



Welcome
to the entertaining world
of a FunSun Franchise



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Introduction

Enter the exciting and glamorous world of swimwear fashion!

Exquisite hotels, glamorous models and beautiful swimwear!

Add to this a holiday atmosphere and lots of happy customers.

What business can be better than this?

Success breeds success - for the past 15 years FunSun has been successfully providing entertainment and forming a major part of the entertainment program for numerous hotels along the costas with their vibrant swimwear fashion show and sales.

We are proud to have over 100 hotel letters of recommendation and to date more than 1,000,000 guests have enjoyed our shows.

Amazing swimming pools, tropical garden settings and the soothing sea breeze, add these ingredients to our vibrant show music and attractive models:

What better way to make a sizeable income?



Marketing methods

In brief our marketing methods allow selected hotels free entertainment. All hotel guests can see in good view our current season's collection, proudly presented by our beautiful models around the hotel's swimming pool or terrace area and **after each show all guest present are allowed to try on and purchase their favourite design seen at preferential prices.**



Our company is firmly established as one of the leading suppliers and direct retailers of high quality swimwear along the costas. After more than 15 years in the business and unprecedented demand from Spain and other countries, we are delighted to announce our new franchise opportunity for our new business partners to be part of our expanding organisation.

Be in business for yourself, but not by yourself with Fun Sun International, presenting our vibrant swimwear fashion shows and sales at our selected hotels in your own exclusive area.

You will earn a substantial 12 months income for working just 6 months from April to September inclusive.

We offer you a complete franchise package from A Z, which is fully secured by stock.

Our Products

Our selection expertise is now second to none and each year we pride ourselves with our new season's collections:

Bikinis, Trikinis, Tankinis, Swimsuits, Sarongs, Over-shirts, Dresses, Shorts, Skirts, etc., all of which are of the highest quality, up-to-the-minute styles, colours and designs, with a size range from UK 6 – 20 (continental sizes 34 to 48) and offered for sale at up to 50% off the normal recommended retail prices.

We have something for everyone!

Why should I choose a Franchise?

Starting a new business from scratch on your own can be a daunting and frustrating experience. **Statistics show that 90% go-it alone business start-ups fail within the first year.**

By becoming a franchisee, your chance of failing is reduced to less than 10%, as the franchisor has already encountered and eliminated all problems associated with their business and developed a solid business model.

Why should I choose a FunSun Franchise?

Because we offer you an unequalled working environment: Sun, Fun + substantial earnings!

From day 1 you will have full access to our extensive 15 years+ experience in this business and you will automatically benefit from our proven products and marketing methods.

You will receive your own exclusive operating area, with no competition and with sufficient scope to expand your business.

We help you acquire the initial participating hotels to host your swimwear fashion shows and teach you how to get more, as well as how to wholesale our products to local shops in your area.

We will assist you with the recruitment and training of your required personnel, including on-site training of models in both sales and presentation.

Before commencing trading you will receive full in-house training, in all aspects of the business: what to do, what not to do, when to do, and how to do.

From your very first days of trading our representative will be working with you in your own appointed area, guiding you through your daily activities and ironing out any teething problems that may occur.

During your first months of trading our franchise manager will be in constant contact on a daily basis to assist and monitor your progress.

Our franchise team will always be at your disposal.

As a FunSun franchisee you will never feel alone.

In conclusion you will have peace of mind knowing that our full expertise and human resources are available to you at all times.

Your success is our success!

Frequently asked questions and answers

Q: What qualifications do I need?

A: Academic qualifications are unimportant and providing you are aged between 25 and 55, fit and healthy you may qualify.

Q: Do I need an office or shop to operate the business?

A: No. Providing you have a small, dry spare room (bedroom or similar) to hold backup stock.

Q: How long is the franchise agreement for?

A: The initial term is for 3 years, with the option to renew on an annual basis thereafter.

Q: Do I have to achieve minimum sales figures ?

A: Yes. We set very realistic figures and help you every step of the way to achieve them.

Q: What about other income potential?

A: As well as retailing our swimwear via the shows, we also train you to sell to local stores within your area.

Q: Will I need to spend money on advertising?

A: No, this is one of the very few businesses that does not rely on advertising, except for the recruitment adverts at the beginning of the seasons.

Q: Can I sell my franchise at any time?

A: Yes, but our standard franchise agreement states you must give us first refusal.

Q: What ongoing franchise fees do I have to pay?

A: Each month you will have to pay to FunSun a continuing franchise fee (Royalty) equal to 10% of your sales. This includes continuing back up and support and this item of expenditure is included in your cost of sales. (Please see financial information)

Q: What do I get for my investment and when do I have to pay?

A: Everything you receive is detailed on “**What do I get for my investment**”. Your investment is payable in 3 stages: 1/3 is payable on the signing of the agreement, a further 1/3 is paid on or before 30 days prior to the commencement of training and the balance is paid on delivery of all the items listed in the schedule.

Q: How much can I realistically expect to earn?

A: Regarding your potential earnings for your first six months of trading, we would like to refer you to page six, the financial information.







Financial information

Set down below are four different projections for your first 6 months trading:
"LOW", **"MEDIUM"**, **"HIGH"** and **"EXPECTED"**.

Each of the projections below are based on a 5 day working week only, holding 2 shows per day, one in the morning and one in the afternoon.

- the projected average sales per day (column B below) can be achieved with just 1 show
- numerous individual shows with sales of 1000€+ have been recorded
- the highest individual show to date 1740,-€
- additional shows can also be held in the evening
- there is nothing stopping you scheduling 6 or 7 days per week, if you wish
- please note: Income deriving from shops and other sales has NOT been included in these projections

Projected sales per month

No of days worked p/months A	Average sales p/day B	AxB=C Total sales p/months
20	800	16.000
20	1.000	20.000
20	1.200	24.000
20	900	18.000

Projected costs of sales per month

Staff wages	Product costs of sale	Commissions	FunSun Royalty	Travelling expenses	Other expenses	Total costs of sales D
3.200	4.000	800	1.600	400	400	10.400
3.800	5.000	1.000	2.000	400	400	12.600
4.400	6.000	1.200	2.400	400	400	14.800
3.500	4.500	900	1.800	400	400	11.500

Projected Profit per month

Total sales p/m C	Total costs of sales D	D-C= Gross profit	Projections
16.000	10.400	5.600	LOW
20.000	12.600	7.400	MEDIUM
24.000	14.800	9.200	HIGH
18.000	11.500	6.500	EXPECTED

What do I get for my investment of 39.500 € ?

- An operating manual
- An exclusive operating area
- 3 year renewable contract
- Initial participating hotels
- Self assembly swimwear boutique, with covered roof and side curtains, carry case and all required fixtures and fittings.
- Self assembly models' changing cubical and all required fixtures and fittings.
- Folding cargo trolley
- 8 enforced carrying stock boxes
- Complete PA system, incl. amplifier, DVD Player, speakers, speaker stands, microphone, speaker cables, extension cables and power extension lead, carry case
- Studio produced CDs with pre recorded sales messages in up to 8 languages.
- Back-up stock rails
- One week in-house training for 2 people
- On-site training in your own exclusive area
- On-site model training in presentation and sales
- 10 A2 full colour, laminated hotel publicity posters
- 10 A4 full colour, laminated hotel publicity posters
- Garment tagging gun and garment tags
- 2000 swimwear pricing tickets and Lycra label tickets
- 1000 point of sale boutique bags
- 24 male/female assorted FunSun T-shirts
- Business stationary to operate the business
- **Swimwear stocks (Bikinis, Swimsuits, Sarongs, etc, retail value 40,000€)**

What else do I need ?

- Suitable vehicle (small van or similar)
- Suitable dry space (box room or similar)



Over 100 hotel letters of recommendation available on request

Please see some examples below...

"I hereby confirm that FunSun International has been holding beachwear fashion shows at our hotel and these were very much to the liking of our clients. Apart from the high quality of the products presented and sold, it is the enormous human quality, what makes us look forward to continuing our collaboration."

Santiago Rivera
Director **Hotel Meliá Atlanterra**

"This is to certify that FunSun International performed swimwear fashion shows at our hotel during the summer season. Splendid fashion for all ages, professionally presented, our guests never felt obliged to buy, but were guided in a very friendly way. The show was a fixed highlight among our weekly activities."

Michael Landmesser
Manager **Hotel RIU Rincon Andaluz**

"We are very pleased to recommend the company FunSun International. They gave us a lively swimwear fashion show every week for our clients and were very professional. We have no hesitation in recommending this company."

Paul Mc Cabe
Manager **Four Seasons Country Club, Marbella**

"FunSun International has held weekly beachwear fashion shows at Marriott's Marbella Beach Resort. We are pleased to recommend these fashion shows that were professional and added attraction for our owners and guests."

Veronica Wallis
Asst. to General Manager, **Marriott's Marbella**

"FunSun International has worked with our group Hipotels Andalucía since summer 2000. Their shows and products are of a very high quality and much appreciated by our international clientele. We would have no hesitation in recommending their services to others."

José Holgado
Director of animation **Hipotels Andalucía**

"This is to confirm that the company namely FunSun International presented their beachwear fashion shows at the Hotel RIU Club Chiclana throughout the summer 2005. The shows were professionally run and well received by our guests. We are looking forward to using their services again during the summer 2006 and would welcomingly recommend their services to other hotels."

Belén Maraver
Director **Hotel RIU Club Chiclana**

***"FunSun International, local fashion company,
opens the Ryder Cup celebrations on the cruise liner QE2."***

EuroWeekly press release, October 1997



Participating hotels who have recommended our shows

