



Best business opportunity: Sophia Franchise

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SOPHIA[®] Story

Sophia brand was founded in 2004 by Anamaria Ștefan Georgescu with the desire to create a unique business concept in Romania: the expansion of a national and international franchise network in the field of interior decoration, which offers custom made products and design counseling with focus on luxury curtains and sheers.

The Sophia story began in Iași and a year later the first franchise store was already opened, so we currently own a network of 30 franchises in Romania and one in Miami, United States of America.

In the 20 years of experience we have continuously improved ourselves to offer our partners all the support they need for a successful business.

The experience in the UK from 2010-2013 and exposure to the 16 international fairs in Paris, Milan, London, Dubai and the USA helped us to make the Sophia brand known internationally and, at the same time, to perfect and adapt the franchise business concept.

In 2017, our business partner Cristian Georgescu joined us. He developed a customized ERP system that we make available to all our franchise partners for efficient management of all company's resources and processes.

Our mission is to offer customers curtains and drapes, exclusive furniture as well as quality services. We offer our partners full support for a profitable business!



for franchise partners (B2B)



Unique showroom concept

- Collections of curtains, sheers, furniture and accessories;
- Hangers;
- Manufacturing for curtains and sheers;
- Marketing;
- Inventories;
- Training;

for the end customer (B2C)



Custom-made and ready-made products

- TEXTILE DECORATIONS: Curtains, Sheers, Roman Systems, Bedcovers, Cushion covers, Tablecloths, Carpets;
- MAINTAINING SYSTEMS: Galleries, Rails, Roman systems, Electric rails (synchronized with smart home management applications);
- FURNITURE: Beds, Banquets, Upholstered Armchairs, Chairs, Tables, Sofas;



Services

- Complimentary home consulting for curtains & sheers;
- Fitting of curtains and sheers;
- Maintenance;
- Furniture upholstery and reupholstering;
- Manufacturing in three own creative workshops;

SOPHIA® Network expansion



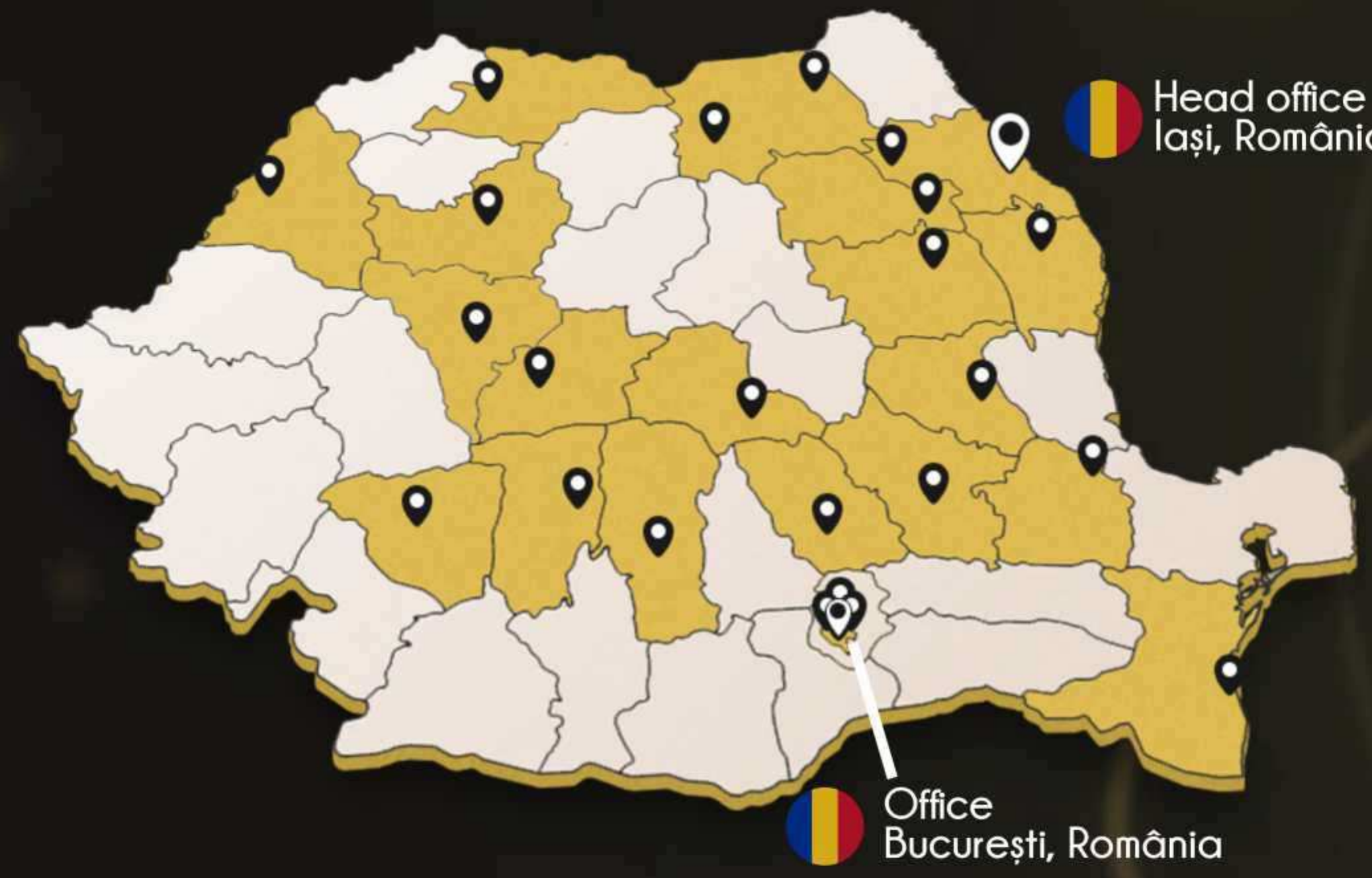
Network of 30 interior decoration franchises
in  Romania and  USA




1 You join an international recognized brand in Romania and abroad



 Miami
Florida SUA



 Head office
Iași, România

 Office
București, România

 Franchise store



SOPHIA is a 100% Romanian brand, with 20 years of experience in the interior decoration market and owns a network of 30 stores in Romania



In 2022, the first franchise store established in Miami, USA

2 You will offer your customers a full range of products and services

Complimentary home



Online consulting



Workmanship



Maintenance



3 We have a wide stock with immediate delivery



- 200,000 linear meters of fabrics in stock
- We are collection publishers and currently have 170 fabric collections
- Delivery time
 - Footage - 24 hours
 - Ready-made products - from 24 hours
 - Custom-made - from 7 days
- ERP system 2.0 stocks
AIOS/ANDROID mobile app for stock check



4 More than 50 qualified tailors and high-performance machines
in the 3 creative workshops Multicultural team



Romania



Ukraine



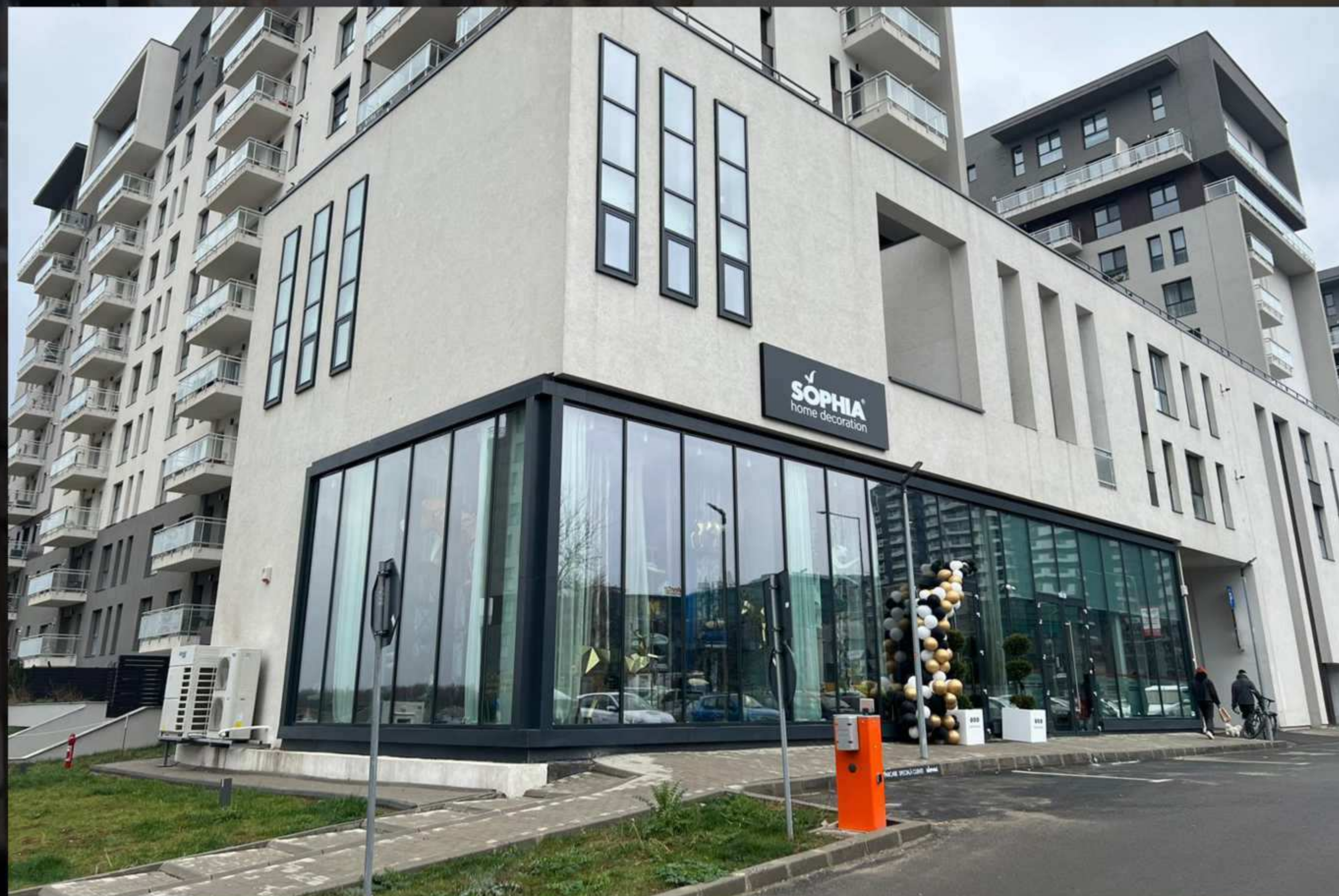
India



Bangladesh

5 Full support when opening the store

We support you with finding the space and setting up the showroom. All our departments are with you until you receive your first client.



6 We offer specialized training and know-how support



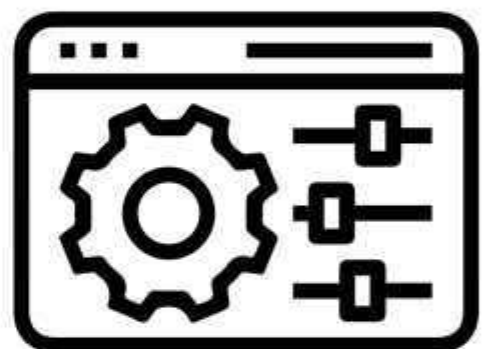
You will be permanently trained to learn how to manage and develop your business!

- Training sessions
 - At the opening of the store (sales, marketing, presentation of the ERP2.0 system);
 - Throughout the activity (regulations and the way to work with customers; the use of platforms for managing orders, customers and stocks, Marketing and Social Media)
- Monthly/annual meetings to establish business strategies.

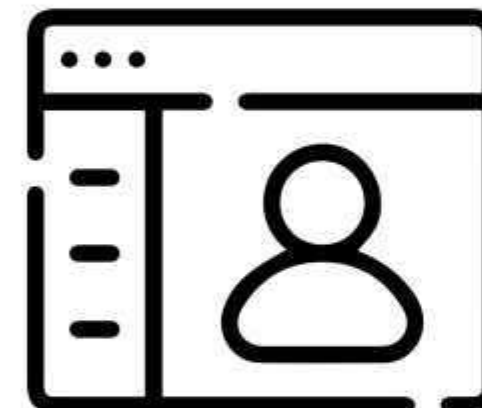
7 We provide you with IT support to be informed and register customers and orders with confidence



ERP 2.0 CUSTOM



CONFIGURATOR



CRM COMPONENT



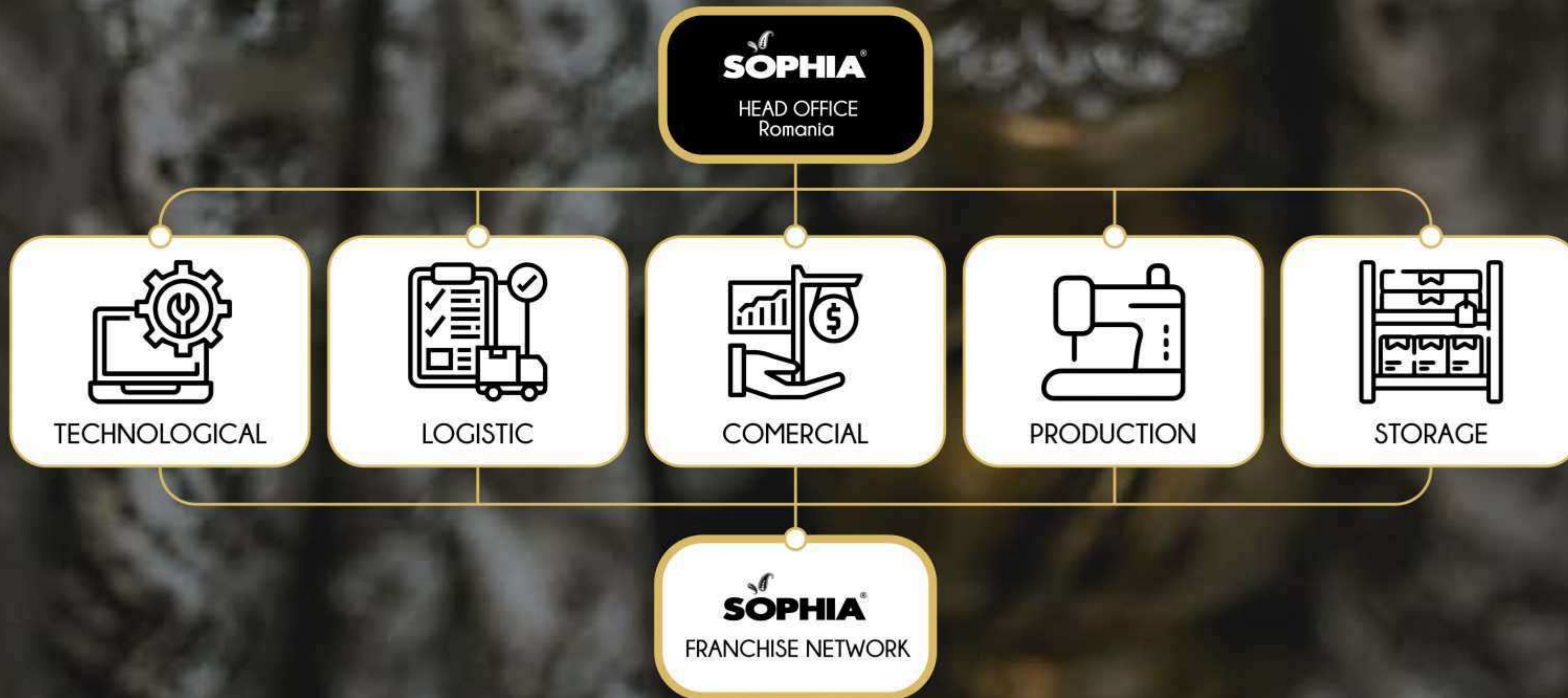
MOBILE APPLICATION

- Electronic system for placing orders, configuring products to order, creating a customer database and reporting;



FRANCHISE NETWORK

8 We provide you with support Operational support



Our executive team will provide you with strategic and operational support.

We dedicate an order fulfillment agent who will provide you with permanent support from placing the order to its completion in your customer's home

9 Supported marketing from €500/month

Cristina Voncu

Marketing Director



• We provide all the necessary graphic materials for online and offline promotion.

• We create partnerships with renowned influencers;

• We create and publish content on local and national Social Media pages;

• We carry out local and national promotional campaigns;

• We carry out local and national online promotion campaigns;



SOPHIA® Portfolio

• Over 20,000 homes • 100 Hotels • 8 Museums •



Embassy of Sweden
Bucharest



Hotel La Scogliera
ISOLA D'ISCHIA

zigo
meet & eat



THE CLINIQUE
Beauty & Health

LES ROCHES
BLANCHES



HOTEL OPERA



GOLDEN TUL



TNB TEATRUL
NATIONAL
BUCURESTI



COMPLEXUL
MUZEAL
NATIONAL
MOLDOVA
IASI



ATENEUL
NATIONAL IASI

CITY

Trattoria
BY MRS RESIDENCE



MARRIOTT

Hanul Mărioarei
-ROMAN-



ROSETTI
aparthotel

HANU'
VIȘOIANU

IMPERIUM
EVENTS

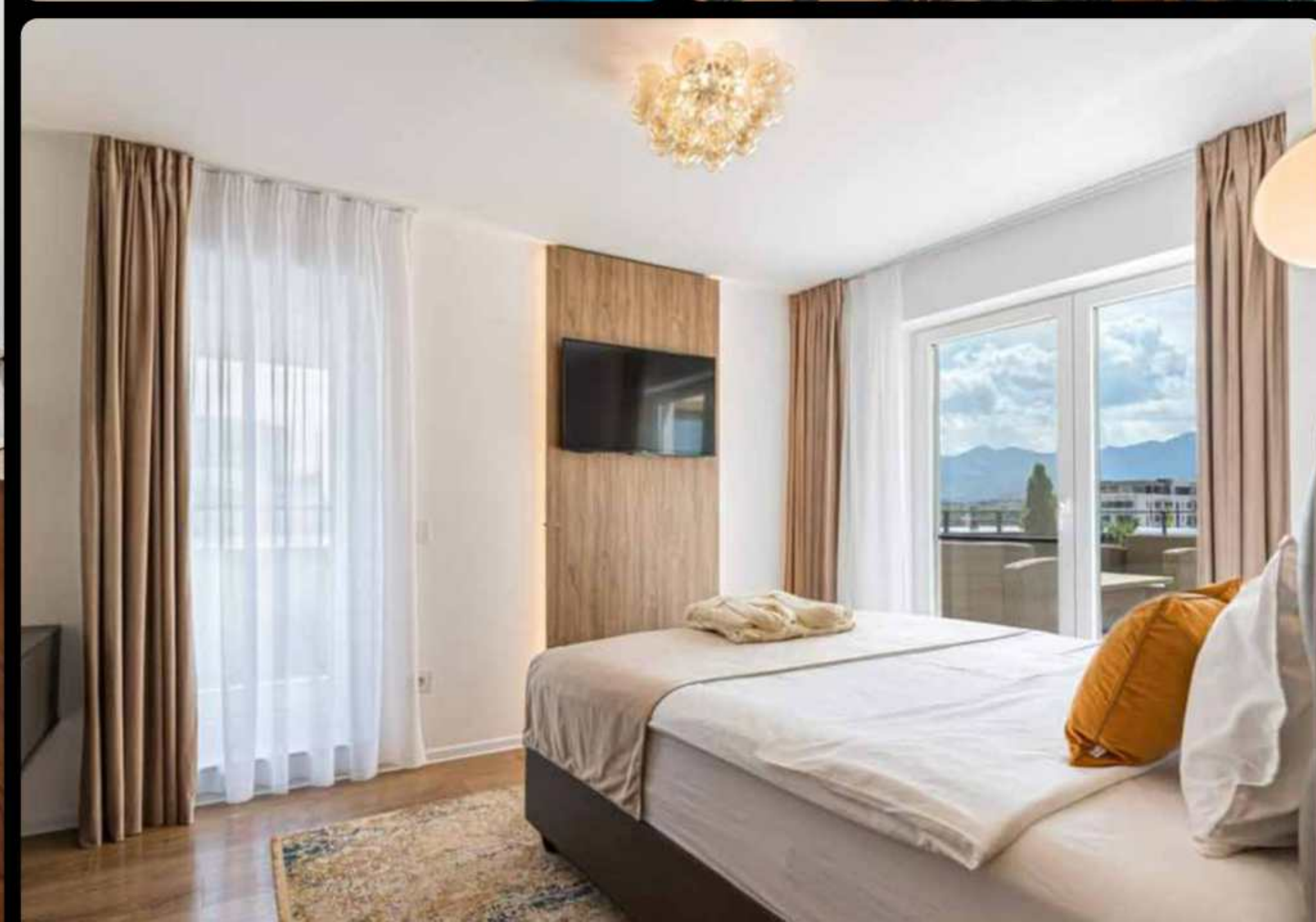
YARUS

Arte
Cafe

TNI



Muzeul Național
al Literaturii Române
Iași



Download the Portfolio app



Cocktail Events, fairs and parties





Charity/Sponsorships

Over 100 actions





TO BECOME A SOPHIA FRANCHISEE

CONTACT US!



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Network of 30 franchise stores in  RO and  USA

 **ALBA IULIA** Str. Tudor Vladimirescu Bl. V4a | **BACĂU** Str. Oituz 1 | **BAIA MARE** Bd. București 5 | **BRAȘOV** Str. Zaharia Stancu 8 | **BRĂILA** Bd. Independenței 59
BUCUREȘTI Bd. Dinicu Golescu 24D; Bd. Pache Protopopescu 21; Șos. Fabrica de Glucoză 6-8; Bd. Pipera 134; Str. Bibescu Vodă 18 | **BUZĂU** Bd. Mareșal Averescu 2A | **CLUJ** Str. Fabricii 68-70 | **CONSTANȚA** Bd. Tomis 56 | **FOCȘANI** Str. Lupeni 11-13 | **IAȘI** Bd. Poitiers 5A | **ORADEA** Strada Kiev 8 | **PAȘCANI** Str. Ștefan cel Mare 13 | **PITEȘTI** Calea Craiovei 97 | **PLOIEȘTI** Str. Vasile Lupu 2 | **ROMAN** Bd. Roman Mușat bl. 20 | **RÂMNICU VÂLCEA** Str. General Magheru 14 | **SIBIU** Calea Dumbrăvii 33 | **SUCEAVA** Str. Mărășești 39A | **TÂRGU JIU** Str. Victoriei 186
VASLUI Str. Ștefan cel Mare 94 | **VATRA DORNEI** Str. Mihai Eminescu 21
CRAIOVA Bd. Decebal 12 | **COMĂNEȘTI** Strada Moldovei 12

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