



FRANCHISEE PROSPECT

BECOME A HUSSE FRANCHISEE – A BUSINESS CONCEPT THAT WORKS

HUSSE is Europe's fastest expanding franchise system in home delivery of quality pet food for dogs and cats. The Husse business concept is built on a system of franchising with Master Licensee, franchisees, distributors and affiliates all over Europe, each of them managing his own business and making his own profits. Right now we are looking for people who would like to become HUSSE franchisees in UK. This means exclusive rights to the HUSSE brand and products in your local area.

This system has been proven to be efficient and successful from the north of Sweden to the south of Portugal. As a Franchisee for Husse in UK, we guarantee you every opportunity for expansion and steady profits. The magnitude of your success depends entirely on you!

Please read through the rest of this presentation for a short insight of our company and our business idea. If you find this suitable then please contact us and we will be happy to organize a meeting with you.

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HUSSE BUSINESS CONCEPT

Husse stands for QUALITY, SERVICE and KNOWLEDGE and was founded in Sweden in 1987. Husse sells and markets globally a wide range of premium quality dog and cat food, cat litter and various accessories. We deliver the products with Husse cars directly to our customers' doors with no extra charge.

At the moment HUSSE is present in Austria, Caribbean, Belgium, Denmark, France, Germany, Hungary, Ireland, Italy, Luxemburg, Lichtenstein, Latvia, Lithuania, Poland, Portugal, Spain, Slovakia, Sweden, Switzerland, UK...

In total HUSSE has more than 600 franchisee and distributors with more than 200.000 customers worldwide. The business concept is simple: we want to make everything comfortable for our customers! The customers should not carry heavy bags or have to travel far to specialized shops to buy high quality food for their pets. So instead we deliver the products to them for free. Besides that, we can offer our customers advice since a Husse franchisee/master/distributor is not just a person delivering food but also educated in nutrition, which also makes us able to answer questions and explain the benefits of our products.

By skipping unnecessary retailers, Husse is able to offer its customers superior quality products - delivered directly to their doorstep - at very competitive prices. The success and prosperity of this concept has proven profitable and successful every year since the beginning 20 years ago. From the moment our franchising system was introduced Husse has been growing approximately 25% yearly, adding new territories and consistently winning new market shares in a fast growing global pet food market.

THE PETFOOD MARKET IN UK - A RELIABLE AND RAPIDLY EXPANDING G MARKET

The pet food market in UK is growing fast and steady year after year since the number of pets is constantly increasing. We can expect this positive development to continue over a long period of time. A security for you as entrepreneur and businessman is that the pet food market is not dependent on the fluctuations of the global economy. Pets will always need food.

BUSINESS AND MARKETING SUPPORT

As a Franchisee you will have the exclusive right to the Husse trademark in your local area. In addition to the rights of the brand and product range HUSSE offers you training and day-to-day support as well as a HUSSE Manual.

TRAINING

We will help you with training and give you the essential tools. The training covers the following topics: sales techniques and marketing, knowledge about the products, how to administrate the orders, the intranet system and nutrition training.

HUSSE PROFILE

As a franchisee you also have access to the complete range of Husse brand exposure and sales promotion material, as well as the PR and marketing efforts made by Husse head office in Stockholm. In all aspects of marketing Husse guarantees high and professional standards.

