

# PUBLIPAN<sup>®</sup>

YOUR COMMERCIAL ON **EVERYONE'S** TABLE, **EVERY** DAY



## *INTERNATIONAL PROJECT*



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First of all, we'd like to convey our appreciation for your interest in our company and your request for information.

Publipan is a company with a pioneering initiative in the field of advertising that comes after a great experience. Our team of highly qualified professionals is constantly evolving to know the latest market news and developments.

Publipan has created an innovative advertising medium, with endless possibilities. We have a new business concept and a new distribution concept. Therefore, we are your best choice to success.

Our goal is to ensure coverage throughout the country and abroad, with a distribution network who can exploit Publipan exclusive in their area. For this we have an efficient CRM (Customer Relationship Manager), powerful and easy, to simplify our distributors work and optimize results.



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## PUBLIPAN'S BUSINESS CAREER

### SPAIN:

Publipan began franchising Spain in December 2007, and today we have more than 100 Publipan's franchises opened in the Country.

### OUTSIDE SPAIN:

Our international experience began in Portugal in November 2008, and we are currently working in Romania, Costa Rica, Ecuador, Brazil, Colombia, Panama, Germany, Venezuela, Moldova, Argentina, Mexico, Peru, Chile, Bolivia, Guatemala, Nicaragua, Honduras, El Salvador and France.

### SUCCESS:

We have archived an overwhelming success despite the crisis times. The key to success is mainly due to our Know how. We passed our knowledge to other countries; prospective franchisees can also investigate about our history, collect and collate information, and finally strongly decide on franchising with us.

## MASTER LICENSE

The Master franchise might be a good alternative to the way we are opening other countries till today. We have been expanding by opening our own businesses, and it has been really fast; but this would be more expensive (we have to provide everything necessary) than opening a Master franchise.

## WHAT CAN WE OFFER?

On the one hand, Publipan has the experience to know what steps to follow to be successful and to generate high profits in a short period of time, so you can build a large company very quickly. We know not only the hits, but also the mistakes, so you can follow the path, saving time and money. On the other hand, we offer a long way made, not only in Spain, but also in other countries. Prospective franchisees will want to know about our experiences, so they will seek information from Publipan, and they can easily find it. This certainly makes you more confident to take the decision to franchise.

We also have made many other jobs, since all the materials, designs, dossiers, website, Intranet for franchises, design software, artworks or merchandising are already prepared. You will only need to adapt it to your local laws. Ultimately, we provide you everything to make it work. We give you all the good that has been done in each of our own workplaces.



## EXPLAINING OUR BUSINESS

To measure the extent to which our business may come to have, we first make a market research:

- Who eats bread?
- Who needs new advertising supports?

The answer for both questions is almost the same for any place all over the world: Most people eats bread and most companies and institutions are in need for new communication supports.

Starting in this point, we make a research about the country we are about to start, in order to know how many prospect franchises can fit in any area, so we can fix our goal depending in demography

Each franchisee is awarded the exclusive contract in his area. We give them all necessary materials and we make a coaching to start activity. We even give them extra support in the first steps by sending one of our salesman in their hometown for the training.



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## MASTER GOAL

We are not looking only for a financial partner; we worked very hard to get where we are; we are a Leading Global Company with this medium and we are dealing a major project to build, filled with work and illusion. So we are looking to partner to a team willing to work hard, overcome all obstacles that arise in the way and someone to endorse our own values:

LEADERSHIP          PROFESSIONAL ETHICS          DYNAMICS          INNOVATION

And our RESPONSIBLE FOR THE ENVIRONMENT support.

Our Master Franchisee shall be responsible for the overall management of the franchise system in their country. He must seek an adequate network to serve customers and provide the necessary support for this development.

The Master Franchisee will also manage the production of bags, designing ads, manufacturing and delivering to each franchisee (who will be responsible for carrying out the distribution in the bakery).



For further information, please visit

[www.publipan.net](http://www.publipan.net)

you can fill our contact form or send an e-mail to [internacional@publipan.net](mailto:internacional@publipan.net)

Our international expansion team will gladly contact you to erase any doubt that may arise and send you detail information.