



Business Description

Funky Fish, founded in 1996, is an international franchise-based store concept that offers gifts and accessories for girls and young women.

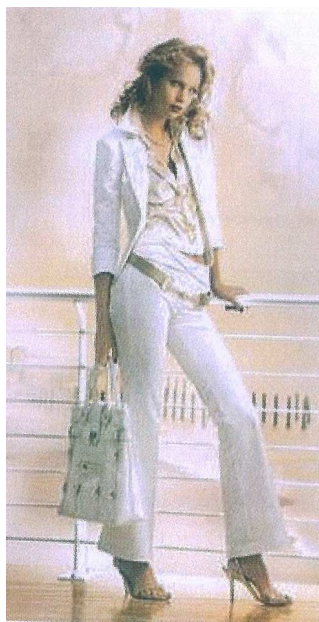
More than 90% of the items sold internationally in the stores are designed by the experienced design team of Funky Fish.

Funky Fish operates approximately 200 stores located in Spain, France, Croatia, Czech Republic, Slovakia, Greece, Hungary, Portugal, Israel, South Africa, Saudi Arabia, Abu Dhabi, Dubai and Egypt.

Funky Fish's unique ordering mechanism enables its franchisees buying directly from the product manufacturer at factory prices, without minimum quantity conditions.

Funky Fish is in a process of expanding its activities to other region, suggesting franchise business opportunity for suitable candidates from the field of toys, gifts, sport, fashion, cosmetic and stationary with knowledge of the market and that are interested in a new franchise business opportunity.

Date Established: 1996	Number of Units: 200
Country of Origin : Spain (International Office)	
Type of Franchise Available : Master	
Average Investment/Unit/Store : US\$100,000	
Single Unit Franchise Fees: NA	
Master Franchise/Area Development Fees: US\$25,000 p.a.	
Royalty (% of Turnover): 3% (% of Purchase) : 10%	Marketing Levy (% of Turnover):
Development Plan : Variable	
Franchisor Agreement Term: Open for negotiation	
Master Franchise Availability : All Asian countries	



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HFN, a prestigious Italian group established in 1975, offer ladies fashion apparels collection in which the HFN woman (age 20 – 45) identify herself as creative, up-to-date with fashion but well balanced in her image. The HFN lady appreciates sobriety, freshness and fashion and has a medium economic capacity.

Wide technical expertise, decades of experience combined with the most advanced design and production systems, and an heterogeneous team of young model makers allow HFN to offer a flexible and varied service.

The policy of the product is based on the concept of competitive price which emphasizes the relationship between value and content.

The obtained success of Halfon Group, through HFN product, is due to a synergy of human resources and innovative technologies that work to understand, anticipate, and translate in new trends the signals that come from the society.

Date Established: 1975	Number of Units: 100 shops
Country of Origin : Italy	
Type of Franchise Available : Distributors/Agents	
Average Investment/Unit/Store : Depending on size of store	
Single Unit Franchise Fees: N A	
Master Franchise/Area Development Fees: Estd Euro 500,000 Purchases per season x 2 seasons (depending on size of market)	
Royalty (% of Turnover): N A	Marketing Levy (% of Turnover):
Development Plan : Variable	
Franchisor Agreement Term: Distributorship Term – 3 years + 3 years	
Master Franchise Availability : Asian Countries	