



COLIN'S

PRESANTATION 2023



- Launched in 1983 in ISTANBUL, Today Colin's operates in 38 countries; especially in Turkey, Russia, Ukraine, Belarus, Romania, Georgia, Egypt, Iraq and Morocco with 600+ stores.
- Colin's is one of the most important player in retail sector.
- Colin's branded products are manufactured in 7 countries.
- Colin's is working with variety of business models to expand further.

# TARGET CONSUMER

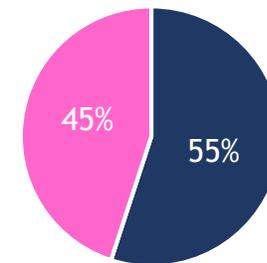


Colin's offers jeans focused on trendy collections to anyone who is young at heart in a fast and enjoyable way, allowing them to reflect their own style everywhere and anytime.

## Main Target

Men and Women around 18-35 year old.

## Section Mix



■ Men ■ Women



# MAJOR COMPETITORS - PRICE & BRAND POSITIONING

## CONTEMPORARY MEDIUM SEGMENT

	CLASSIC	CONTEMPORARY	INNOVATOR
EXCLUSIVE SEGMENT	POLO RALPH LAUREN	HUGO BOSS ARMANI CK	D&G
BRIDGE SEGMENT	GANT	LACOSTE TOMMY HILFIGER FRED PERRY	DIESEL G-STAR DKNY JEANS GUESS
MEDIUM SEGMENT	QUICK SILVER ADIDAS PUMA GAP NIKE	LEVI'S MAVI AMERICAN EAGLE JACK&JONES <b>COLIN'S</b>	SCOTCH&SODA TOPMAN TOPSHOP ZARA H&M AEROPOSTALE MEXX
LOW/MEDIUM SEGMENT	C&A OXXO DE FACTO LCW COLLEZIONE	US POLO BENETTON PULL&BEAR KOTON	VERO MODA MANGO BERSHKA STRADIVARIUS



# MAJOR COMPETITORS - PRICE & BRAND POSITIONING

**ZARA** Bershka

**MANGO**

**PULL&BEAR** **JACK&  
JONES**

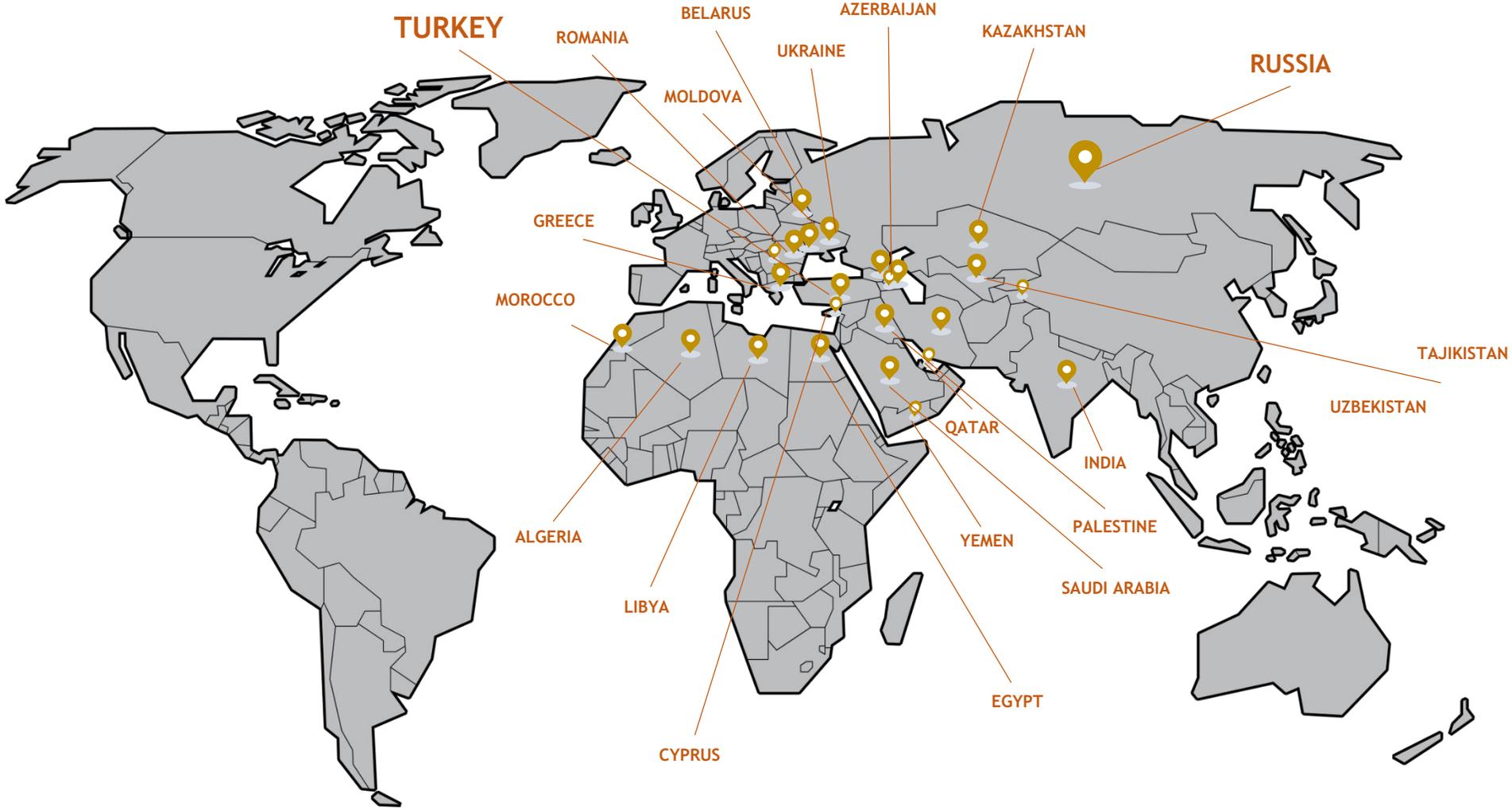
**AMERICAN EAGLE**  
OUTFITTERS

Our average retail prices are;

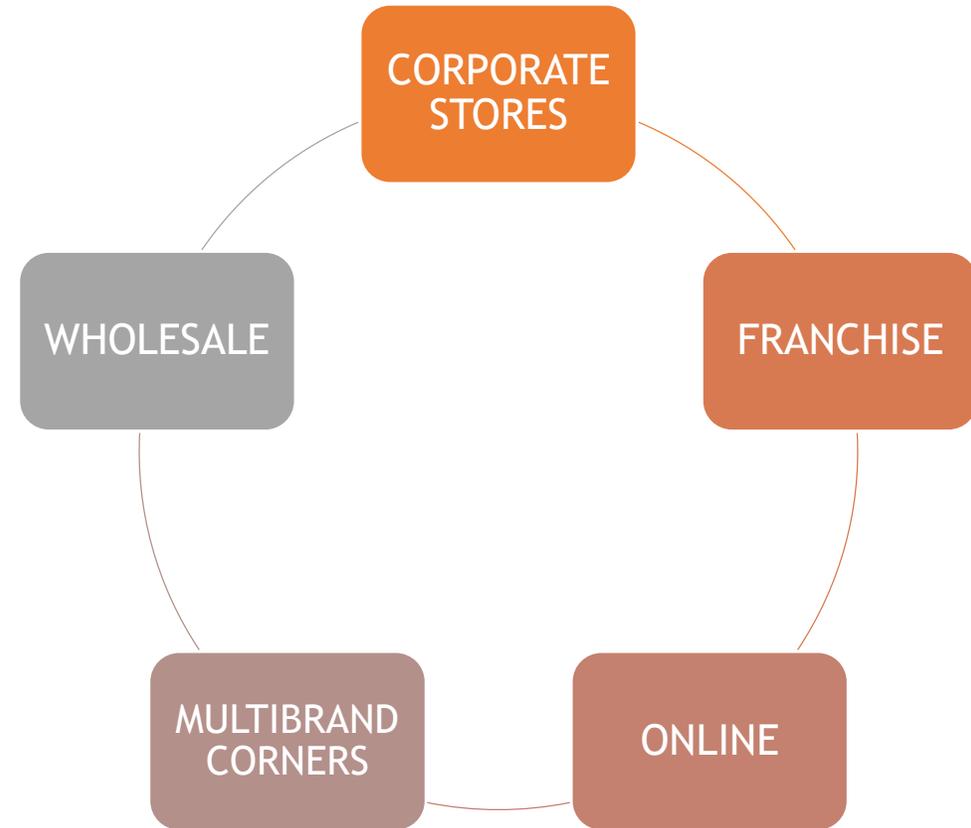
- ✓ Higher than Bershka, Pull&Bear and Zara Jack&Jones
- ✓ Lower than American Eagle

The retail prices will be determined by our regional managers with your assistance regarding to the competition in the market.

# EXISTING MAIN MARKETS / COUNTRIES



# BUSINESS MODEL



# COMMERCIAL AREA INFO



Commercial Area

300m<sup>2</sup> - 600m<sup>2</sup>

Warehouse

10%/shop

Avg. Conversion Rate

15%

**IDEAL SHOP**  
**350m<sup>2</sup>**

COLIN'S

# BUSINESS MODEL

AVG. MARKUP  
2.5 - 3.0

MARKDOWN 20%  
END OF SEASON

PRICE  
DETERMINATION  
BASED ON LOCAL  
CONDITIONS

10% REMAINING  
STOCK / SEASON -  
NO RETURN POLICY

**COLIN'S**

EUR CURRENCY

315\$ AVERAGE COST  
PER m<sup>2</sup>  
(FURNITURE +  
DECORATIONS)

FURNITURE COST  
FOR IDEAL STORE  
 $315 \times 350 \text{ m}^2 =$   
110.000\$ AVG.

DOOR TO DOOR  
INCO TERMS



# INVENTORY

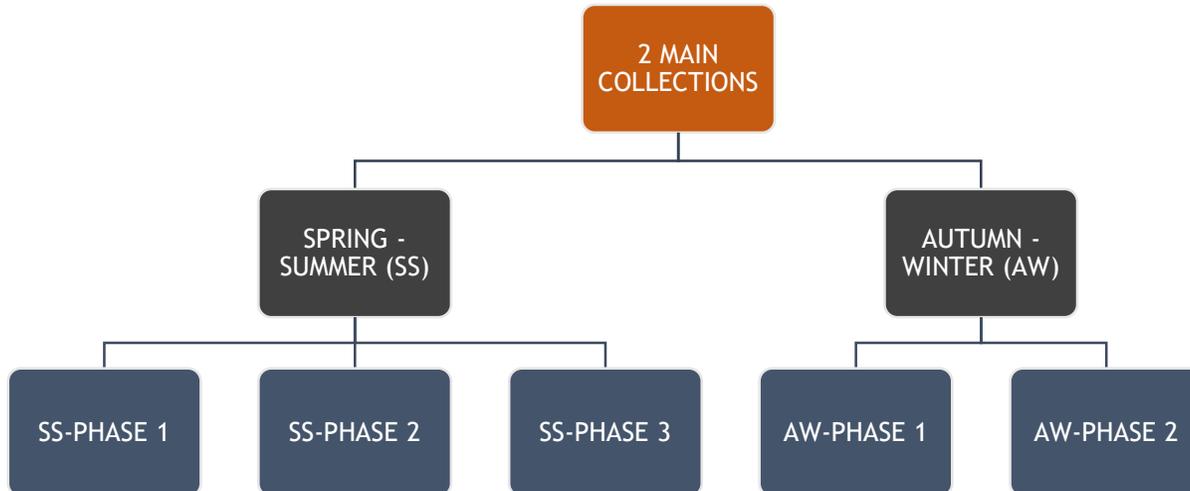


## Initial Inventory at the Store Opening

- Seasonally, our concept carries 30 pcs / m<sup>2</sup>
- The needed stock for an average 350 m<sup>2</sup> store is approximately 11.200 pcs of goods as carrying capacity + 20% additional stock for sales - stock rotation.

# INVENTORY

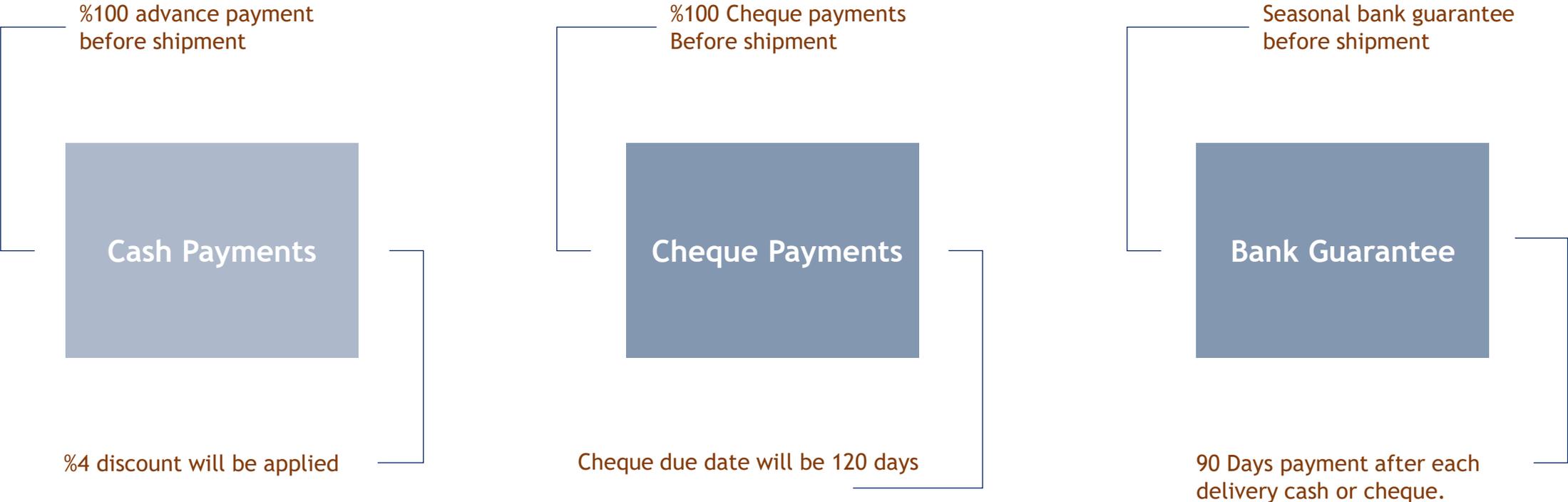
## Number of Collections per Year



- The collection is pre-ordered by the franchisee during each season's ordering phase. There are 5 pre-ordering phases in total.
- Additionally, we are offering "Open To Buy" (additional collection) and RPT (Repeat order) during the seasons.
- We finalize our seasonal shipment in 4 - 5 parties. Every month stores will receive fresh collection. The frequency of the deliveries depend on the store dynamics



# PAYMENT CONDITIONS - PRODUCTS

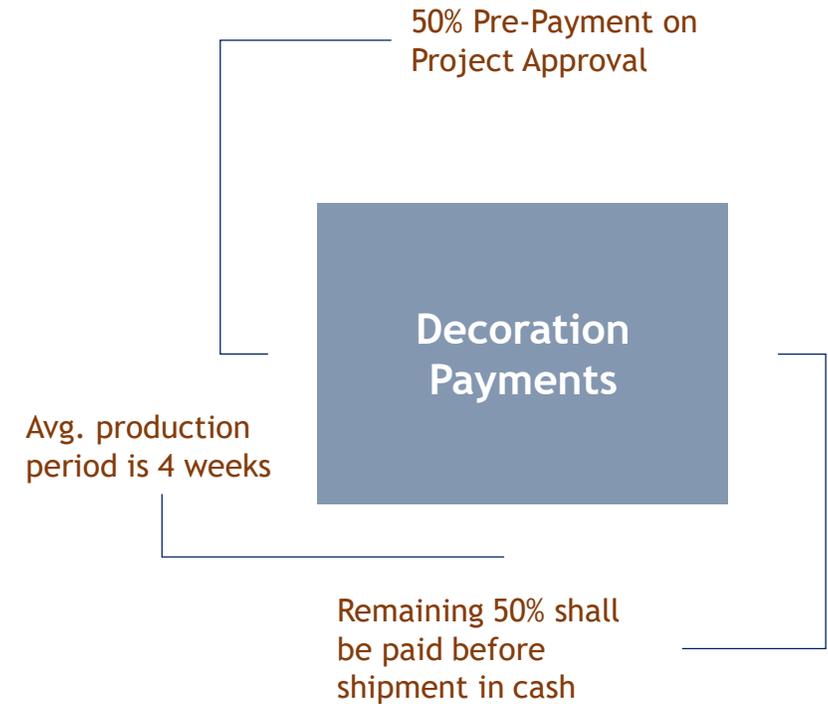


**ALL THREE OPTIONS ARE DISCUSSED DURING THE INITIAL MEETINGS**

# PAYMENT CONDITIONS - DECORATION



- Decorations includes; furniture, lighting, materials such as mannequins, bags, light boxes, ( LED screens local purchase ) etc.
- Project Design: Free of charge



# EXPORTATION

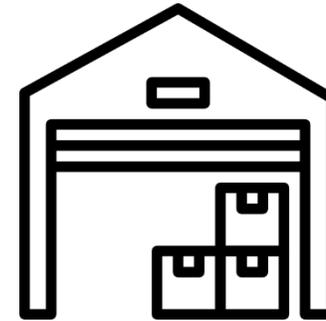
## OUR WAREHOUSE



### REGULAR WAREHOUSE (TURKEY)

- Regular warehouse internally is called «Depo».
- All the transactions and preparations here are conducted as usual.

ALL THE PRODUCTS ARE PROVIDED TO THE FRANCHISEE FROM ONE BASE (INC. BOTH STORAGES) AND THE SHIPMENT PROCESS IS MANAGED FROM TURKEY ALONE



### TRANSIT WAREHOUSE (FREE ZONE - TURKEY)

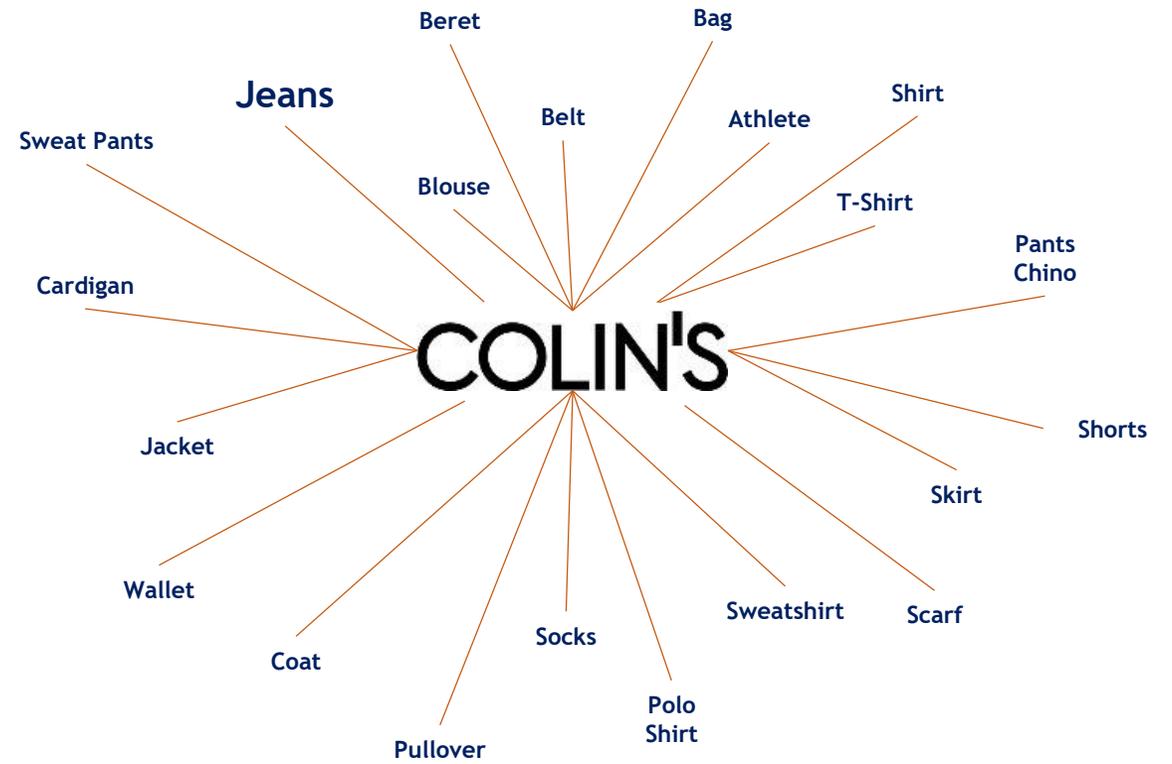
- Transit warehouse internally is called «Antrepo».
- Most products produced in other countries are delivered to Antrepo, without any importation processes in Turkey.
- Products that are stored in Antrepo can be received only by specific trucks with a certain documentation.

# COMMERCIAL



COLIN'S

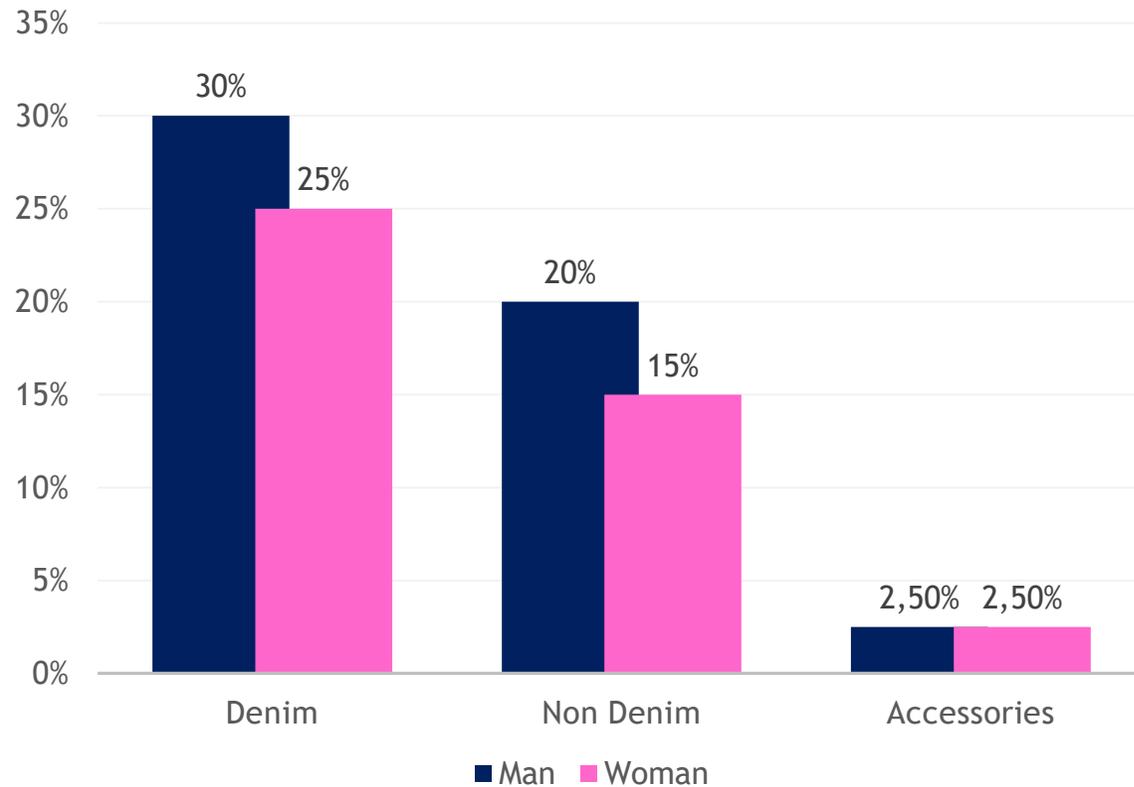
## Product Categories





# COMMERCIAL

## Sales Mix %



Avg. Price/Unit

15€ - 25€

Avg. UPT (Units per Transaction)

2,0 - 2,5

Avg. Basket/Transaction

35 - 55€

Expected Stock Turn

Approx. 10% / Season Sale

A man and a woman are standing on a city street, modeling denim clothing. The man is wearing a dark denim jacket over a white t-shirt and dark denim jeans. The woman is wearing a dark denim jacket over a black top and wide-leg denim jeans. They are standing in front of a large, ornate building with arched windows and a dark door. The street is paved and has a white arrow pointing left. The text 'THANK YOU!' is overlaid in large, white, bold letters across the center of the image.

THANK YOU!