

START  
THE **UNIQUE**  
“TWO BROTHERS”  
SHOE CLEANING  
SERVICE  
IN YOUR CITY!

# CONCEPT

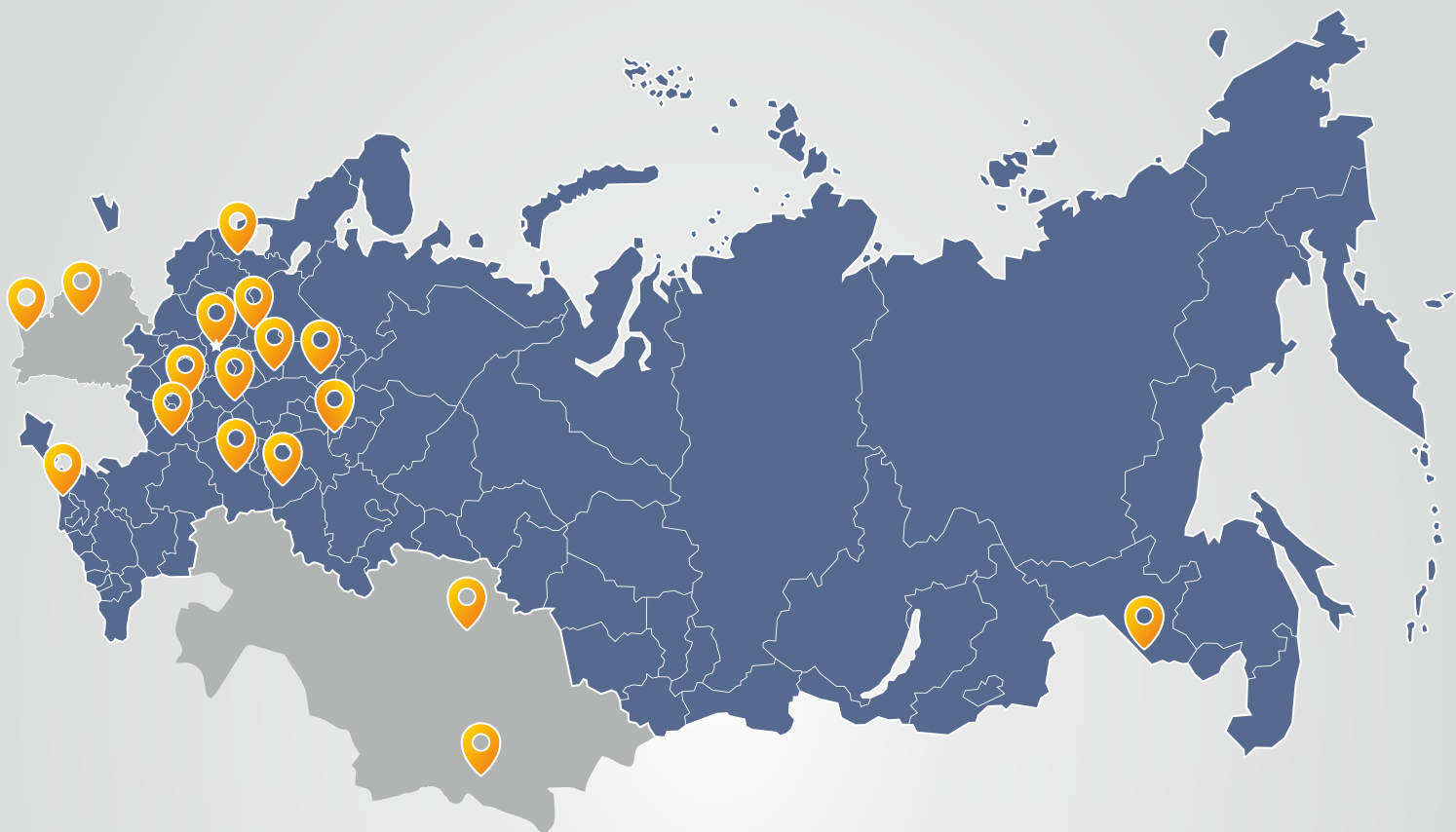
«TWO BROTHERS» shoe cleaning service is a unique franchise

- For 4 years we have been cleaning, painting, repairing shoes and bags
- There are already 16 franchises in Russia and the CIS
- In 2020, "Two Brothers" entered the top 500 franchises in Russia \*, and took the 68th place in the category "Public services"

\*by rating TOP 500 Best franchises in Russia [businessmens.ru](https://businessmens.ru)



# OUR MAP



- Yaroslavl
- Ivanovo
- Moscow
- St. Petersburg
- Lipetsk
- Saratov
- Minsk, Belarus
- Tambov
- Krasnodar
- Izhevsk
- Tolyatti
- Grodno, Belarus
- Tula
- Blagoveshchensk
- Shymkent, Kazakhstan
- Nursultan, Kazakhstan



With "Two Brothers" your shoes  
will live TWO times longer!



# DEMAND FOR OUR SERVICES



## **CLEANING IS CHEAPER THAN PURCHASE**

we save our customers money, because timely shoe care increases the life of their shoes in TWO times.



## **ALWAYS HAVE WORK**

we have low business seasonality - we clean and paint sneakers and shoes all year round.



## **«ONE WINDOW»**

our client receives repairing, cleaning, painting, ozonation



## **CONSCIOUS CONSUMPTION**

an eco-friendly theme important to environmentally conscious customers



# DEMAND FOR OUR SERVICES DURING A PANDEMIC

- **ECONOMY:** customers are not sure about future purchases due to economical situation;
- **MORE LUXURY:** with economical crisis not everyone can afford luxury shoes and bags, as before, so are caring for the previously purchased things.
- **DECLUTTERING:** during the quarantine period, people discover many shoes that have been stored for a long time and need to be repaired and cleaned.



# MARKET ANALYSIS FOR INVESTOR



- ✓ Investors prefer low-budget projects with a payback period of no more than **1-1.5 years**
- ✓ The success of the franchise depends on the success **of the parent brand**
- ✓ Confident franchises encourage communication with their franchisees **BEFORE entering into a contract**



# STATISTICS



**2,500-3,500**

**PAIRS OF SHOES  
PER YEAR**

each "TWO BROTHERS"  
department cleans  
on average

**45%**

of our clients  
come to us  
by the  
recommendation  
of friends  
and relatives

**10000-12000**

**USD**

average turnover  
per MONTH

**40%**

of our clients are  
regular one  
(they have contacted  
us 3 or more times)

**4000-7000**

**USD**

average monthly profit

Our services are in high demand in cities  
with a population of **over 200,000 people**:

- Blagoveshchensk 212,000 people
- Yaroslavl 650,000 people
- Krasnodar 932 600 people



# WHAT IS INCLUDED IN COST OF THE FRANCHISE?



- ✓ A fully developed **business plan** for your city
- ✓ Unique **equipment and materials** for work (for 6 months)
- ✓ **Design project** of the premises
- ✓ Detailed opening **checklist**
- ✓ Comprehensive assistance and **consulting support** at the stage of launch and operation
- ✓ Detailed **description of business processes** and technologies for work
- ✓ **Staff training** and 24/7 business support
- ✓ Technical Support
- ✓ **SMM support**, including services for setting up online advertising and maintaining social networks

# FRANCHISE TERMS

- **Investments** in renovation work, advertising: from 5000 usd
- **Purchase of a franchise:** 29000 usd
- **Royalty** 5% of revenue per month, starting from the 7th month of work
- Opening time: **4-6 weeks** from the date of the lease agreement
- Payback: **12-16 months**
- **Profit:** from the first month

**TOTAL:  
FROM 24000 USD**





# REVIEWS



I have been a partner for six months already. Opened in the city of Izhevsk in August 2019. I would like to note, first of all, the transparency of the work delivered. A large level of support, as promised before the launch (such as assistance in maintaining social networks, timely consultations as the service is provided at all stages: both painting and dry cleaning - especially important in non-standard situations); constant introduction of new technologies and trends; assistance in maintaining social networks; development of layouts of images of advertising products individually for a partner in a timely manner; flexibility in the negotiation process and openness to suggestions. In the pre-crisis and crisis times, this certainly plays a decisive role! Definitely, the franchise is working, you can work and earn good money. The head company provides all the necessary tools for this.

Andrey, "Two Brothers" Izhevsk



We opened in March 2020. The franchisor provided support at all stages: selection of premises, renovation, search and training of employees, promotion, and is always in touch on issues related to the execution of orders. And despite all the difficulties this year, shoe cleaning always shows a positive financial result. Customers are happy, so are we. We will grow and develop further!

Yana, "Two Brothers" Lipetsk



The "Two Brothers" franchise has been operating in Minsk since February 13, 2019, and it was on this day that we received our first client. For a year of work with our partners from Yaroslavl, we reached an acceptable turnover, worked out new approaches to cleaning, brand promotion and services in Belarus. Thank you guys, all the best and the dynamic development of the Two Brothers project!

Vitaly, "Two Brothers" Minsk

**WELCOME  
TO THE FRIENDLY FAMILY  
OF "TWO BROTHERS"  
SHOE CLEANING  
SERVICES!**

