



 **eSMOKING  
WORLD**

**FRANCHISE with the Leader**

**mild**



*Cottier*

**PROVOG**



*Smoker*

**LIQUEEN**

**AROMATIV**



# About Us



We have been the undisputed leader in the market since 2007. Our portfolio includes many renowned European brands: **MILD, Volish, Cottien, LiQueen, P1** and **Provog**. Having secured the leading position among specialized businesses in Poland, eSmoking World is looking Master Franchisee in Germany, Holland, Ireland, Czech Republic and France.

*"The creators of eSmoking World have vouched for quality. Whereas most of the market players aimed to buy as cheaply as possible and sell at the highest price, they opted to search for the most reliable suppliers and the best merchandise. In the process, they created their own brands, such as Mild or Volish."*

*NEWSWEEK Polska, January 13, 2014*

QUALITY CONFIRMED  
BY PRESTIGIOUS AWARDS



# The eSmoking World

## The eSmoking World network

Since 2010 eSmoking World has been building its own network. Currently, our products can be purchased from over 1,200 specialized shops and in over 27,000 sales points in Poland. In 2015 the company started introducing its European Master Franchise system. Joining eSmoking World Master Franchise program is a guarantee of safe future, resting on very strong foundations.



# Our brands



  
VOLISH

The eSmokingWorld's leading brand. Our products are perfect in even the finest details. Elegant, stylish and reliable.



**mild**

The oldest and most distinguished brand in the Polish market. Mostly comprises economic models, great for beginner e-smokers. Simply classic

# Our brands



# Cottier

The most feminine e-cigarettes in the European market. Brave colors, fine looking finish and stylish elegance are combined to create an exceptional brand.



# PROVOG

A lifestyle brand for young people, for whom life is an everlasting adventure. Provog are e-cigarette kits with strong batteries, exotic liquids and smaller, disposable e-cigarettes.

# Our brands



*Freesha*

An electronic shisha for chilled e-smokers and their crew, who enjoy thick mist, strong flavor and endless use.



**P1**

A brand for thrifty customers in search for an alternative for traditional smoking. P1 stands out with its very attractive price.

# Our brands



**LIQUEEN**

The first brand in Poland that specializes in liquids. Our products are famous for the amazingly wide range of perfect flavors.

**AROMATIV**

A brand of elegant liquids in specially selected flavors. For connoisseurs of the highest quality products.

**drJack**

Best flavors  
in affordable prices

# eSmoking Institute

The eSmoking World's production plant where liquids are made is one of the most modern and largest plants of its kind in Europe. The top quality of technological processes and the highest purity of the applied raw materials are ensured by Good Manufacturing Practices in force in the eSmoking World plant. GMP standards guarantee that the products' quality is closely controlled throughout all production stages. The plant is managed and supervised only by top-tier specialists with impressive scientific credentials and long years of professional experience. The comprehensive analyses of production processes are performed by QC labs and the R&D department of eSmoking Institute, a body that performs specialized research on the liquids and on aerosols generated by e-cigarettes. The nicotine liquids offered by eSmoking World are only made on the basis of unique recipes, which guarantees that the products are original and that buyers are at no risk of buying fakes.



# Franchise with eSmokingWorld

The eSmokingWorld franchise system is based on a win-win strategy. The condition for the growth of the Franchisor is the growth of the Franchisee's business. The franchisor provides ongoing support to franchisees with regard to running the eSmokingWorld sales network.



## Interviews

### E-Cigar: Poland

**Michał Łuczak**, owner of 27 sales points eSmokingWorld

"We are working with eSmoking World since 2011 and our business is still growing. The most important part of our cooperation is communication and people. These factors are the biggest advantages of my Franchisor, that's why I will still invest and open new eSmoking World stores."

### Leodewink: Poland

**Leo de Wink**, owner of 4 sales points eSmoking World

"When I started to work with eSmokingWorld I gained more free time, because my Partner eSmoking World is still supporting me with his marketing and business knowledge. Professional team and very good product quality - this is eSmokingWorld, that's why I started working with them"

### Bodden Trading: Netherland

**Corne Bodden**, owner of 3 sales points eSmoking World

"When I was looking for a strong Partner on the European market I chose to work with the best company, that's why now I work with eSmoking World. Know-How of the European leader let my company take over the local e-cigarette market."

# Why choose Franchise?

## Why choose Master Franchise?

Since 2007 CHIC has been expanding the eSmokingWorld franchise network and has now approximately 1200 sales points in Poland. Franchise is the optimal model of developing relations between two independent companies that promotes the growth of a large, modern trade network with respect for the Master Franchisee's own network.

# Become our Franchisee

## Become our Master Franchisee



Information meeting



Acceptance of the Master Franchise business plan



Acceptance of the contract conditions and assumptions of business plan for Master Franchisee



Conclusion of the Master Franchise contract

# Franchise contract

## Franchise contract



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# Franchisee's benefits

## Master Franchisee's benefits



## Facts and numbers

Master Franchise	5 years contract
Initial Master Franchise fee	Estimated per Country
Starting Packet for new shop*	Furniture, construction team, marketing materials, product and sales training, support from regional manager, IT systems
Fee for new shop	5 000 € net*
Retro discount	5 %
Profitability threshold	6 months**
ROI	24 months**
Investment capital	app. **

\* the starting packet is included in the initial fee

\*\* Financial results of the franchisee's sales network depend on the business environment in which sales network operate and the franchisee's management methods.



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JOIN US

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the missing part of your success