

www.husse.com



FRANCHISE PROSPECT



Leader in home delivery of quality products for your dog & cat

Husse – a Business Concept that works!



Since 1987 Husse offers free home delivery of quality products for dogs and cats throughout Europe. With over 300 franchisees and 32 Master Licensees Husse is today world leader in home delivery of quality pet food, built on the idea of minimal costs, minimal administration and individual responsibility. Each franchisee in our network is managing his own business and making his own profit.

We hope that this prospect will give you a clear insight in our company and our business approach. If you are the right person for this then do not hesitate to contact us, we will be happy to tell you more.

Tim Eliasson
Director



The Business Concept

Husse means “a male master of a pet” in Swedish and was founded in Stockholm 1987 by Tom Eliasson, CEO. The concept has always been home delivery of quality pet food, cat litter and accessories under our own brand.

The concept has been proven to be successful anywhere from Moscow to Lisbon, from Oslo to Athens because of our:

- **Excellent Service:** Free home delivery by our professional franchisees.
- **Professional Advice:** Our franchisees receive ongoing training in nutrition which makes them able to offer advice and answer questions.
- **Excellent Quality:** We are always on the frontline when it comes to quality and trends of pet products and we produce the food in modern factories under EU regulations.
- **Affordable products:** Because of Husse’s high quality and nutritional value we are able to offer affordable products.
- **A Swedish trademark:** To market ourselves as a Swedish brand has so far been proven to be very successful all over the world.



The Exclusive Rights for the brand and the product

As a franchisee you will have the exclusive rights for the brand and the products in your local area, usually consisting of 50.000 households. This means that no one will ever be able to sell our products under our brand in your area as long as you are the owner, so people in your area will only be able to buy Husse from you.

The profile of a Husse Franchisee!

Husse franchisees are mature people with good sales experience or a natural ability in interpersonal skills. They need to create new sales opportunities and convince prospects of the great benefits of our products. Franchisees need a determined and creative approach. We will also educate you in different sales techniques as a part of the initial training.

The objective

The objective is to build a broad client base of returning orders based on cash payment.

How you work

- From your own home and in your own hours.
- Delivering Premium and Super premium food as well as accessories.
- Get customers through local marketing, such as dog shows, cat shows, horse shows, local magazines, internet, flyers etc.
- Managing your orders, reminders, customers through your personal back office system.

How you get started

- Buy your territory.
- Organize your delivery vehicle; it has to be red according to our profile. We will pay for the branding of the car.
- Complete your 2 day training program.
- Take over existing customers and prospects in your area.
- You need a place to store your stock. A regular garage or basement works fine in the beginning.



Our Support

- We will supply you with a starting package consisting of uniforms, flyers, business cards, prospect, samples and a marketing promotional tent.
- Providing you with a back office to handle the administration of orders, customers, reminders etc.
- Free website and online ordering.
- E-mail accounts.
- The initial training in sales techniques, nutrition, administration, about the products etc (2 days).
- Ongoing Nutrition training.
- Financial marketing support.
- Ongoing support and “know how”.
- You will have full credit when purchasing products, so you don't have to pay upfront.



The Investment

- £7000 in entrance fee
- £150 in monthly fee, starting from when placing the first order.
- Recommended volume for first order £1500 (free transport).

Your Earnings

- An average Husse customer buy products for £400 annually (ex. V.A.T).
- Your margin is 40% on all the best sellers.



Contact Us:
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Visit www.husse.com for more information.