

The logo icon for iRiparo, featuring a stylized white smartphone outline with a blue screen area and a small white dot representing a camera lens.

# iRiparo | Limited UK

Franchise Kit

# Support structure UK



# The concept

Become part of our successful story

**iRiparo** has developed a highly efficient concept which ensures long term competitive advantage in the booming consumer electronics repair market (notably smartphones and tablets) and a platform for Hi Tech and accessories sales.

How do we do this? By providing LOCAL service centres where users can go to obtain an immediate solution for a broken machine, usually while they wait, instead of going through the complicated and lengthy process of returning them to the manufacturer or supplier. Furthermore, 90% of customers are not e-shop consumers for repairs, so local physical presence is essential.

Efficient service, express repairs and a varied product/accessory range, coupled with an attractive, clean and modern design for the stores guarantee customer satisfaction and success for the store. Where is the proof? We launched the concept one year ago in Italy and already have a flourishing franchise network of 80 stores! So the concept is no longer just a concept, it's a reality!

This incredible success story can and will be replicated across Europe and is already penetrating France, Switzerland, Spain and Belgium. This is a unique opportunity for investors.

# Founders



**Carlo Alberto Rolando** is the Founder and CEO at **iRiparo**, **the first** franchising network providing customer care solutions for consumer electronics.



**David Macmillan** is the founder of **Bricomac**, **the first** French online store specializing in providing spare parts and accessories mainly for computers, iPhone and iPad.

**Carlo** and **David** want to combine their work **experience** to develop this network of franchises in **UK**

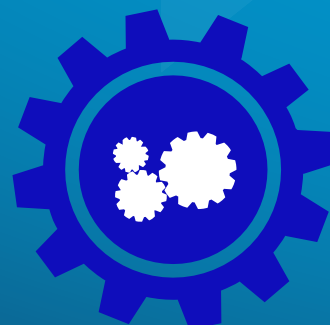
# The success of **iRiparo** ITALY in 2014



**iRiparo** is the market leader of Smartphone and Tablet repairs in Italy.



More than 80 points of sale have been opened in Italy in just two years.



The reason for this expansion is simple: **iRiparo's** concept is complete and satisfies the growing request in this sector.

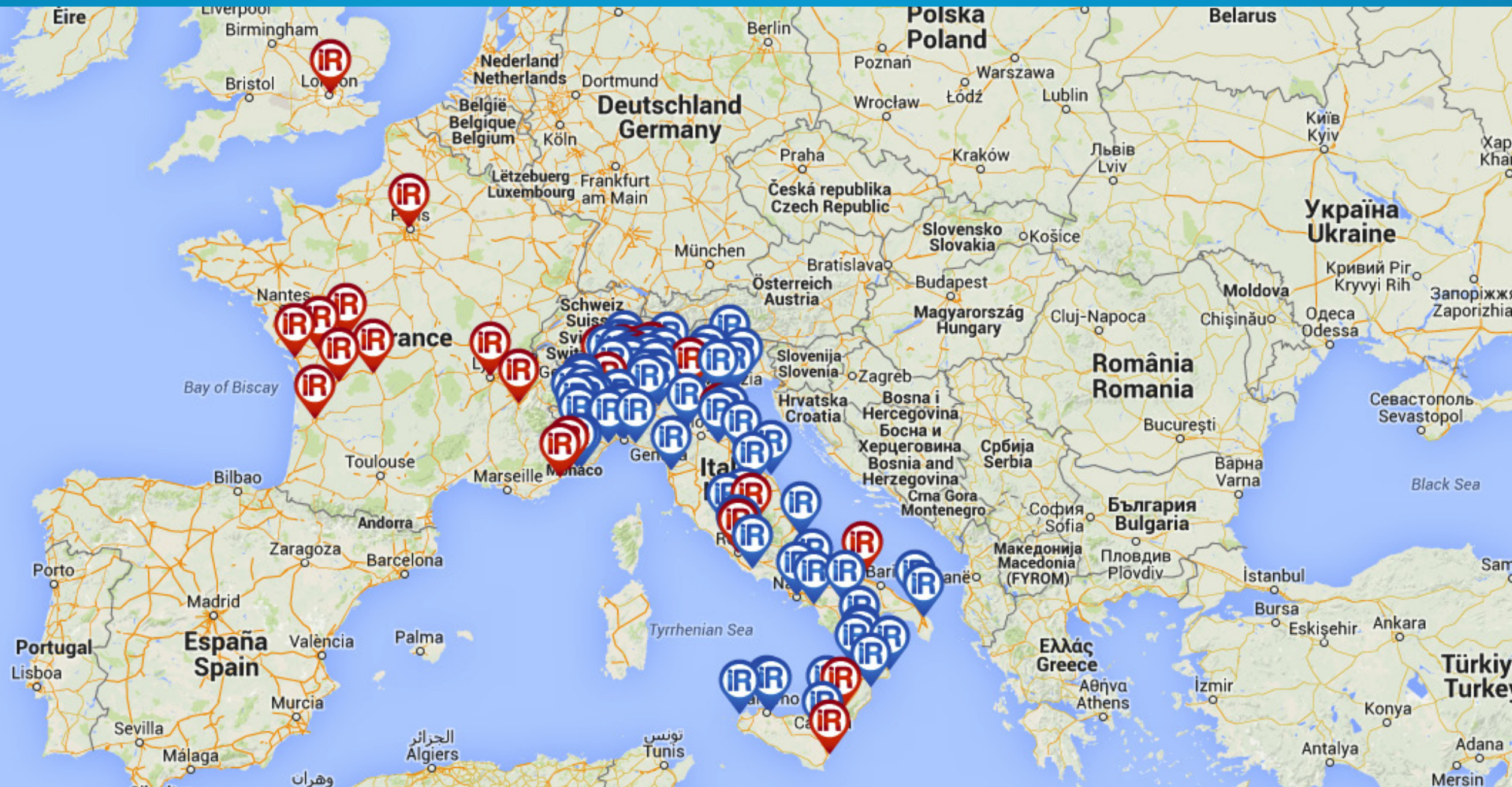


# The expansion of iRiparo in France, Switzerland and Spain

- iRiparo opens its first store in Menton in July 2014
- By December 2014, the opened stores in France will be 4: Menton, Nice, Cannes, Poitiers... and will become 10 by March 2014
- The development of the network iRiparo Switzerland has started with the opening of the first store in Lugano in the mid-half of November 2014
- By January 2015, the opened stores in Switzerland will be 3
- Potential opening of Stores in Spain (Barcelona and Valencia) in the first half of 2015



# Cities where you can find iRiparo





# Countries that will soon have a iRiparo





# Risk Assessment

Possible Fault	Severity	Frequency	Detection	Impact
Faulty Spare Parts	10	2	9	HIGH
Damage on Forniture	10	2	9	HIGH
Quality of service	10	3	9	HIGH
Delays in logistic	8	2	9	MODERATE
Staff Absence	8	2	9	MODERATE
Hardware Malfunction	5	4	2	LOW

Faulty Spare Parts

HIGH

Our technicians make an accurate analysis in order to verify that there are no faulty spare parts, and each repair is subject to a test to verify the functioning.

Damage on Furniture

HIGH

Upon arrival at the warehouse, the goods are checked before being coded and loaded into the warehouse.

Quality of service

HIGH

Mysterious shoppers and technicians will check the quality of services; online feedback systems in place

Delays in logistic

MODERATE

With the optimal planning and booking of the shipping service, except for unforeseen circumstances, there should be no delays in deliveries

Staff Absence

MODERATE

A proper staff scheduling makes us always ready to the customers' requests

Hardware Malfunction

LOW

IT technicians are constantly working to minimize the malfunction of the system

# Trends Accessories and Care Solutions for these Brands:



**NOKIA**



*BlackBerry*





# Modules

Store

40smq

Minimum 40 smq sales area  
and 20 smq warehouse and laboratory

Corner

20 smq

Minimum 20 smq sales area  
and 5 smq warehouse and basic laboratory

Pos Repair

Customer  
Care  
Software

Affiliation program for repairs  
and logistics services: suitable for every  
shop and/or mass retail chain

# Store



**Service:** Care solutions for electronic devices, advices about smartphones and tablets operations, wide range of trend accessories



**Size:** minimum 40 smq sales area and 20 smq warehouse and laboratory



**Preferred Location:** High Street and Shopping malls



**Price:** £ 25.000 entry fee

Starting from £ 60.000 Franchising

# Corner



**Service:** Basic Care solutions for electronic devices, advices about smartphones and tablets operations, wide range of trend accessories



**Size:** minimum 20 smq sales area and 5 smq warehouse and basic laboratory



**Preferred Location:** Shopping malls, Store phone, Airports and Trains Stations



**Price:** £ 12.500 entry fee  
Starting from £ 35.000 Franchising



# POS (Customer Care Software)



**Service:** affiliation program for repairs and logistics services



**Preferred Location:** suitable for every shop and/or mass retail chain



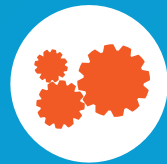
**Price:** £ 950 entry fee  
( iPad included ) - 30€/month



# Key Advantages



Being part of a franchise that focuses on the quality of its care solutions for electronics devices



Being part of a franchise with an efficient logistics system across the Europe



Being part of a franchise which bets on a talented staff with continuous training



Having fun and being part of a more friendly way of doing a successful business



We are proud to see our customer satisfaction

# Forecast Store Pilot 2015

Products and services	Details of repairs	Selling Price	Monthly Volume	Gross Sales	Supplies	Operating Margin	Fixed Costs		
Out of Warranty Repairs	Smartphone	£75,00	150	£11.250,00	5.062,50	£6.187,50			
	Tablets	£115,00	75	£8.625,00	3.881,25	£4.743,75			
	High Range	£150,00	40	£6.000,00	2.700,00	£3.300,00			
SWAP APPLE	Amount	£175,00	10	£1.750,00	787,50	£962,50			
App-Cessories	Amount	£40,00	60	£2.400,00	1.080,00	£1.320,00	£5.000,00	Rent	
							£300,00	Charges	
Resume -used	Sales	£225,00	25	£5.625,00	2.531,25	£3.093,75	£130,00	Energy	
							£29,00	Internet	
ACCESSORIES	Amount	£19,00	200	£3.800,00	1.710,00	£2.090,00	£80,00	Telecom	
Remote repair	Amount	£140,00	10	£1.400,00	630,00	£770,00	£200,00	Shipping costs	
Saving data	Backup simple	£15,90	20	£318,00	0,00	£318,00	£150,00	Insurance	
	Backup complete	£44,90	20	£898,00	0,00	£898,00	£500,00	Tax	
	Transfer of Memory	£55,00	6	£330,00	0,00	£330,00	£300,00	Immo	
							£2.757,38	Fees	
<i>Management and Trade</i>						£2.500,00	£500,00	Manager	
<b>MONTHLY GOAL</b>		<b>£68,82</b>	<b>616</b>	<b>£42.396,00</b>	<b>£18.382,50</b>	<b>£26.513,50</b>	<b>£9.946,38</b>	<b>£14.067,13</b>	<b>33,18%</b>
YEARLY GOAL 2015			<b>616</b>	<b>£487.554,00</b>	<b>£211.398,75</b>	<b>£304.905,25</b>	<b>£114.383,31</b>	<b>£161.771,94</b>	
<b>Monthly goal awaited post opening</b>		<b>£68,82</b>	<b>268</b>	<b>£18.433,04</b>	<b>£7.992,39</b>	<b>£11.527,61</b>	<b>£7.558,91</b>	<b>£2.881,75</b>	<b>15,63%</b>



# Royalties

Royalties (15%) are calculated **on** the **volume of supplies purchased** and **not** on the volume of sales.

# Software Automation Nuuvola and iKentoo



Each store has a till with a software “Nuvola” and “iKentoo” that are able to track the sales of all products / accessories and repairs.



These cash system allows us to manage inventory and cash, to automatically generate management reports, sales statistics and fidelity.



These store management systems allows us to implement targeted marketing strategies and to monitor the users behaviour.

# The process



Meeting with the Sales Manager of iRiparo



Choosing and approving the location



Planning the details and furniture



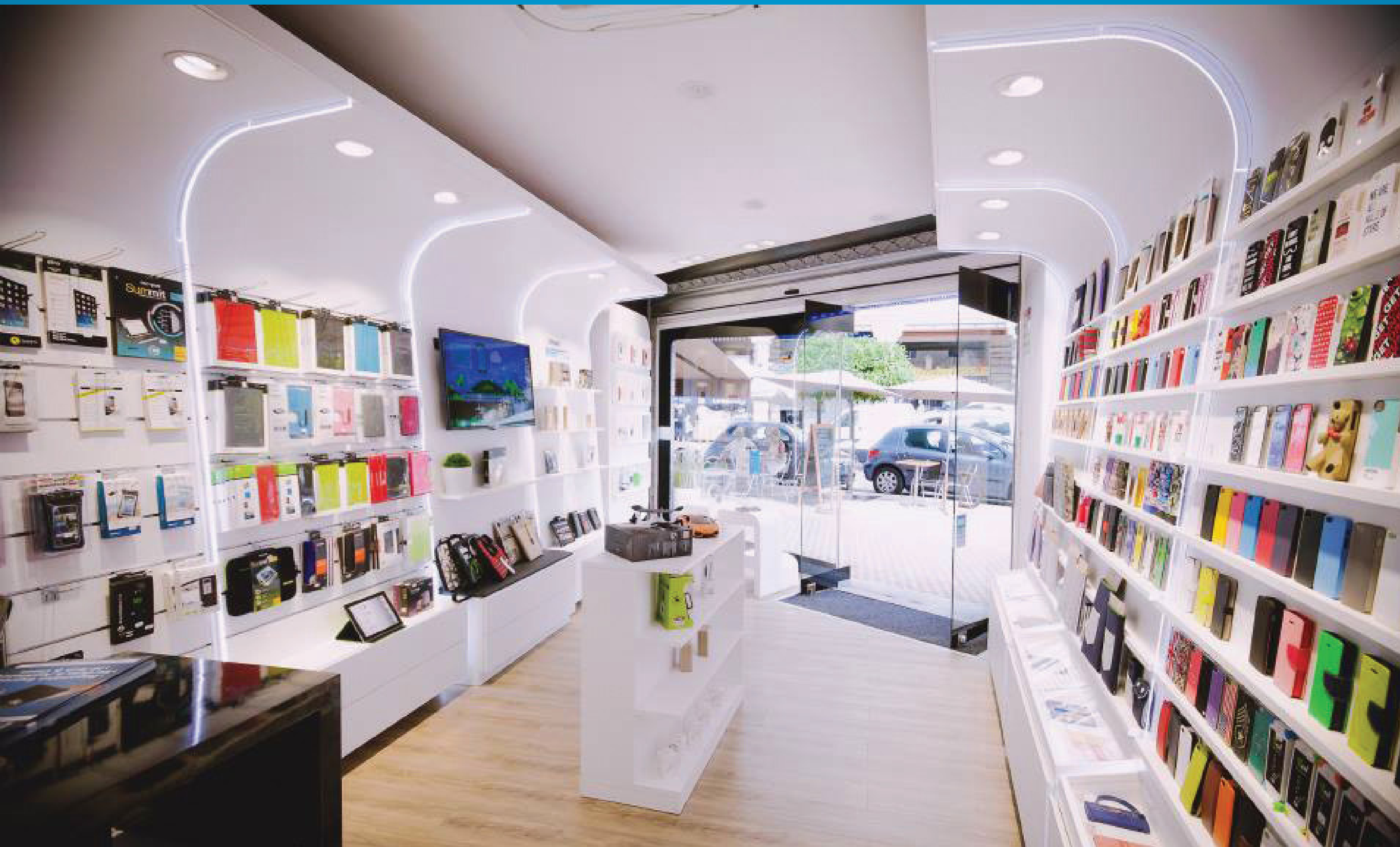
Technical and commercial training



Store Opening



# Design of iRiparo Store





# Design of iRiparo Store





# Design of iRiparo Store





# Design of iRiparo Corner

