

## PANO FRANCHISEE TESTIMONIALS

### Lionel GUENNOU Agent in Quimper (29) since March 2014

•***Can you introduce yourself?***

My name is Lionel Guennou, I am 38 years old and I was born in Quimper. Having trained in business and graphic design and illustration, my experience in the “Print” sectors is in the broadest sense. From international press to printing, I have a wide experience in the print industry.

•***When did you open your PANO Boutique branch?***

I opened my Pano Boutique branch in March 2014 in Quimper, Brittany, in the Finistère region in order to strengthen the presence of the national network in Brittany.

•***Why did you decide to move from employee to entrepreneur?***

I spent 7 years in one of 4 “pilot” Pano Boutique branches in Bordeaux as a branch manager. I have also provided professional training to almost 50 new agents in the Pano Boutique network in France and abroad.

I was therefore able to build my point of sale management experience and from that ensure the success of the Pano Boutique concept.

•***Why open a PANO Boutique rather than creating an independent company?***

I think that nowadays, it is important to be part of a network because it reassures customers.

In addition, The Pano Boutique Key Accounts Department allows us to work with large national companies that would be inaccessible for local independent businesses.

•***How did it go starting up your agency?***

The start of the business was positive on the whole. The “Web” SEO is important for generating contacts without having to undertake “on the ground” market research. My knowledge of national products and suppliers is an advantage for me!

•***Who are your customers?***

I meet the non-media visual communication and signage needs of artisans, retailers and businesses.

•***What do you consider the ideal profile of a PANO Boutique agent?***

For me, the ideal profile is a practical person who has I.T. knowledge and experience. They must also enjoy business relations because negotiation is important in our work if we are to create and build customer loyalty.

**•What advice would you give to a future PANO Boutique agent?**

In three words, I'd say: Responsiveness, Service & Quality

**Damien TISON Agent in Arras (62) since September 2009**

**•Can you introduce yourself (age, your background in a few words)?**

I am 31 years old and am trained as a landscape architect. For 6 years I worked as a communications officer in a cosmetic company before being hired 1 year later by a sign-writing firm.

I enjoyed every aspect of the job, so I decided to remain in this business sector and in my research I discovered the PANO Boutique network.

**•Why did you choose this brand, and how did you get to know about it?**

I found out about it during my research on the internet; I found it to be a very reassuring concept for a young entrepreneur: a turnkey store, pre-set resale rates which were adapted to my location, internal training, a key accounts department, negotiated rates with my suppliers, launch advertising...

**•What support was given by the network head during the implementation of your project?**

Research and validation of my premises, technical training, assistance with the installation of my shop, start-up stock, support from the bank.

**•How did the start-up of your branch go?**

Very well, the launch happened very quickly. In the second year I hired a fitter and in the third year I hired a part-time graphic designer and am currently in the process of making him full time.

**•What does your network provide you with day to day?**

Because it is a household name in the field of sign-writing, I am called on a great deal for installation services, and there are also the key accounts department and negotiated rates with suppliers.

**•Who are your customers?**

Most of them are retailers and artisans around Arras.

**•What do you consider the ideal profile of a PANO Boutique agent?**

Being responsive, conscientious, clever, listening to their customers.

**Brice BADIN Agent in Clermont Ferrand (63) since May 2013**

• ***Can you introduce yourself (age, your background in a few words)?***

I am 24 years old. I come from management training and I worked at Bouygues Telecom for 5 years.

• ***Why did you choose this brand and how did you find out about it?***

I discovered it through sites specialising in franchises. This brand attracted me immediately because of the variety of products that can be offered and the practical side. And of course because of the advantages brought by an awareness of the brand from the start; I think that gained me an average of 2 to 3 years. And it helps a lot for credibility too. Some projects I would not have achieved if the PANO Boutique brand-name didn't appear on my logo...

• ***What support was given by the network head during the implementation of your project?***

Everything that was promised was done but after that you have to work to put together your customer portfolio.

• ***Did you have any experience in this area? If not, did the training you undertook meet all the expectations you had for starting your business?***

No, I had no experience in this field except for the business part. The training allowed me to find out about all the aspects of the trade.

• ***What does your network provide you with day to day?***

Many things. As I said before, credibility, a selection of suppliers with negotiated rates.

I am fortunate to have a mentor in the network who is there a lot for me; I can call him from 1 to 10 times a day and he always answers me, passing on his experience and solutions.

Many companies are familiar with the network and call on me just for installing the adhesive stickers because I am PANO Boutique. If I didn't belong to the network I wouldn't get these requests.

• ***Who are your customers?***

Retailers, craftsmen ... The customers are very diverse, that's what makes this such enjoyable work. Every customer is unique as is their request.

• ***What do you consider the ideal profile of a PANO Boutique agent?***

You don't need to come from this business area. In my opinion you just have to believe in the network and in yourself. Above all, don't think that just because you are a part of PANO Boutique that's enough to put together a customer base. You must have an active commercial strategy.

• ***What advice would you give to a future PANO Boutique agent?***

Be well prepared, be motivated, and have your family and friends alongside you. The support of the network is a huge help when you start up.