

Corporate Profile

Private Labels & Franchises



📍 Ul. Grzybowska 12/14, lok. 22 Postal Code :00-132 Warszawa, Poland

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📱 📺 📺 Legendary Europe PL

www.legendarueurope.eu

Legendary Europe :

ABOUT US

Legendary Europe is a European Corporate

specialized in business & consultation services in Poland & Middle East. It was established in June 2018 in Poland with focus on the Middle East especially Egypt, Saudi Arabia & United Arab Emirates which represent 75 % from the Total Middle East market size.

Legendary Europe serves as the bridge between POLAND and MIDDLE EAST countries.

Our Vision:

to be the trusted partner for our clients & the first destination for any company in Poland wants to expand its business in Middle East & for the Individual Investors who want to invest with the great growth in Poland Economy.

Our Mission:

to create platform of commercial & cultural exchange between the Polish part & Middle East side.

Our Activities

- _ Establish Polish Companies then Investment Residency Permit in Europe
- _ Franchise Business
- _ Private Label Manufacturing

History

In 2015 four multinational healthcare Professionals working for many years In GCC Countries especially United Arab Emirates & Saudi Arabia decided to start their Own Business in Europe to provide Middle East with High Quality Pharmaceuticals, Cosmeceuticals, food supplements & Medical Devices.

Then in 2018 expanded to Legendary Europe

The Project was expanded to include not only our own business but also acting as sourcing office for dealing with polish cosmetics companies & pharmaceutical companies for doing projects for other partners to establish for them companies in Poland & We established too many Polish companies for Foreign Investors (Mainly Healthcare Professionals) who is willing to invest in Poland



1- Our Services For Investor from Middle East:

- 1- Establish European Company in Poland & Business leads to Residency Permit
- 2- Investment Opportunities in Poland.
- 3- Franchising Agreement in Poland.
- 4- Private Label Manufacturing in Poland.
- 5- Franchise Expansion in Middle East.
- 6- Distribution Agreement for Polish Cosmetics, Food Supplements & Medical Devices.
- 7- Business Tours in Poland.
- 8- Medical Tourism in Poland.
- 9- Study in Poland.
- 10- Legal Support & Contracts Reviews



We will help you to:

- _ Establish your company in Poland.
- _ Support in all related business activities, Business Projects, Consultancy & Polish Market Data.
- _ Communication with the polish companies for distribution agreements or private label manufacturing including meetings, contracts review, goods inspection, production follow up, packing , preparing all the documents required to the imported target market, finish all registration process in Poland if required, sending the clients all the documents required for custom clearance.
- _ Support in opening your franchise in Poland. Communicating with Franchise Owners on behalf of you, scheduling appointments, franchise consultations in all issues related to starting your company franchise in Poland easily while you are in your own place.
- _ Arranging business visits for Investors to attend trade shows&conferences in Poland during which business meetings are conducted.
- _ Dedicated Project Manager will be available for your business support on daily basis from 9:00 to 16:00 Monday to Friday excluding Polish Public Vacations.



2- Our Services For Polish Companies:

- 1- Find Your Franchisee from Middle East.
- 2- Open New Markets for Your Franchise.
- 3- Find Distributers in Middle East.
- 4- Private Label Manufacturing for investors
- 5- Patient Support Programs.
- 6- Providing Market Intelligence & Business Opportunities
- 7- Business representation in Conferences in Middle East
- 8- Medical Tourism in Egypt
- 9- Business Tours in Middle East
- 10- Legal Support & Contracts Reviews



We support you by:

- _ Finding distributors for Polish Companies in Middle East regions.
- _ Providing necessary market insights & Market Data.
- _ Identifying sales opportunities to introduce the polish products to the Middle East market.
- _ Arranging B2B meetings with local partners in Middle East Countries.
- _ Arranging business visits for Polish Companies representatives to visit Middle East regions
- _ Represent polish companies & facilitate their participation in trade fairs, conferences, and other events in Middle East.
- _ Arranging visits for polish franchise owners to Middle East to schedule meetings to expand their franchise business & open branches in Middle East countries.
- _ Providing Legal support for Different Agreement types.



Why POLAND?

- The best CEE country for business – according to Bloomberg Rankings 2013
- Favorable location – the center of Europe
- Cosmetics Market Size more than 21 Billion PLN (2015) with average growth of 3-5 %
- Pharmaceutical Market Size more than 28 Billion PLN (2015) with average growth of 6 %.
- One of the biggest markets in Europe – 38 million consumers.
- The only European country which resisted the global economic crisis in 2009 and continued to strengthen its position

MALAYSIA 2019 WORLD'S BEST COUNTRY TO INVEST IN

CEOWORLD Magazine ranked Malaysia **first** among 67 countries to invest in or do business



The 11 ranking factors included :

- Corruption
- Personal, trade & monetary freedom
- Workforce
- Investor protection
- Infrastructure
- Taxes
- Quality of life
- Red tape
- Technological readiness

RANK	COUNTRY	SCORE
1	MALAYSIA	85.8
2	POLAND	85.2
3	THE PHILIPPINES	84.6
4	INDONESIA	84.4
5	AUSTRALIA	84.1
6	SINGAPORE	83.7
7	INDIA	83.6
8	THE CZECH REPUBLIC	82.6
9	SPAIN	81.9
10	THAILAND	81.6

Note: A red stamp with 'POLAND' and 'LEGENDARY EUROPE' is overlaid on the table.

franchising.sa/article/...

FRANCHISING.SA

Archives / side of the Frankfurt Franchise exhibition

WEDNESDAY 06.02.2020

The report of the Global Center for Excellence "Rosenberg" of "New Hampshire" sets annually the international index of attractiveness of global trade franchise

Riyadh - Franchise (agencies)

The report of the Global Center for Excellence "Rosenberg" of the "New Hampshire", which sets annually the international index of attractiveness of global trade franchise, revealed that

Germany ranked first in the index internationally, and the United Kingdom ranked second, followed by Canada, Poland, France, Australia, Spain, Ireland, and Sweden. While South Korea ranked

2019 Best Franchise Attractiveness Worldwide

Rank

- 1- Germany
- 2- UK
- 3- Canada
- 4- Poland ✓
- 5- France




notesfrompoland.com/

Poland ranked third in Europe for foreign investment in new projects last year

#Mahmoud_Bahgat #Legendary_Europe

MAY 9, 2020 | BUSINESS | 0 COMMENTS




Why POLAND?

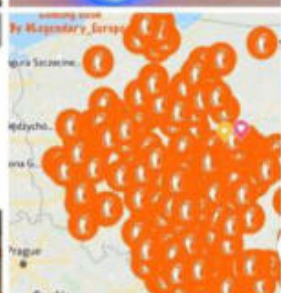
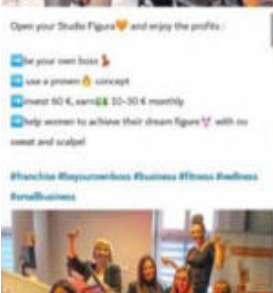
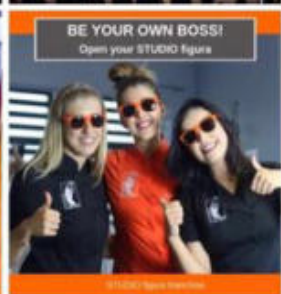


- Poland has emerged as an important and dynamic market since the country began its transition to democracy and a market-driven economy in 1989. With 38 million people, Poland is the largest market among the former Eastern bloc countries of Central Europe and shares borders with both “new” EU and “old” EU-15 countries. Poland became a member of the European Union (EU) in 2004.
- While the rest of Europe struggled with the global financial crisis, Poland experienced GDP growth of over 20 percent from 2008-2013. As predicted, Poland’s GDP growth slowed in 2013 as a result of the European debt crisis and Poland’s own fiscal consolidation efforts. However, expansion is expected to exceed 3% in 2014. Poland’s growth was in part due to the sizable resources from the EU structural and cohesion funds. Poland is the main beneficiary of these funds, receiving €68.7 billion from 2007 to 2013. The second round of EU funding for the years 2014-2020 will reportedly be used to drive continued infrastructure projects, to develop Poland’s energy industry, and to stimulate innovation.
- Poland shipped US\$540.0 billion worth of products around the globe in 2013 and it is the world’s eleventh-largest exporter. The latest figure represents 3% of worldwide exports estimated at \$18.1 trillion.



Our Polish Partners:





Events Coverage for Franchise & Private Label

- **Warsaw Franchise Expo 2018**

September 2018 Palace of Culture and Science, Warsaw, Poland

It is an excellent opportunity for franchise companies to meet potential franchisees and develop their businesses in Poland. The Expo visitors are mainly entrepreneurs and SME owners who are looking for a good franchise opportunity.

- **Cosmetic Business Poland 2019**

2019 Warsaw, Poland

Home and Personal Care Ingredients Exhibition and Conference, around 300 suppliers presented their new solutions for the development, production and packaging of cosmetic products at the EXPO XXI Exhibition Centre

- **Warsaw Franchise Expo 2019**

October 2019 Palace of Culture and Science, Warsaw, Poland

Polish Franchise Expo is the perfect place to exchange contacts and meet potential business partners. It is an excellent opportunity for franchise companies to meet potential franchisees and develop their businesses in Poland. The Expo visitors are mainly entrepreneurs and SME owners who are looking for a good franchise opportunity.

- **Beauty World – Saudi Arabia 2019**

(Jeddah Saudi Arabia October 2019)

The first edition of Beauty world Saudi Arabia concluded in Jeddah featuring over 190 exhibitors from over 20 countries. The trade exhibition welcomed over 5,100 visitors that connected with leading industry players that presented market trends and products from the global beauty industry.

- **Egy Beauty**

Cairo Egypt November 2019

The main and only gateway for increasing your business and taking a part in one of the most massive and very fast-growing market of beauty in Egypt and Africa and Middle East Moreover, premium business-to-business meetings organized by Specializing experts who are gathering our exhibitors with local and international hosted buyer, distributors, wholesalers and retailers.



- **Legendary Europe in Morocco**

Morocco Cosmetics Expo – Casablanca Jan 2020

Morocco Cosmetics and Cleaning Products Fair Date: 15-19 Jan 2020
Venue: Casablanca International Fairgrounds, Casablanca, Morocco
an opportunity for the brands to establish a direct link with the amateurs, to immerse them in the intimacy of the products and to allow them to meet their favorite stars in the field of art, culture & sport

- **Legendary Europe in Qatar**

Franchise Expo – Doha Jan 2020

Franchise Expo 2020 in Qatar. Qatar provides the best opportunities for franchise businesses willing to expand as it has a fast-growing population and economy. It means that Qatar Franchise Expo 2020 which will take place on January 25 – 27.

- **Legendary Europe in United Arab Emirates**

Arab Health Dubai Jan 2020.

Another stunning edition of Arab Health concluded in Dubai with a new record in visitor and exhibitor numbers. Featuring over 700,000 Health care Professional & 10,000 exhibitors from 68 countries. we are where the world of healthcare meets 110 conferences, creating the largest global healthcare database, supporting 10,000 exhibitors and reaching over 700,000 healthcare professionals, we're at the very heart of the sector. And a healthy healthcare sector is good for a healthier world for all.

- **Legendary Europe in Tunisia**

Franchise Expo Sfax - February 2020

Franchise Expo Sfax is an annual exhibition which aims to promote franchisors and master franchisees in Tunisia and abroad, through the enlargement and development of their networks, through privileged meetings to exchange ideas and share experiences.

FRANCHISE EXPO COVERAGE WARSAW 2018

Europe



FRANCHISE EXPO COVERAGE WARSAW 2019



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MOROCCO
BEAUTY EXPO 2020

4^{EME} ÉDITION

15 - 19 JANVIER 2020

FOIRE INTERNATIONALE DE CASABLANCA



05 22 25 25 22



Egy
Beauty
EXPO

3rd to 5th November 2019

Cairo International Conference Center



EGY BEAUTY CAIRO 2019



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WORLD BEAUTY SAUDI ARABIA JEDDAH 2019



SD SAUDIDERM
ANNUAL CONFERENCE & EXHIBITION

3rd Saudi World Conference & Exhibition for
Dermatology, Laser & Aesthetic Medicine

CONFERENCE
JANUARY 23 - 25, 2020

WORKSHOPS
JANUARY 22, 2020

Logos for sponsors: RI REAYAH INTERNATIONAL, CME ACCREDITED, Hilton, and others.



FOODEX SAUDI ARABIA JEDDAH 2019





FRANCHISE EXPO QATAR 27 JAN 2020



Franchise 2020
CONFERENCE & EXPO

UNDER THE AUSPICES OF
H.E KHALIFA BIN JASSIM AL THANI
CHAIRMAN OF QATAR CHAMBER OF COMMERCE & INDUSTRY

**FRANCHISE
CONFERENCE & EXPO
2020**

MONDAY 27 OF JANUARY 2020
AL MAJLIS HALL
SHERATON GRAND DOHA RESORT & CONVENTION HOTEL

QATAR
العربية
ISHAR FOR EXHIBITIONS



ARAB HEALTH EXPO UAE 27-30 JAN 2020



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Sfax Franchise Exhibition 2020

12 followers

23h • Edited • 🌐



Day-2 before #FranchiseExpoSfax.

Join us the 26th and 27th of February 2020 at the International Fair of Sfax.

FRANCHISE EXPOSFAH

Personnalités who have confirmed their presence at the Franchise Expo Sfax village

Mr. Ahmed Mansour Marketing Policy	Mr. Ahmed Alarfa President	Mr. Richard Fidge CEO, Sfax Franchise Village	Mr. Ludovic Serre Chairman	Miss Rosa Maria Weiss CEO, Franchise Franchise

Join us in the B to B space to meet the best Franchise experts
26 & 27 February 2020

www.cas.tn



www.legendaryeurope.eu



FRANSHISE EXPO TUNISIA SALON DE L'ENTRPISE 26-27 FEB 2020



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Why the Franchise Business?

- Less Risk More Success
- Faster growth of Business
- Guarantee of Quality
- Economy of Scale
- Ease of Management
- More advantage of competition



Franchising in Poland

Franchising is a business model that presents advantages to companies that use it as a way of expansion and for investors who buy the business rights from those companies. Common examples include large fast-food & coffee chains and the Beauty & wellness sector are well-developed and represented one in Poland.

The minimum investment for opening a franchise in Poland will depend on the type of business chosen by investors and the particularities of the franchise itself. The franchise agreement is the one that establishes the rights and obligations of both parties. we can give you more information about this document and how it applies in various business fields.

Our available Franchise Categories

- **Body shaping** 1- Studio Figura 2- Yasumi
- **Hair removal** 1- Depilacja 2- Yasumi Ep 3- Depilconcept
- **Coffee** 1-Dobro 2- So! Coffee 3-Crema Café 4-Coffee shop company

We regularly Search, contact, Analyze & evaluate new franchises to promote their concept to our investors



Our investors with our Franchise Partners:



Studio Figura Franchise Premises Rental



Why Private Label



- Private label is a great solution for companies that seek to expand their product offer with low investment. Under your own brand we will supply our partner products with the highest quality cosmetics, dietary supplements and medical products.
- Private labeling is one of the most effective ways to make your products stand out from the millions of others listed for sale online.
- Creating a private label product can give you more control over production, pricing, branding, and profitability.
- It has become a very popular business model for sellers on online marketplaces such as eBay, Amazon, and Etsy. And the good news is that it's not hard to get started.
- Our Project Managers & R&D team thoroughly analyses current trends and opportunities, & adjusting the product line to the current market requirements.
- We provide a tested product based on the highest-quality raw materials & timely delivery of orders, and our offer is very flexible



Benefits of the Private labels for Investors

Profit margins: Private labeled products will usually generate higher profit margins than their generic counterparts.

While it may cost a bit more to get a manufacturer to include your branding to a product, you will be able to sell said product at a higher price.

There is inherent value in a branding product even if the brand may be unknown to the public. An unknown brand still holds better value compared to a genetically branded product.

Private label products will usually have higher profit margins than established national-wide brands as the items are normally cheaper to create.

Exclusivity: A massive advantage for private labeled products is that they tend to pop out more than generic resell products on online retailer websites such as Amazon or eBay. Essentially you're setting your product line apart from other competitors and giving the consumer even more reasons to purchase your product. This also eliminates the temptation of competitive pricing as your product differs to everything else currently in stock.

Branding: Manufacturing a private label means you have your own brand image. It's something you own and will asset your products when selling them. Having a brand gives your business, in general, have an identity.

If your consumers enjoy your product they will purposefully search for your brand in the future, rather than opting for a generic product label for a cheaper price.

Marketing: Owning a private label product can also help your marketing strategy. Generic products will only limit the options you can perform when it comes to marketing.

With your very own brand, marketing will be taken to a whole new height. It's possible for you to make a story around your brand, take creative product pictures, develop a social media presence, and aim your products at specific demographics.

You can run ads on your own products. You can own your own brand's Facebook page and social media accounts. It's all yours!



What we look for in private label manufacturers

Finding trusted, reliable private label manufacturers is essential to the success of our partners business. But what does a good private label manufacturer look like?

- **Product specialization**

We want to find a manufacturer that specializes in producing our partner type of product. We Seek out manufacturers that have a track record in your niche.

- **Competitive pricing**

Securing a great price from the manufacturer means our partner profit margins will be higher. We make sure to also enquire about pricing for sample products, minimum quantities, discounts for bulk buying, and shipping costs.

- **Product quality**

Product quality is probably the most important thing to look for in private label manufacturers. It's also advisable to get samples of private label product made so that our partners can test them before they go to market. Many of our partners will visit the factory to oversee the production process before committing to a manufacturer.

- **Reliable delivery**

Before committing to a manufacturer, we ask them about delivery times. Any delays in getting our private label product to market will result in lost sales and unhappy customers.

What we need in the private label manufacturer?

- Specialized Category or Supplement Manufacturer
- Certifications
- What Services They Offer
- Minimum Order Quantities
- Any Restrictions On Where They Ship To



Improve Communication with Overseas private label manufacturer

Most entrepreneurs tend to struggle when it comes to communicating with their suppliers, especially if it's an overseas supplier. Misunderstandings will often occur due to persistent misconceptions about manufacturing. For instance, a supplier may interpret vague specifications, to negotiating too low on price, many business owners will struggle with manufacturers overseas.

Here are some tips that we can improve the communication between both investors & suppliers

Simple Emails

Sending an overabundance of emails, using complicated language or including spelling mistakes in your message can lead to loads of misunderstandings. And by doing so, you are at risk of having your manufacturer miss the key points of your email. We Limit our email correspondence to one simple email chain per top when possible. Use short words, short sentences, and bulleted or numbered lists to help the manufacturer more easily respond to these different points.

Phone Call Follow Up

Calling your manufacturer over the phone is one way to quickly improve your communication skills. It's often best to get in contact with your supplier if they haven't responded to your emails within a reasonable amount of time or become generally unresponsive. That what we usually do to Review the details over the phone to help you avoid any misunderstanding and gauge whether a supplier genuinely understands what you're requesting from them.

Create a QC checklist

We are sending a QC checklist to our manufacturer before production even begins will help limit any sort of miscommunication. This will allow the manufacturer the time needed to review your requirements and confirm their capability to meet them, ask questions and offer feedback. Include an estimated completion timeline for each milestone in this checklist

Meet with the supplier in person

After doing all the prep work and finding the factory that can help with sourcing your product, it's time to meet them in person, This is also a much easier way to get reliable, real-time feedback related to important details of the buyer-supplier relationship when discussing business in person.

Another good thing about meeting with your supplier in person is that you can visit their assembly line and get a feel for how your product is being produced.



Some of our partners Private Label Agreements:



Visiting Firm in Poland





Legendary Europe Office
www.LegendaryEurope.eu



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