

FRANCHISE HANDBOOK



ALFEMO[®]

ALFEMO

ZEREN
GROUP

GM's Message to Valued Partners and Future Investors



As we step into 2026, Alfemo is entering a defining new era—one marked by bold ambition, renewed strength, and a clear global vision. With great confidence and enthusiasm, we are positioning Alfemo for accelerated international growth, bringing our design-led furniture collections to new markets across the world.

This new chapter is built on a strong foundation. Backed by robust manufacturing capabilities, a renewed brand strategy, and the institutional strength of Zeren Group, Alfemo is ready to scale beyond borders. Our focus is clear: to grow rapidly and sustainably in international markets together with strong local partners who share our vision and entrepreneurial spirit.

At Alfemo, design, quality, and functionality have always been at the core of what we do. As we expand globally, this commitment remains unchanged. From our production facilities to flagship stores abroad, every Alfemo space is designed to deliver a consistent, inspiring brand experience—one that resonates with diverse cultures while maintaining a strong and recognizable identity.

For our international partners and investors, we offer more than a brand. We offer a proven business model, operational know-how, and long-term collaboration built on transparency and mutual growth. Whether you are discovering Alfemo for the first time or joining us as a strategic partner, we invite you to be part of a journey defined by momentum, opportunity, and shared success.

Thank you for your interest and trust in Alfemo. As we move forward from 2026 and beyond, we look ahead with confidence and excitement. Together, we will shape living spaces around the world and build a global success story—one market at a time.

Warm regards,
Tolga KAYA

FACTORY & PRODUCTION



FACTORY

200.000 m²
total area



ANNUAL
PRODUCTION
CAPACITY

510.000
items/per year



EMPLOYEES

515
office + factory



STORES

91
71 in Türkiye
16 International



EXPORT
COUNTRIES

35
Countries





Alfemo Master Franchise Opportunity

Alfemo offers experienced investors and institutional partners the opportunity to represent and scale a fast-growing international furniture brand through its Master Franchise model. This structure is designed for partners who seek long-term market leadership rather than single-store operations.

As a Master Franchise partner, you gain exclusive rights to develop Alfemo within a defined territory, with the responsibility and privilege of building a nationwide retail network. Alfemo provides brand strength, manufacturing power, product portfolio, and operational know-how—while the local partner brings market knowledge, real estate expertise, and growth execution.

The Alfemo Master Franchise model is built on a proven retail system that ensures consistency, scalability, and controlled growth. Standardized store concepts, centralized product management, and continuous operational support allow partners to expand efficiently while maintaining strong brand integrity. This approach minimizes operational risk and accelerates market penetration.

Backed by robust production capacity and the institutional strength of Zeren Group, Alfemo offers its Master Franchise partners a sustainable business platform with attractive long-term value creation. This partnership model is not focused on short-term returns, but on building a strong, profitable, and enduring presence in each market.

For investors seeking to lead the development of a contemporary furniture brand in their region, Alfemo represents a compelling opportunity to grow with a company entering a new phase of international expansion.

ALFEMO **ALFEMO yatak**  Kids & Teens

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KEY ADVANTAGES FOR MASTER FRANCHISE PARTNERS

01

Exclusive Territory Rights

Master Franchise partners are granted exclusive development rights within an agreed territory, enabling structured and protected market growth without internal competition.

02

Proven and Scalable Business Model

Alfemo's franchise system is built on standardized store concepts, defined operational processes, and centralized product management—allowing rapid and controlled expansion across multiple locations.

03

Strong Manufacturing and Supply Capability

Backed by high-capacity production facilities, Alfemo ensures consistent product availability, quality standards, and reliable supply to support fast network growth.

04

Comprehensive Brand and Operational Support

From store design and opening support to sales training and operational guidance, Master Franchise partners benefit from continuous support at every stage of development.

05

Wide and Adaptable Product Portfolio

Alfemo offers a broad product range that can be adapted to local market preferences while maintaining a strong and consistent brand identity.

06

Marketing Power and Brand Development

Centralized brand strategy, marketing materials, and campaign frameworks empower partners to build strong local brand awareness supported by a global brand vision.

07

Lower Operational Risk Through Centralized Systems

Central planning, defined standards, and data-driven processes reduce dependency on individual decision-making and help manage operational risk effectively.

08

Long-Term Value Creation

The Master Franchise model is designed to build a scalable retail network that creates sustainable profitability, brand equity, and long-term asset value within the territory.



When the right brand, the right system, and corporate strength come together, investment is not a coincidence, but a result.



WHAT WE EXPECT FROM OUR MASTER FRANCHISE PARTNERS

1

Strong Financial Capability

Master Franchise partners are expected to have sufficient financial strength to support initial market entry, flagship store openings, and the phased expansion of the retail network.

2

Long-Term Investment Vision

Alfemo seeks partners who view this opportunity as a long-term market development project rather than a short-term trading venture, with a clear commitment to sustainable growth.

3

Local Market Expertise

In-depth knowledge of the local retail landscape, consumer behavior, and real estate dynamics is essential to ensure successful market positioning and expansion.

4

Retail and Operational Competence

Experience in retail, franchise operations, or multi-unit business management is highly valued, enabling efficient execution of Alfemo's standardized business model.

5

Commitment to Brand Standards

Master Franchise partners are expected to fully adopt and protect Alfemo's brand identity, store concept, pricing discipline, and operational standards across all locations.

6

Development and Expansion Capability

The ability to plan, open, and manage multiple stores within an agreed development schedule is a key requirement of the Master Franchise structure.

7

Dedicated Management Team

Partners should appoint a professional local management team responsible for daily operations, reporting, and coordination with Alfemo headquarters.

8

Collaborative and Transparent Partnership Approach

Alfemo values open communication, data sharing, and alignment on strategic decisions to ensure a strong, trust-based partnership.

INVESTMENT & DEVELOPMENT ROADMAP (3-5 YEARS)

Phase 1

Market Entry & Brand Introduction

The first phase focuses on establishing Alfemo's presence in the target market through a flagship store that reflects the brand's full concept and positioning. During this stage, the Master Franchise partner works closely with Alfemo to localize the product offering, finalize pricing strategies, and build the initial operational team. This phase is critical for brand awareness, market learning, and setting the foundation for scalable growth.

YEAR 1

Phase 2

Network Development & Operational Stabilization

Following the successful launch of the flagship store, the focus shifts to structured expansion. Additional stores are opened in key commercial locations, supported by standardized processes, trained teams, and centralized planning. Operational efficiency, supply chain optimization, and marketing performance are strengthened during this phase, ensuring consistent execution across the growing network.

YEARS 2-3

Phase 3

Accelerated Expansion & Market Leadership

With a stable operational structure in place, the Master Franchise partner accelerates expansion to achieve broader market coverage. Store openings become more frequent, supported by refined site selection criteria and experienced management teams. At this stage, Alfemo aims to establish itself as a recognized and trusted furniture brand within the market, creating strong brand equity and sustainable profitability.

YEARS 3-5

Phase 4

Consolidation & Long-Term Value Creation

The final phase focuses on optimizing the existing network, enhancing store performance, and strengthening brand leadership. Emphasis is placed on long-term profitability, customer loyalty, and continuous improvement. The developed retail network becomes a valuable asset, generating recurring revenue and positioning the Master Franchise partner for further strategic growth opportunities.

YEAR 5 AND BEYOND



We don't just support growth
— we climb together.



SUPPORT PACKAGE BY ALFEMO

Alfemo provides its Master Franchise partners with a comprehensive support structure designed to ensure successful market entry, efficient expansion, and long-term operational excellence.

Performance-Based Commercial Support

Alfemo actively supports its partners' growth through performance-based commercial incentives. Depending on the level of quarterly target achievement, Master Franchise partners may benefit from direct commercial support structures designed to accelerate sales momentum and reward successful execution.

Brand & Concept Development

Alfemo delivers a standardized store concept, brand guidelines, and visual identity systems to ensure consistent and strong brand representation across all locations.

Architectural & Store Planning

Alfemo provides architectural guidance including store layout planning, façade design principles, interior zoning, and concept adaptation to local regulations—ensuring both aesthetic consistency and operational efficiency.

Store Design & Opening

From site evaluation and layout optimization to pre-opening coordination, Alfemo supports partners throughout the store development and launch process.

Product & Merchandising

Partners benefit from centralized product planning, assortment recommendations, and seasonal collection guidance aligned with global brand strategy and local market needs.

Supply Chain & Logistics Coordination

Alfemo ensures reliable production planning, order management, and export coordination to support continuous product availability and smooth store operations.

IT Systems & Digital Infrastructure

Alfemo provides guidance on core IT systems including POS, reporting tools, and data integration standards to enable transparent performance tracking and informed decision-making.

Training & Knowledge Transfer

Comprehensive training programs are provided for management and sales teams, covering product knowledge, sales techniques, customer experience, and operational standards.

Marketing & Communication

Alfemo supplies marketing frameworks, campaign concepts, and communication materials, enabling partners to execute effective local marketing aligned with the global brand vision.

Operational & Performance

Ongoing operational guidance, performance monitoring, and best-practice sharing help partners improve efficiency, manage risk, and optimize store performance.

Strategic Partnership & Growth Alignment

Regular communication, joint planning, and strategic alignment ensure that Alfemo and its Master Franchise partners grow together with shared objectives and long-term focus.

BECOMING AN ALFEMO FRANCHISE PARTNER

Becoming an Alfemo franchise partner is a structured and transparent process designed to ensure long-term success for both parties. Each step is carefully planned to align strategic goals, operational readiness, and market potential.

1

Initial Introduction & Application

The process begins with an initial introduction and submission of a franchise application. At this stage, potential partners share background information regarding their business experience, financial capacity, and target market.

2

Mutual Evaluation & Strategic Fit

Alfemo reviews the application to assess strategic alignment, market potential, and partner suitability. At the same time, detailed information about Alfemo's brand, franchise model, and international vision is shared to ensure mutual understanding.

3

Market Assessment & Territory Definition

Together with the prospective partner, Alfemo evaluates the target market, including retail dynamics, competitive landscape, and growth potential. Based on this assessment, the development territory and expansion scope are defined.

4

Business Model & Development Planning

A preliminary development plan is prepared, outlining store rollout strategy, investment phases, and operational milestones. This step ensures clarity on expectations, timelines, and long-term objectives.

5

Agreement & Legal Framework

Following mutual agreement on commercial terms and development commitments, the franchise or master franchise agreement is finalized. This stage establishes a clear and secure framework for long-term collaboration.

6

Store Concept, Design & Preparation

Alfemo provides architectural guidelines, store concept materials, and technical support for site planning and store design. Simultaneously, product planning, IT systems setup, and operational preparations begin.

7

Training & Pre-Opening Support

Management and sales teams receive comprehensive training covering product knowledge, sales processes, customer experience, and operational standards. Pre-opening support ensures full readiness before launch.

8

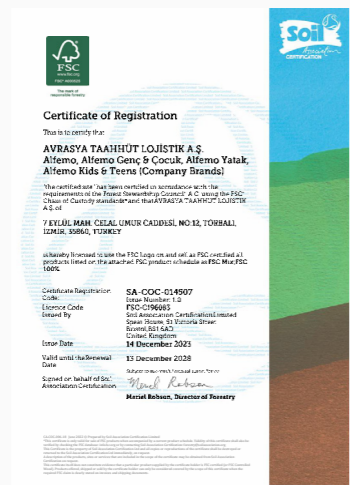
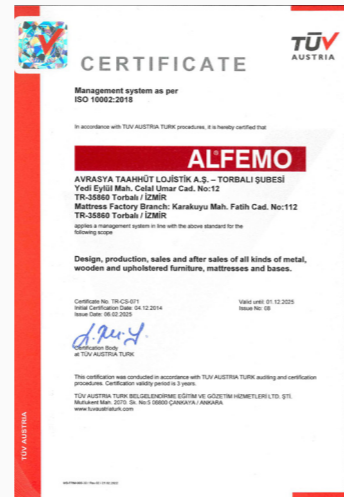
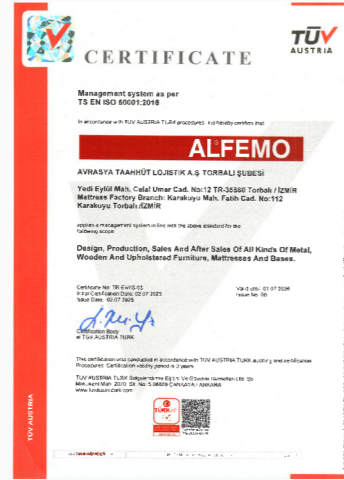
Store Opening & Ongoing Support

The opening of the first store marks the start of active operations. Alfemo continues to provide operational, marketing, and performance-based support to ensure sustainable growth and successful network expansion.

A clear, step-by-step path to a strong franchise partnership.



QUALITY CERTIFICATES



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CALL US TODAY AND JOIN THE WORLD OF ALFEMO.

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