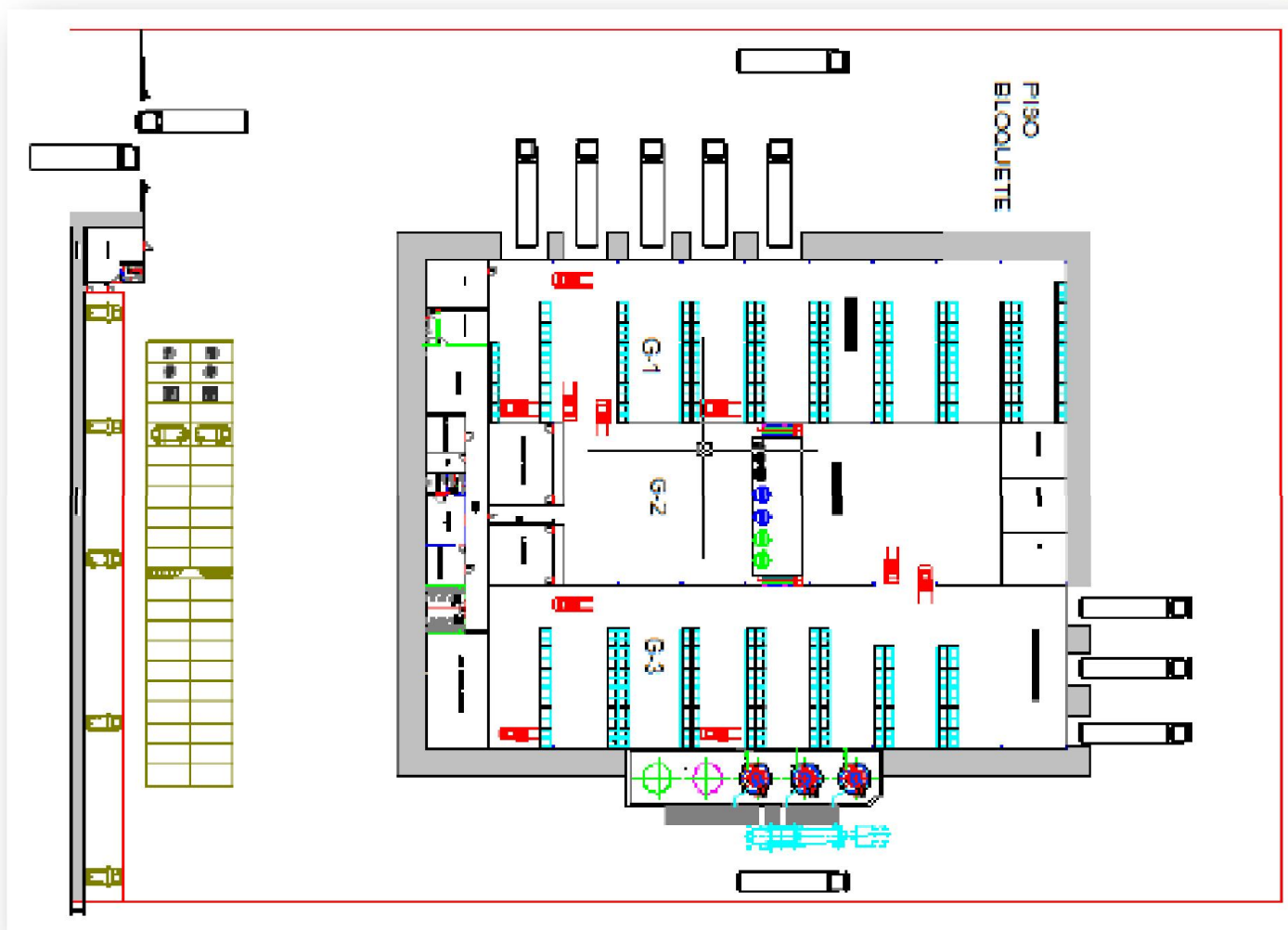














7.0 – INVESTMENT VALUES/INVOICING:

Model	Area m ²	Employees	Production capacity		Monthly Income		
			Cans	Liters	Minimum	Maximum	
FRAN 130.000	5.000	35	130.000	2.340.000,00	€	1.845.071,99	€ 3.690.143,98

→ **DEADLINE**
12 Months

→ **INCLUDED**
Infrastructure

→ **NET INCOME MARGIN**
15% ~ 45%

→ **RETURN OF INVESTMENT**
15 ~ 24 months

Global Investment

€ 13.785.000,00

17 de Setembro de 2018, São Paulo - Brasil

8.0 – GENERAL CONDITIONS:

8.1 – INVESTMENT VALUE / ROYALTIES

The total value of the investment depends on the requested franchise model;

All Franchise models include one month of raw materials and packaging;

The Franchisee will pay royalties of 3% for the BRAND FRANPAINT / POPCOLOR;

The Franchisee will pay 1% fee for global marketing actions;

Further information will be included in the FOD = Franchise Offer Document

9 – NOTE

Manufacturing costs may change as a result of logistics and taxes.

❖ **THANK YOU!**



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