



**STENDERS SOAP FACTORY:
from a small idea to the global company**



14.05.2010.

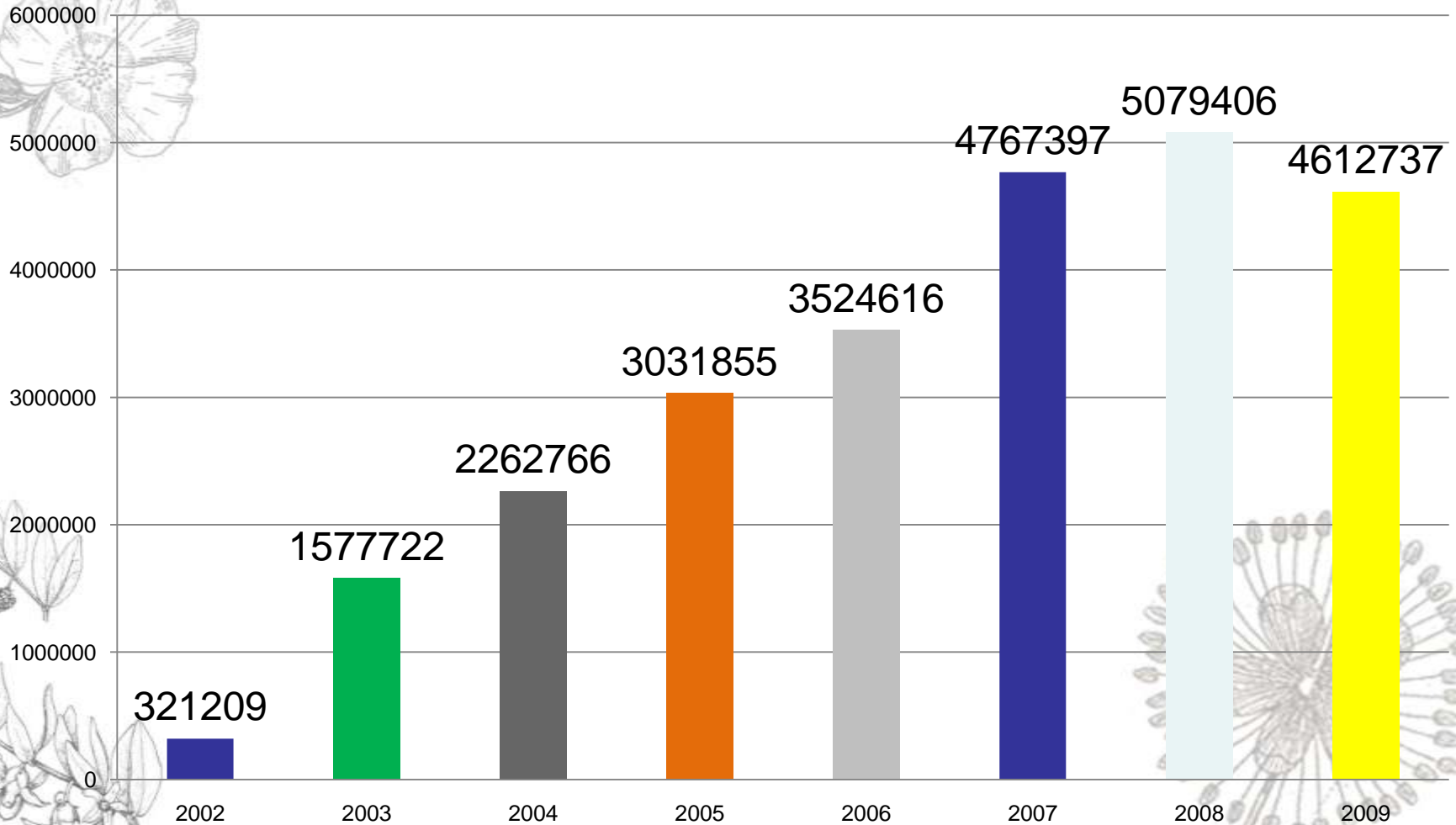
INTRODUCTION

- **Name:**
 - Official – Ltd. “Stenders Soap Factory”
 - Publicity “Stenders”
- **Founded** in 28th September, 2001
- **Operating mode:** Natural bath and body cosmetics – manufacture and sales
- **Bussines development model:** Franchise partners’ attraction
- **Distribution:** approximately 168 shops in 19 countries



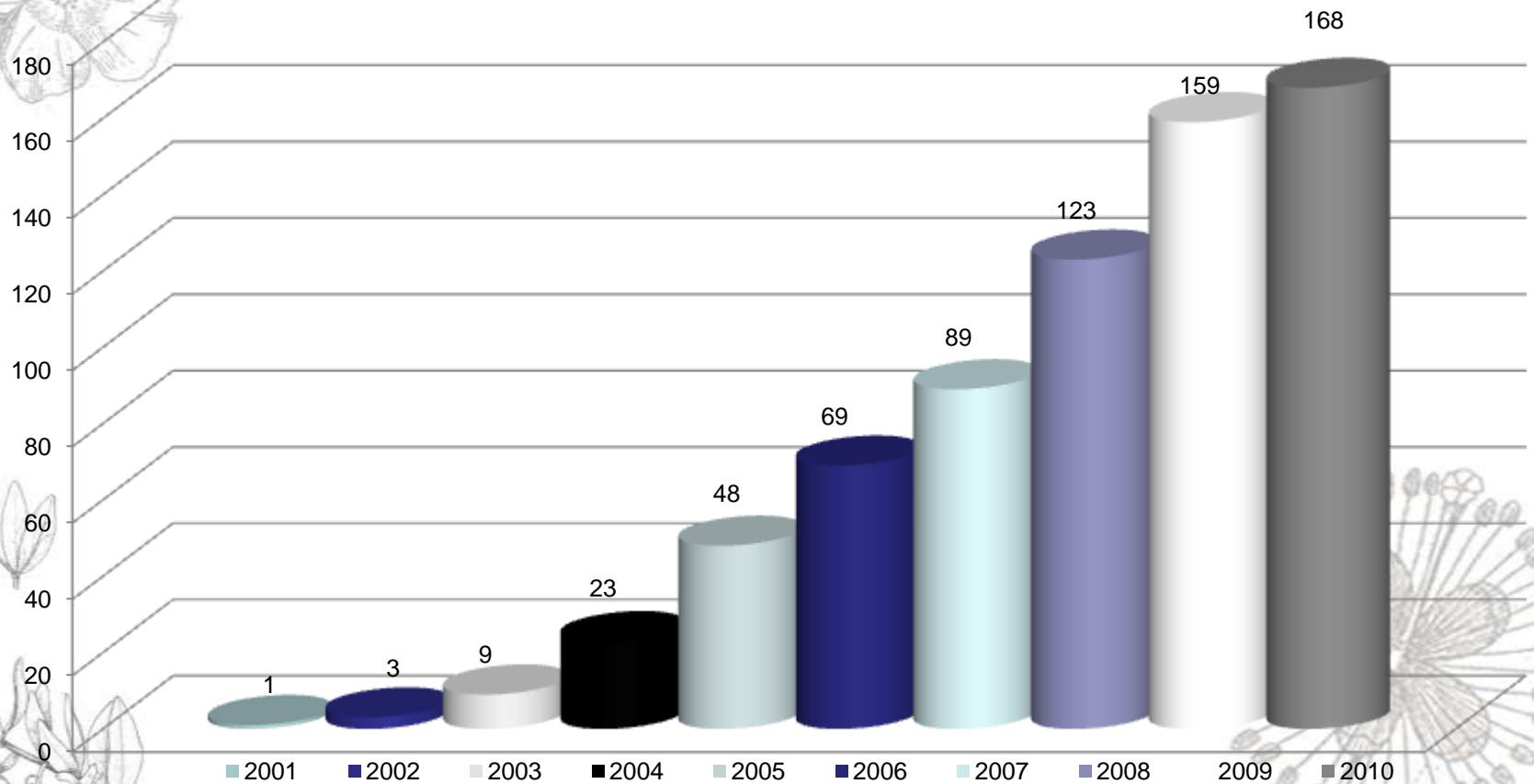


TOTAL TURNOVER GROWTH 2002 - 2009, EUR



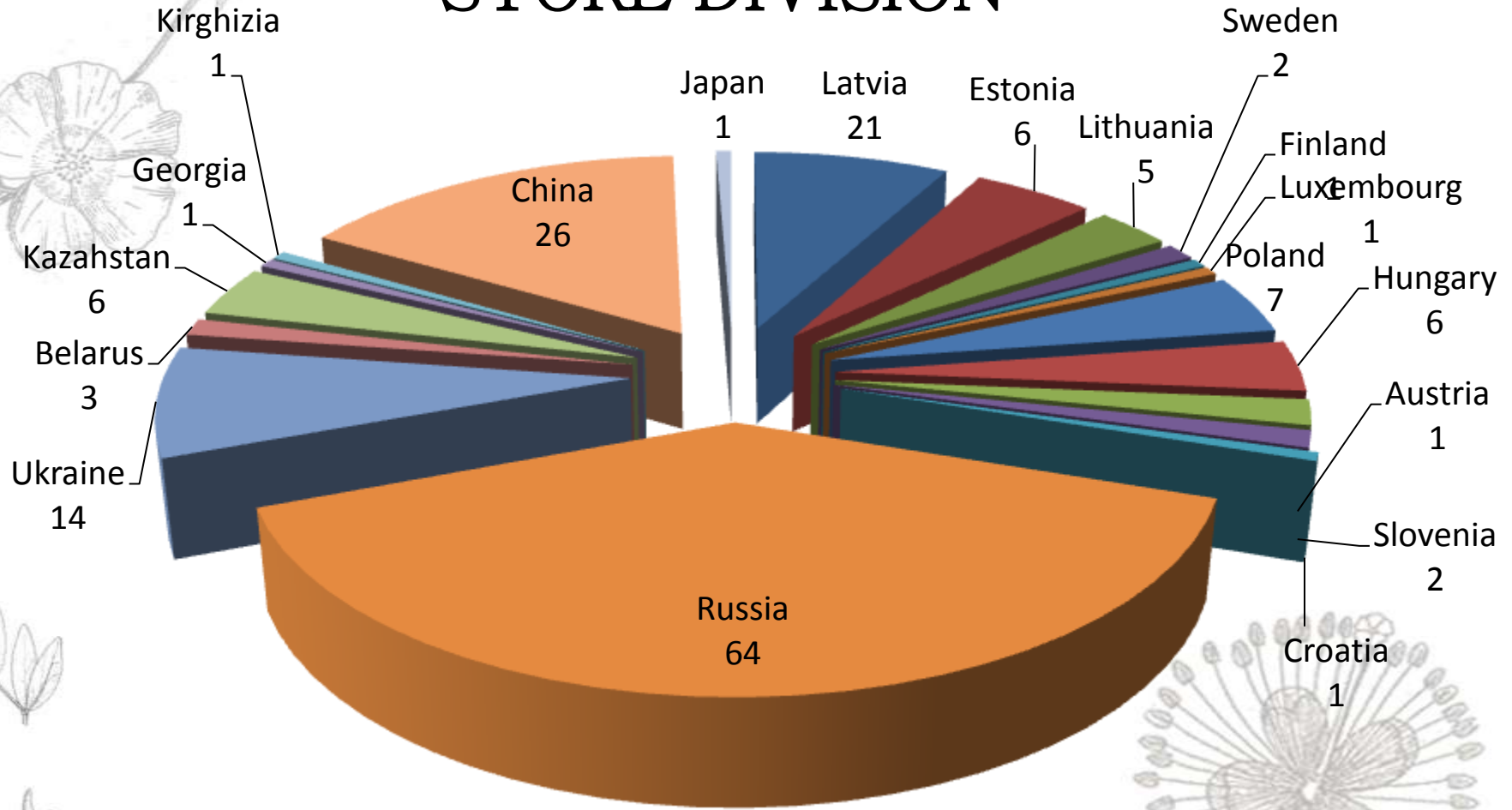


NUMBER OF STENDERS SHOPS WORLDWIDE, 2001 – 2010*





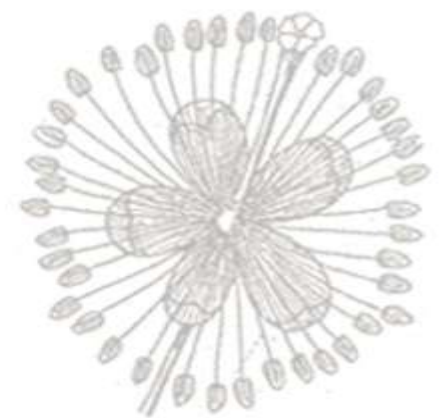
STORE DIVISION





STENDERS EXPANDING

- Internet selling web site – www.stendersshop.com
- Acquiring new territories:
 - Colombia – first shop in May, 2010
 - Greece – first shop in 2010
 - Sauda Arabia – first shop in 2010
- Stenders Spa project – product line for professionals:
new and exciting challenge for company and great possibility for Stenders partners all over the world



STENDERS STORY





PRODUCTS AND SERVICES

- STENDERS manufactures high quality natural bath and body cosmetics
- Hand made products from natural materials like plant extracts, dried plants particles, essential oils, beeswax, honey, honey cells etc.
- Differentiation – product lines
- Wrapping materials and process



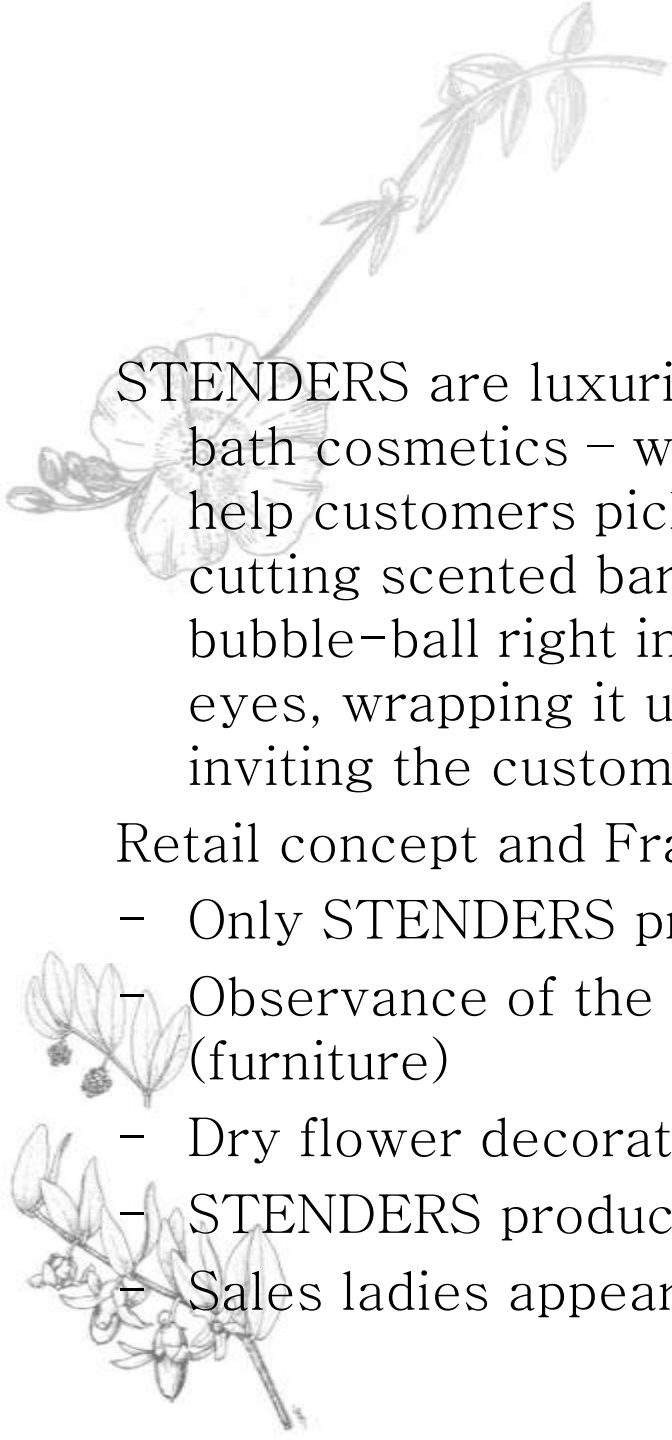


PLACE

STENDERS are luxurious boutiques selling natural bath cosmetics – welcoming shop assistants help customers pick the best out of the best, cutting scented bars of soap or weighing a bath bubble-ball right in front of the customer's eyes, wrapping it up with special care and inviting the customer to return again and again.

Retail concept and Franchise

- Only STENDERS products.
- Observance of the overall design of the shop (furniture)
- Dry flower decoration and other interior details
- STENDERS products' layout
- Sales ladies appearance





STENDERS





PROMOTION

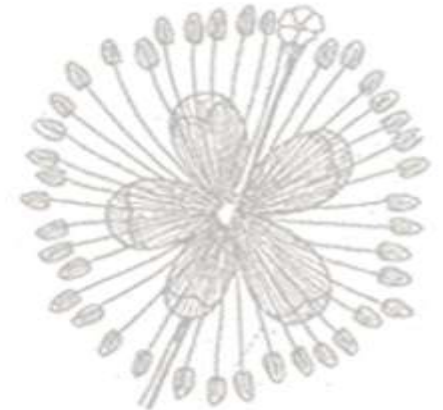
- Mouth – to – mouth marketing
- PR
- Charity projects





PEOPLE

- Number of employees – 110, incl. manufacturing and laboratory
- Team
- Attitude – meet every single customer as friend
- Partner selection process
- Training – internal and external





LOOK AND FEEL

Every detail, every piece of work created by *STENDERS* is crafted with a personal attitude, love and feeling!

EVERY SMALL DETAIL MATTERS!

