



FRANCHISE
HANDBOOK

[yatas][®]
GRUP

[] enza HOME

[] yataş[®] bedding

ABOUT YATAŞ GROUP

Hello,

First thing we learn at Yataş Group is to create “difference makers” for our customers. Through; more comfort, better quality, better value, better service, better communication we are constantly in search of improving our operation in order to deliver over customer expectations.

We train our personnel to take responsibility at every level. We believe this environment of entrepreneurs and teamwork is the only way to achieve our ultimate aim for customer satisfaction.

Our relentless commitment to work for a better future dictates us to use ecologically friendly raw materials and take measures to prevent hazards for our employees.

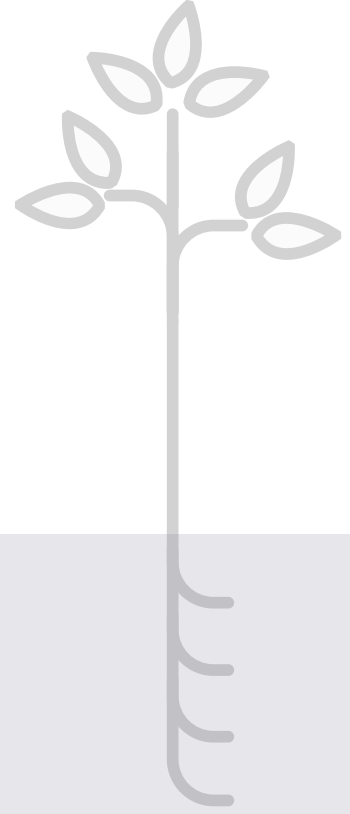
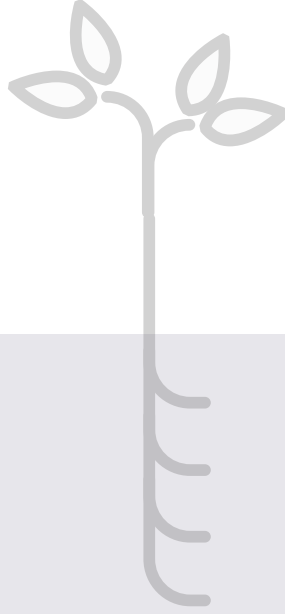
I would like to invite you to explore Yataş Group and join our quest to become a global lifestyle brand.

Onur Tuşu BAYKAL

Assistant General Manager - International Sales

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THE BIRTH OF A BRAND



INCORPORATION

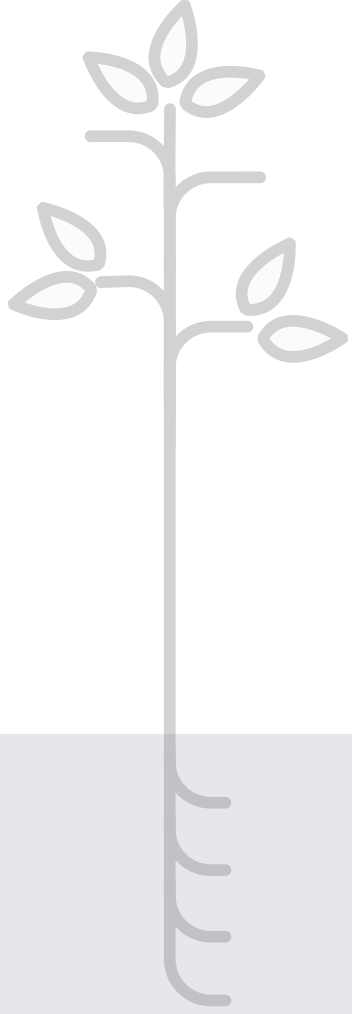
The foundation of Yataş Group was laid in 1976 under the name of Süntaş A.Ş. in a foam factory in Anatolia.

PRODUCTION

Starting to produce foam mattresses as well as foam by increasing facility investments in 1979; Yataş Group has started production of spring mattresses in 1981, home textile products in 1987, sofa bed and panel furniture in 1993, and improved its product range and strengthened the brand reliability with rich service approach and quality.

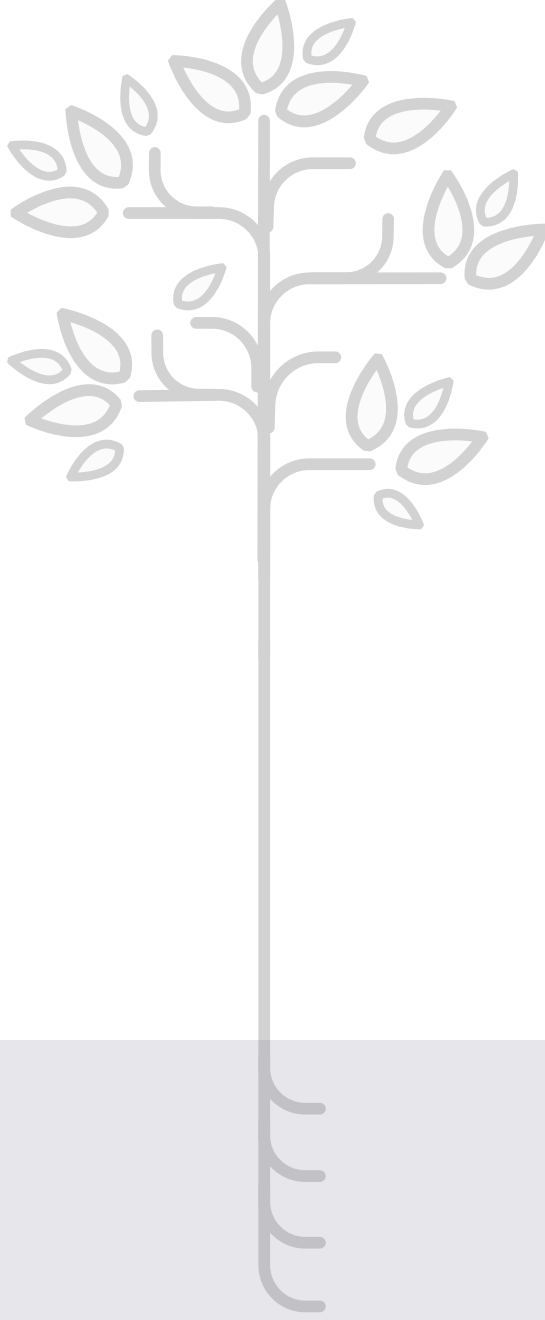
GOING RETAIL

Having initiated the retailing system in Turkey in 1988, Yataş is committed to providing long-term relationships with its customers by providing the best service to its customers, reflecting the latest innovations in its products by following the world fashion and latest trends in its field.



TRANSITION

Within the direction of changing and renewing retailing approach and brand strategy, Yataş has transformed Puffy Center stores to Yataş Bedding stores and Yataş Home stores to Enza Home. Thus, it started providing the highest quality shopping experience to the consumers by combining its expertise in bedding and furniture area with modern retailing vision.



GROWTH

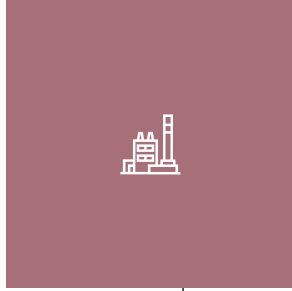
Yataş Group continues to grow in the world with its brands varying in industrial basis and specialized in their areas.

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YATAŞ, ONE OF THE LEADING
MANUFACTURERS OF ITS INDUSTRY



121.600 m²
covered area

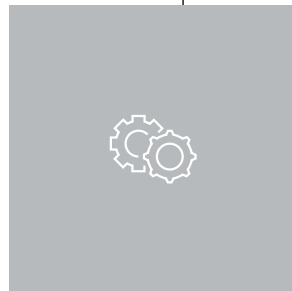
268.000 m²
open area



Around 450
sales point



Around 2.500
employees

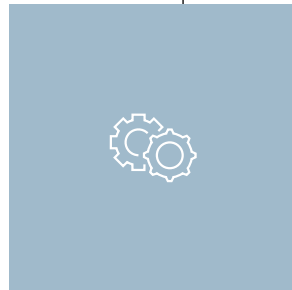


Yataş A.Ş. Kayseri Production Facility
Bedding, Sofa, Home, Textile and Foam

95.600 m² covered area

75.000 m² open area

Per annum;
Bedding Capacity : 360.000 Units
Home Textile Capacity : 636.000 Units
Foam Capacity : 255.000 m²
Sofa Capacity : 158.000 Units



Yataş A.Ş. Production Facility
Modular Furniture

30.000 m² covered area

51.000 m² open area

Per annum;
Modular capacity : 33.750 sets



Investment for Kayseri Bedding Production Facility

New Production Line

The world's first automatic spring, quilt, border machines, automatic assembly lines.

New Facility

Transition from 14,000 m² to 23,000 m²

Capacity of 1 Million

1 mattress per 30 sec.

Shorter Deadlines

Less stocks, shorter deadlines

Competitive Product Prices

30% more production with 30% less employee.

Product Design without Limits

Unlimited design possibilities with new machines.

Investment for Kayseri Foam Production Facility

New Production Line

State of the art manufacturing thanks to new generation of foam manufacturing, Looper and CNC Cutting, long block stocking and cutting system.

Additional Facility

Transition from 16,000 m² to 18,000 m²

Enhancing Manufacturing Periods

Shorter deadlines thanks to new generation cutting lines.

Efficiency Increase

High efficiency and low costs through savings on labour. Competitive prices.

High Quality

Quality level at world standards. New level foam, higher level of comfort.

More Technological Manufacturing

Less employee, new generation of technology.

Sofa and Textile Facility Investments in Kayseri

New Fields of Development

New R&D centre, laboratory and new product manufacturing spaces. Manufacturing of various functional intermediate products within the facility.

Additional Facility

Transition from 16,200 m² to 24,500 m²

Quality Improvement

2% target for faults based on manufacture.

New Term for Production Times

1 sofa in 59 seconds. 1 textile product in 9.7 seconds.

Ankara Panel Modular Production Facility

New Production Line

Side conveyor robot, CNC boring, bore feeding station, carton cutting machinery.

Additional Facility

Transition from 13,000 m² to 19,000 m²

Improving Manufacturing Periods

1 dining room manufacturing in 18 minutes.

Efficiency Increase

20% increase in efficiency, more competitive prices.

High Quality

High increase in manufacturing quality level.

More Technological Manufacturing

Less workload.



YATAŞ GROUP CONTINUES TO BRING
COMFORT, QUALITY AND ELEGANCE
TO HOMES IN THE WORLD OF
FURNITURE AND SLEEP.

IN 28 COUNTRIES WITH 420 STORES
FOR NOW...

Since the day it was founded, Yataş Group has been taking firm steps towards becoming a world company with its developing technology and increasing quality, and has taken firm steps on its journey to break into foreign markets. It brings furniture and bedding products to consumers in more than 50 countries through its franchise stores, as well as in major brand chains.



[] enza HOME

[] yatas[®] bedding

INTERNATIONAL PROJECT SOLUTIONS PARTNER



IRAN: Tahrán, Kish, Tabriz **KAZAKHSTAN:** Almaty, Astana, Shymkent **GEORGIA:** Tblisi **TURKMENISTAN:** Ashkhabad
SOUTH AFRICA: Johannesburg **CYPRUS:** Nicosia **QATAR:** Doha **OMAN:** Muscat **S. ARABIA:** Jeddah, Riyadh, Medina
MOROCCO: Sale, Rabat, Casablanca **LEBANON:** Beirut **IRAQ:** Erbil **EGYPT:** Sheikh Zayed, Cairo, Hurghada
GERMANY: Essen, Duisburg, Frankfurt, Berlin, Stuttgart, Mannheim **NETHERLANDS:** Rotterdam
AZERBAIJAN: Baku **ALBANIA:** Tirana, Shkoder **MONTENEGRO:** Bielo Polje, Podgorica **KOSOVO:** Pristina
BULGARIA: Varna **MACEDONIA:** Tetova, Skopje **ITALY:** Turin **PAKISTAN:** Islamabad **BOSNIA AND HERZEGOVINA:** Sarajevo
FRANCE: Rennes **HUNGARY:** Budapest **CARIBBEAN:** Bonair **SWITZERLAND:** Zurich

The logo for Enza Home features a blue square icon with a white bracket-like shape inside, followed by the text 'enza HOME' in a sans-serif font. 'enza' is in lowercase and 'HOME' is in uppercase.

[] enza HOME

Enza Home offers a wide selection of about 2000 different products from bedroom to dining room, corner sofa sets to living rooms, cushions to home textile products, carpets and accessories.

One of the most exclusive features in the industry is that each product in the store is decorated with its own concept from accessories to lighting, wallpaper to carpet.

These concept presentations not only offer product combinations to consumers, but also present wall colour, wallpaper, accessories, lighting and even flooring materials and therefore makes the lives of consumers easier.

Enza Home aims to become the trend leader in efficient markets with innovative, modern, urban and affordable designs to offer consumers a unique decoration world and to guide them in decoration.

Yataş Bedding is the selling point for “Sleep Health” and “Bedroom Decoration World”.

At Yataş Bedding, beds, bases, headboards, pillows, quilts and coloured home textile products are sold together. With a large intended population in all markets with its product range and pricing strategy, Yataş Bedding promises a healthy and comfortable sleep to its consumers as a brand of firsts in these markets and is taking firm steps towards becoming a world brand.

78% of people look for comfort and quality when buying a mattress. Having a place among the super mattress brands of the world, Yataş Bedding continues to bring the first and new technologies to the industry with international collaborations for this purpose. Innovative product portfolio based on collaborations with the world’s largest technology manufacturers with a wide range of products has received numerous awards.

[] yataş[®] bedding

[] enza HOME

In order to create a brand that first comes to mind such as Yataş Bedding, Turkey's most well-known bedding brand, in 2010, Yataş Group created the Enza Home concept store.



World Of
Furniture
And
Decoration





Product Segments

Enza Home has a wide selection of about 2000 different products from bedroom to dining room, corner sofa sets to living rooms, cushions to home textile products, carpets, lightings and accessories. Enza Home products that fulfil the comfort and quality, durability and style, accessibility and design criteria, are empowered by the vast experience of Yataş Group.



Sense of Design

Having young, dynamic and modern designs with furniture materials, colours, lines and all other features; Enza not only gives people the excitement of a newly bought furniture, but also carries fashion to homes with innovative designs.

About Enza

Since 2011, Enza Home has been working with many famous designers to differentiate its product style and design concept from other brands.

This special positioning is presenting along with Yataş Bedding concept store products in Enza Home stores with shop-in-shop method together with furniture products.

Yataş Bedding being inside Enza Home, gives the consumer the chance to create even more combinations in the bedrooms and provides the opportunity to purchase mattress, textile and side decoration products from the same point.

For Enza Home Franchise; a store with at least 1,500 m² area up to 3 floors within furniture market or pedestrian streets is recommended. Today, the products have a variety to cover 3000 m² area.

With its variety of design and style, it offers the advantage of offering products suitable to your local customers, regardless of where you open the store both in terms of furniture or bedding products.

The price range of Enza Home addresses a very wide population, whether in terms of furniture or bedding concept products, without compromising from quality and design.

Enza Home Franchise provides the opportunity to make large bulk sales and to earn additional income according to the organization of the franchise in this matter, in addition to the sales of the store.

In addition, for this study, you can use your staff to be trained by Yataş Group or Yataş Projects team effectively.





Affordable Luxury in Enza Home

Enza Home, which brings the affordable design concept to homes by combining quality with aesthetics, offers every product from accessories to lighting, from wallpaper to carpets decorated in its own concept. Enza Home, with its innovative, contemporary, urban and affordable designs to become a guide in decorating, aims to be a trend leader in efficient markets.



Specialization in Furniture Sales

The most distinctive feature of Enza Home that distinguishes it from other furniture brands in the same product segment is that it has a product group that includes many features. Enza Home can offer products specific for the sales point and act as a textile brand with its high product cycle.





Affordable, Contemporary Designs

Enza Home provides innovative, contemporary, urban, trendy and affordable designs based on price/quality balance.



World of Decoration

Enza Home is a guide to the consumer with its communication tools, store presentation and product designs.



5 Profession Together

Enza Home is more than a furniture store with its furniture, bedding, textile, carpet and lighting products.



Holistic Approach

All designs in Enza Home product portfolio provides a holistic approach in home design.



Wide Selection and Price Range

Serves to the widest population with its product selection and price range.



Design and Decoration Collaborations

Enza Home receives consultancy service from worldwide centres for trends, collaborates with 5 design offices every year and works with famous architects for decoration ideas.



Active Structure

Enza Home creates alternative sales campaigns on 12 months of the year centrally at main markets.



Manufacturing Skill

Thanks to its facilities, design and manufacturing collaborations, it has the skill to produce products suitable for target markets.



High New Product Cycle

By renewing its product portfolio 25% each year, it remains fresh just like a clothing brand.



Flexible and Modular Structure

Enza Home is able to scale the product portfolio in accordance with the market it is operating and to add modules and fabrics.



Trend Leadership

As well as it is the most copied brand in domestic market, Enza Home also sets the trends. Most colour and textures used in the products are unique.



Regional Product Location

Enza Home provides product positioning based on the local markets it operates.



power of design

A Success Story with a Brand New Concept!



In Turkey

3rd in overall domestic brand awareness.

A total of 172 franchise stores with 134 in Turkey and 38 abroad.

Enza Home allows the return on investment in approximately 2 years.

In terms of sales point m² efficiency, it leads the similar brands.

The Product Group has increased its 120 Million TRY gross income to 218 Million TRY between 2014 - 2016 period and showed a growth of 82%.





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Yataş Bedding is the selling point for "Sleep Health" and "Bedroom Decoration World".

At Yataş Bedding, mattresses, storage beds, headboards, quilts and coloured home textile products are sold together. Yataş Bedding stores vary between 200 m² to 500 m² area. With product variability and pricing strategy, Yataş Bedding addresses a broad intended population.

- Healthy
- Expert
- Technological



Sleep World

Comfortable and Healthy Sleep

With Yataş's quality and innovative brand theme that remains unchanged throughout the years, offers comfortable products that focus on health.

Wide Selection and Price Range

Providing a wide selection and price range with mattress, quilt and pillow collection, quilts and pillow collections, addresses a broad intended population.

2 Profession Together

Both domestic and international sleep markets specialize in textile or mattresses, Yataş Bedding is specialized in both areas.

Regional Product Positioning

Based on the income group of the intended population in the sales point area, it applies regional product positioning.



Sleep Revolution in Yataş



All the World shall Meet Perfect Sleep!

In order to introduce people with the right and healthy sleep, Yataş uses the American Spring Technology used in the best mattresses in the world. Yataş is committed to raising awareness that efficient and healthy sleep is related to choosing the right mattresses and is constantly renewing itself and its technologies without being tied to traditional. Offering 4 new spring technologies and high quality products to its customers with the cooperation of Leggett & Platt, the world's largest spring manufacturer, Yataş aims to become a global brand by spreading all over the world with the Sleep Revolution it has initiated.

The technologies we use to introduce perfect sleep to all the world:



Active Support Technology®

With the springs of Leggett&Platt, a leading manufacturer of spring technology, Active Support Technology® allows the springs in the bed to immediately adapt to sleep movements and support the body for an active and restful sleep. Active Support Technology® balances humidity and temperature by circulating air between the springs in the bed, thus creating a cooler sleeping environment up to 28% compared to other beds.

*** According to the research conducted by Kansas State University and the Institute of Environmental Studies.*

featuring

Leggett & Platt®

INNERSPRING TECHNOLOGY

Leggett & Platt

Offering new technologies within its expertise in mattress and sleep products, Yataş continues to change comfort and quality with the products it develops for different needs. American spring technologies used in the world's best mattresses is now in Yataş stores in Turkey and 50 corporate stores in different countries! The innovation arising from Leggett & Platt and Yataş collaboration, superior quality and four new spring technologies.



Three Types of Comfort in One Hourglass

The hourglass shaped springs have a distinctive design. The overall effect is softness and comfort at the beginning, where more pressure is applied, these are followed by a support with excellent sensitivity. This unique design reacts to the person immediately whenever sleeping position is changed and personalizes the sleep experience.



Tesla Sleep Technology

Tesla technology is the fibres with magnet features and are placed in the special fabric of the bed lining. The "pineal gland" in our brain that is sensitive to magnetic energy secretes melatonin hormone that regulates the sleep rhythm, relaxes the muscles, and enhances the immune system. In addition, the magnetic field increases blood circulation by acting on iron oxides in the blood. With tests conducted in a sleep laboratory in Japan, it has been scientifically proven that the magnetic field of Tesla technology improves sleep quality.

Yataş Bedding continues to closely track all developments in the world to become an innovative and leading brand in the industry.

Big Achievements of the Big Brand



A total of 420 sales points with 205 own store and 215 located in Enza Home stores as of the end of 2018.

Yataş Bedding allows the return on investment in approximately 1 year.

— First place in m² efficiency in similar brands.

— Yataş Bedding, has shown a growth of 96% in gross income between 2014-2016.



COUNTRIES INTRODUCED WITH YATAŞ QUALITY



YATAŞ IN THE WORLD...



ENZA HOME GEORGIA



ENZA HOME SAUDI ARABIA



ENZA HOME IRAQ



ENZA HOME GERMANY



ENZA HOME EGYPT



ENZA HOME MOROCCO



ADVANTAGES

- + In 2012, Yataş Group has determined a brand new road map and added many innovations to its retail sales approach with its brands; Enza Home and Yataş Bedding, and offered many advantages to franchise stores, which are parts to the franchise system.
- + **The strength of an international brand that deals with customers in more than 50 countries on 5 continents,**
- + Strong brand recognition with renewed and enhanced brand identity,
- + **The international retailing concept that grows and develops every year**
- + A wide range of products to suit all homes and lifestyles, from beds to quilts, from living rooms to dining rooms, from corner sets to bedrooms, from home textiles to pillows,
- + **Balanced, affordable furniture products designed with famous designers, addressing to a broad population both in style and price.**
- + Product designs that set trends and creates dozens of firsts in the industry,
- + **A proven history as a leading and expert brand in bedding business and a innovative, furniture brand perception aiming to differentiate from the rivals, that is born from this past and grows day by day.**
- + The advantage of having a strong, demand-creating brand that is modern, design-oriented and able to meet different expectations,
- + **Shall give the pride to operate the store of an establishment that is specialized in its area and prestigious in its region.**

ACHIEVEMENTS

Being chosen by Superbrands, an independent brand evaluation company operating in 48 countries around the world as the Turkey's "Super Brand" in 2010, 2012 and 2016, Yataş continues to increase its reach around the world every year with its innovative and functional design perspective.

Enza Home and Yataş Bedding brands represent Turkish furniture in international arena within the context of TURQUALITY[®] which is the first state-funded branding program.



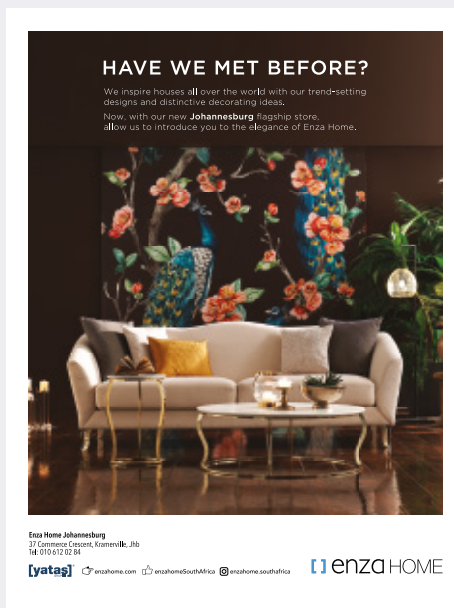
ADVERTISEMENT, COMMUNICATION AND COMPETITION SUPPORT.

With its expertise and experience in furniture and sleep world areas, Yataş Group provides support to the markets it operates abroad on marketing, advertising, retail management and training.

With the expertise it possesses in all its brands, it conducts active sales and image campaign communications 12 months of the year depending on the local market target population and market targets. All franchise stores located in almost 30 countries benefit from this experience and Yataş Group support for advertising and other communication efforts.



Kazakhstan / Billboard



South Africa / Magazine



Georgia / Magazine



Azerbaijan / Billboard



Albania / City Light



Azerbaijan / Billboard



South Africa / Magazine



Iran / Billboard



Azerbaijan / Billboard



Albania / City Light



YATAŞ GROUP

INVITES YOU TO JOIN THE
LONG TERM, PROFITABLE AND
PRESTIGIOUS
FRANCHISE CHAIN WHICH
SHALL MAKE YOU GROW RAPIDLY.



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