



The leading
franchise
of discount
homeware



Join the n°1 network
of independent retailers!



TIME TO BRING THE PARTY HOME !   



Join a high-performance network!

over 45 years serving your franchise

La Foir'Fouille is a long-standing leader in a dynamic and profitable sector which is currently booming: discount homeware.

Built on solid experience, La Foir'Fouille has forged its success with a **rich and varied offering which is accessible to all**. A leader in homeware and a party specialist, it has succeeded in reinventing its image with **more attractive stores, on-trend products, daily new product arrivals, and continually more great deals!**

Driven by values including **pleasure, community and confidence**, La Foir'Fouille consistently stands out from the crowd, always aiming to better meet consumer needs and expectations.



30M

CUSTOMERS/YEAR



RETURN



€2,000/m²

WHICH MAKES LA FOIR'FOUILLE THE LEADER IN ITS MARKET



€760^M

IN TURNOVER

€2.9^M

PER YEAR AVERAGE TURNOVER PER STORE

Its new signature "Time to bring the party home!" perfectly reflects its brand positioning, which is young, modern and constantly evolving.



50%

OF FRANCHISEES HAVE AT LEAST 2 STORES

15

OPENINGS PER YEAR

270

STORES

FRANCHISE ACCESS CONDITIONS



Global investment (excluding land and stock):
from 600k

Down-payment:
250k minimum

Concession fee proportional to turnover:
on average 2.5% of turnover exc. VAT

Initial franchise fee:
29k exc. VAT



Why choose La Foir'Fouille?

A big name with a long-standing history known by 85% of French consumers.

A structured, yet human-sized team, each franchisee is important to the company.

La Foir'Fouille offers great products at discounted prices, with the option to adjust local prices and select local suppliers for each store.

A team here to help bring your project to life

- **Tailor-made support** during the development phase of your project (projected operating account, investment costing, etc.).
- A **merchandising service** to support you as you implement your project, from creating a sales plan to new product orders.
- **Tried and tested processes, regular training** (immersion in point of sale, merchandising, I.T system, etc.).
- A Regional Director assigned as your **personal contact point**, on-hand to provide support, promote a successful point-of-sale opening and to share the brand's expertise and know-how.

A powerful I.T system developed in partnership with the market leader

- **Commercially optimise** your point of sale and analyse your returns.
- **Manage** your supplies and orders, and control margins and stock.
- **Set a benchmark** in relation to other stores.



A national loyalty programme



- ✓ Enables **comprehensive know-your-customer processes** thanks to the identification of all purchases from the first euro spent
- ✓ Helps **generate customer loyalty and rewards** the most loyal customers
- ✓ Offers a **dedicated service**, with exclusive offers, private sales, VIP prices and product previews.



An exclusive offer, developed by our Buying Department, at the core of La Foir'Fouille's business.



A team of category managers who are experts in their product sector, negotiating and listing on-trend ranges with suppliers.



A Sourcing Department based in Asia that works on identifying manufacturers and monitoring production, ensuring compliance with our CSR criteria.



Exclusive brands for each sector, seasonal themed collections developed with a style agency.



Detailed planograms for each sector guaranteeing optimal returns.



A physical and virtual showroom to present the brand's product collections.

12 own brands

Seasonal and permanent sectors



OUTDOOR
kōkoon



DECORATION
MOOREA



CHRISTMAS
FAIRY
STARS



... AND THAT'S NOT ALL:

izéo

Cultiva

uptech

Spot & Flash

Mini
kōkoon

PARTY!

YOU'
KIDS



360°

communication

drives traffic and positive brand reputation



Print

- 30 campaigns/year
- 200 million leaflets

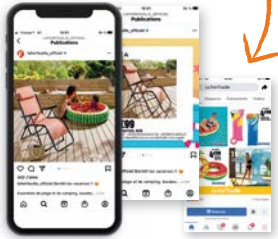


Retail website

- 18 million visits/years
- 15,000 products online

Social networks

- Impactful social media campaigns



A modern and scalable logistics tool



85,000 m²

- A new 85,000 m² warehouse opened in 2020 on the multi-modal hub in Dourges to facilitate transport by river and rail, in line with our **CSR policy**.
- Up to twice weekly deliveries for commercial campaigns and regular stock.

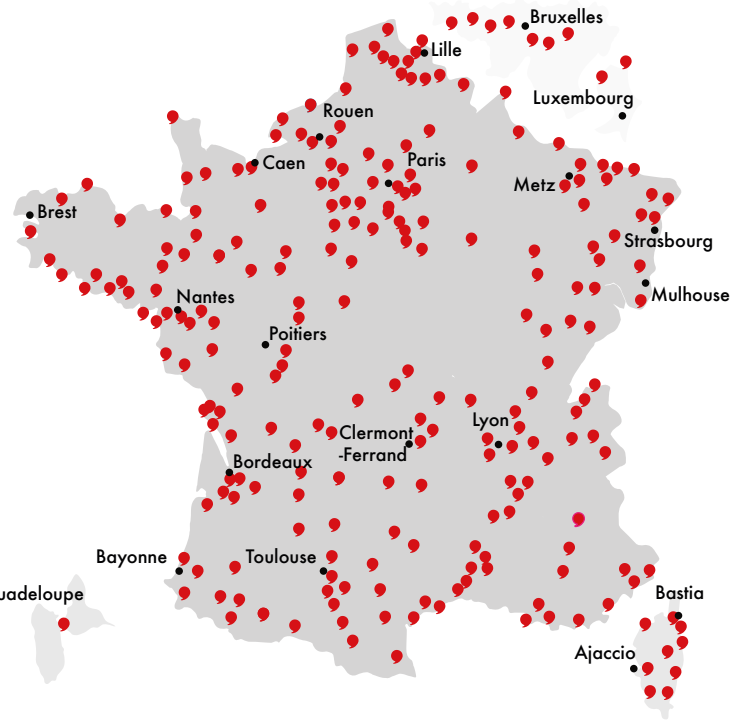


2 x weekly
Delivery



270 stores

across mainland France,
French overseas territories,
Belgium and Luxembourg



THE CONCEPT La Foir'Fouille



EVOLVING STORE FORMATS

1,500 
to 3,000 m²

20,000 
references
& regular new arrivals
to create a surprise!

PERIPHERAL POSITIONING:
on site No.1 or No.1b
in peripheral trading area
or on high-footfall route

RETAIL ZONE :
over 50,000
inhabitants

LAND:
from
6,000 m²

WORKFORCE:
10 to 20
employees

CAR PARK :
80 to 100 spaces

Contact us!

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