



BETTER CRAFT

UNIQUE FURNITURE BRAND



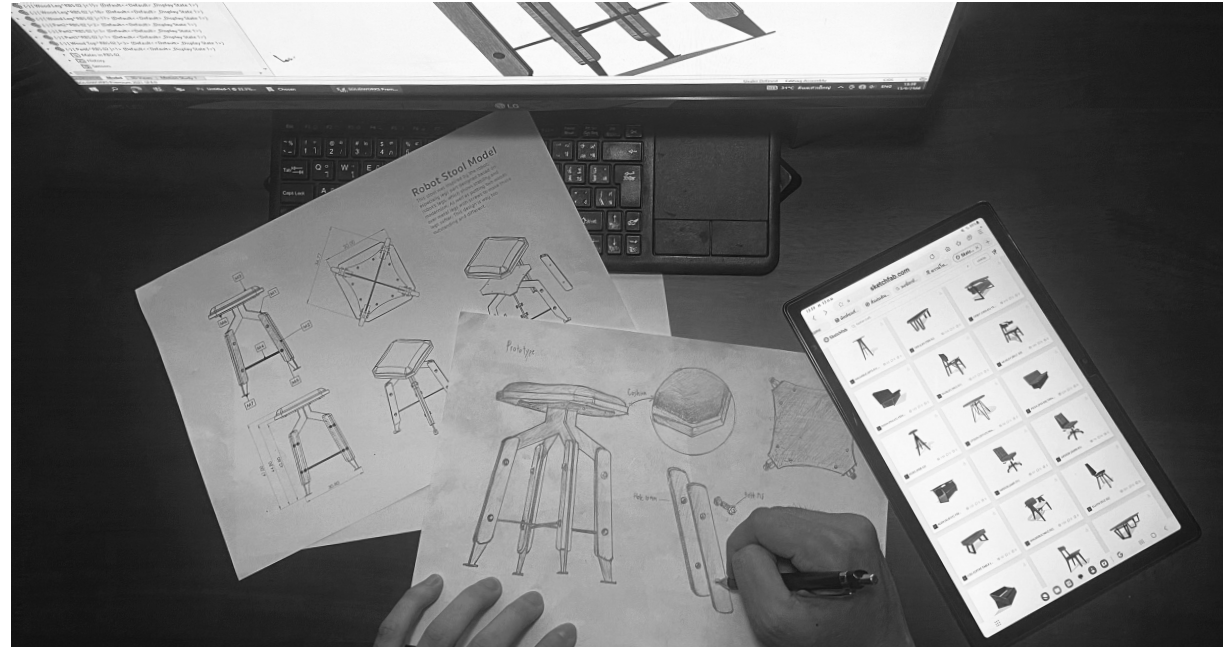
BRAND STORY

Better Craft Design is a unique furniture brand in Thailand, founded in 2015 by Mr. Niphat Panomchai.

We specialize in designing, manufacturing, and distributing furniture made from natural wood. Initially, Mr. Niphat was passionate about designing furniture for personal use, but as more people showed interest, the business expanded. Today, it has grown into a highly successful brand in its 8th year with a portfolio of over 80 furniture designs.

Moreover, In early 2023, we expanded our team to accommodate global expansion. Moving forward, we plan to introduce new furniture designs rapidly each year, aiming to propel the brand further than ever before.

Company Website : www.bettercraft-design.com/en/



BRAND VALUE

All our furniture ideas come from the talented designers on our team, who are constantly inspired and innovating. This has earned our furniture designs intellectual property rights from the Department of Intellectual Property, attesting to their unique and distinctive identity.

In addition to their distinctive designs, we also prioritize high-quality materials, focusing primarily on wood, metal, and leather / fabric cushion. Our furniture requires the precision and skill of craftsmen in its production, resulting in products that are both refined and durable, lasting for many years. We are a mid-to-high-end furniture brand, known for our unparalleled designs and high-quality materials. Our creations are considered pieces of art that many customers are eager to acquire.

OUR *BUSINESS MODEL*

HIGH

EXCLUSIVE LUXURY BRANDS

- NARROW TARGET MARKET
- HIGH PRICE (HARD TO AFFORD)
- HIGH PRODUCT QUALITY
- UNIQUE DESIGNS (CAN'T BE COPIED)

FENDI
CASA

Tom
Dixon.

EH ESSENTIAL HOME[®]
MID CENTURY FURNITURE

PREMIUM BRANDS

- MEDIUM-BROAD TARGET MARKET
- MEDIUM-HIGH PRICE (AFFORDABLE)
- HIGH PRODUCT QUALITY
- UNIQUE DESIGNS (CAN'T BE COPIED)



Audo

SW STELLAR WORKS

MASS BRANDS

- BROAD TARGET MARKET
- LOW-MEDIUM PRICE (VERY AFFORDABLE)
- MEDIUM PRODUCT QUALITY
- SIMPLE DESIGNS (COMMONLY BE COPIED)



wayfair

Indexlivingmall

LOW

OUR SUCCESS IN THAILAND

BRIEF STATISTICS OF OUR SUCCESS IN THAILAND

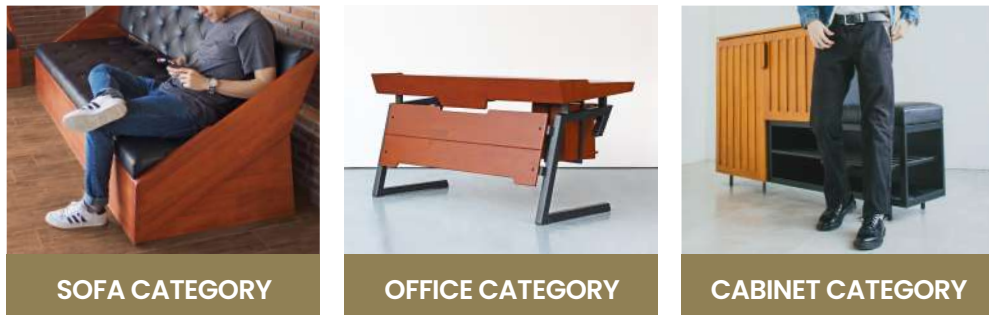
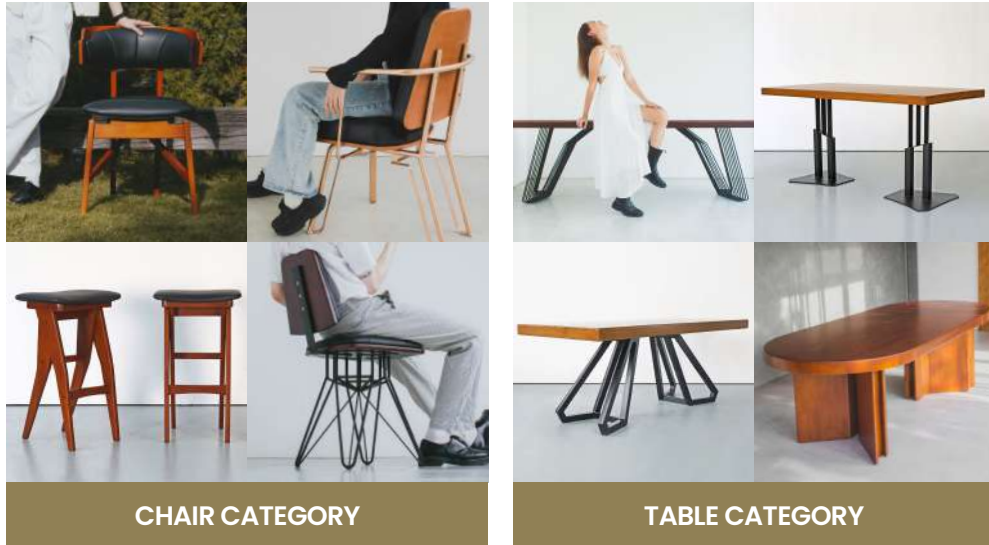
- BRAND TYPE : AFFORDABLE PREMIUM BRAND
- LOCATION : ONLINE SELLING IN THAILAND
- MAIN TARGET MARKET : MIDDLE-HIGH INCOME EARNERS
- THAILAND ANNUAL GDP (PER CAPITA) : 250,000 THB
- BRAND PRODUCT'S PRICE RANGE : 2,000-40,000 THB
- BRAND ANNUAL REVENUE : 8,000,000-13,000,000 THB
- BRAND ANNUAL PROFIT : 20-30% OF ANNUAL REVENUE

Starting from humble beginnings, our brand has grown to achieve significant sales figures today. The reason our mid-to-high-range furniture sells well, even in a small country where the majority of the population has moderate incomes, lies in the combination of 3 key factors (selling points) : PRODUCTS, TARGET MARKET, SIMPLE MARKETING.



NO.1 SELLING POINT PRODUCTS

We offer a diverse range of over 80 furniture designs in our catalog, ranging from chairs, benches, tables of various sizes, sofa sets, work desks, office chairs, cabinets, and shelving units. All of them are divided into 5 categories :

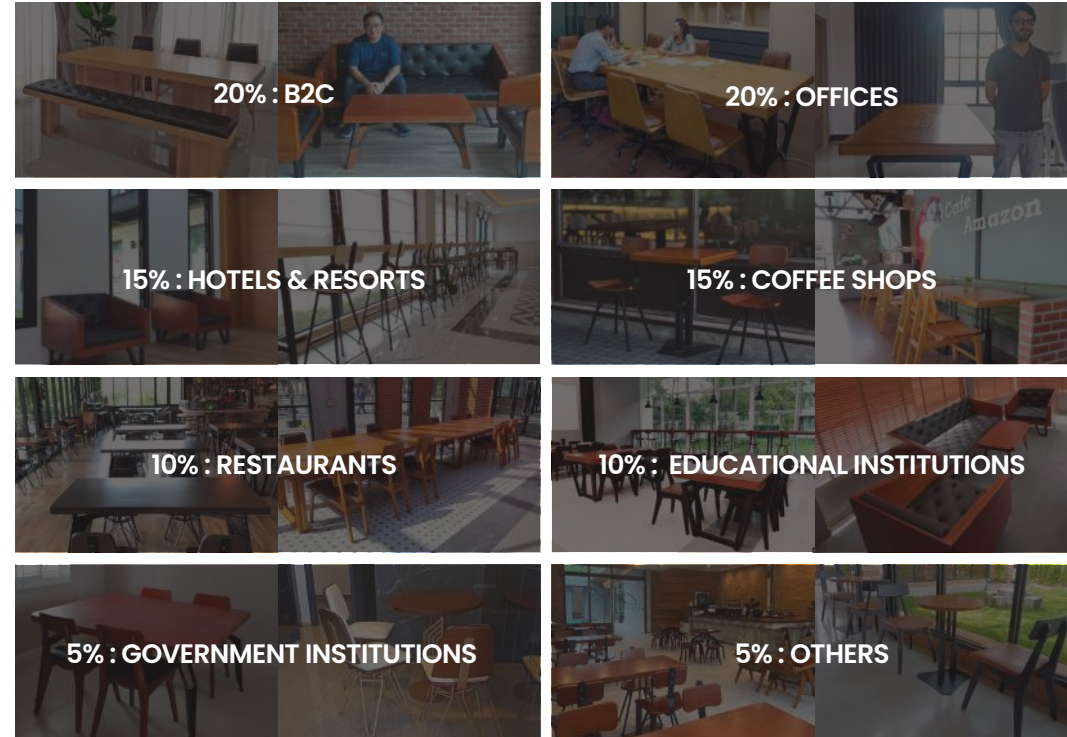


Product Concept

- **Unique Design :** Combining classic and modern design elements with a touch of futurism, our design stands out, ensuring exclusivity with protection under design patents.
- **Premium Materials :** Utilizing high-quality premium materials such as natural wood, steel, and leather, surpassing the durability standards of typical furniture.
- **Affordable Price :** Offering premium-level design and materials at an accessible price.
- **Customization & Functionality :** All designs can be customized in terms of material colors and come with a variety of functional options, meeting the needs of customers in any space.

NO.2 SELLING POINT TARGET MARKET

Our customer base is diverse, comprising both B2B and B2C clients. Based on the company's past statistics, our sales originate from 8 primary customer groups :



NO.3 SELLING POINT SIMPLE MARKETING



Online Marketing : 75%

- Google Ads
- Facebook Ads
- Instagram Ads
- Tiktok Ads



Offline Marketing : 25%

- Collaborating with reputable interior companies.
- Teaming up with sales reps to reach out to various locations that want our furniture.

**Please note that Thailand marketing does not yet include storefronts. When a franchisee purchases our brand along with the storefront, the market share will change, resulting in an even more efficient offline marketing strategy.*

CONCLUSION OF OUR SUCCESS

Based on the feedback from our customers, we have summarized the main reasons why they choose to purchase our products :

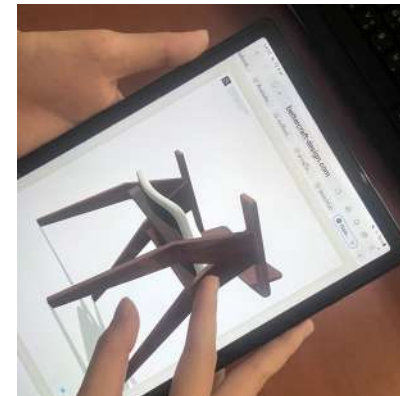
- Unique and distinctive designs that stand out from others.
- Sales team provides excellent service, offers comprehensive information and reviews, instilling confidence in the quality of our products and post-sales service.
- Our website is rich in information and includes 3D models that allow customers to virtually rotate and view every product from all angles, making it easier for them to make purchasing decisions.
- We offer a 3D layout service tailored to the actual space, and our designers are available for in-depth consultations.



Unique & Quality Products



Impressive Customer Support



The Website With 3D Products



3D Furniture Interior Service

WHY JOIN *BETTER CRAFT'S* FRANCHISE

BENEFITS OVERVIEW

- Low investment / High revenue & profit
- Shorter payback period of 12 months
- Turn unique designs into profit easily
- Strong target market of both B2C&B2B
- Create a minimum 10 new designs annually to expand the brand
- Grow faster and bigger every year
- In-house team providing a wide range of services to support your business

WE OFFER 2 FRANCHISE PLANS

STANDARD PLAN & PREMIUM PLAN



 **BETTER CRAFT**

STANDARD PLAN

INCLUDES

Standard Benefits

- **5-Year Contract** : Long-term contract with year 6-discount provided.
- **Marketing Support** : In-house marketing team helps building the business system based on each country's environment from day 1, together with specialists from Google & Facebook support teams.
- **Branding & E-Commerce Site Support** : In-house design team helps creating the new branding set and e-commerce site (with 3d models & AR technology included).
- **Interior Design Support** : In-house interior design team helps designing your store under the simple&unique concept for cost saving.
- **Brand Development** : We regularly grow our brand with new furniture designs and media designs which will also be shared to you.
- **Customer Support** : We help supporting you along the contract period.

Special Benefits

- ✓ Be the only seller in your chosen city.
- ✓ Order products at a special discounted price, lower than the regular prices in Thailand.

50,000 USD

PREMIUM PLAN

INCLUDES

Standard Benefits

- **5-Year Contract** : Long-term contract with year 6-discount provided.
- **Marketing Support** : In-house marketing team helps building the business system based on each country's environment from day 1, together with specialists from Google & Facebook support teams.
- **Branding & E-Commerce Site Support** : In-house design team helps creating the new branding set and e-commerce site (with 3d models & AR technology included).
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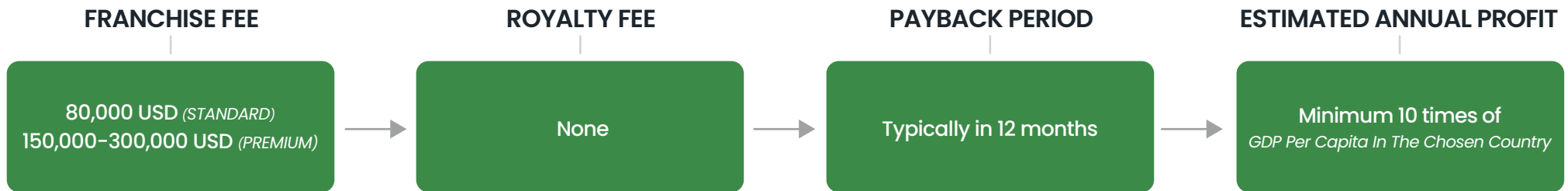
Special Benefits

- ✓ Be the only head seller in your chosen country.
- ✓ Order products at a special discounted price, lower than the regular prices in Thailand and in the Franchise Standard Plan.
- ✓ Become a Franchise Head and a major seller in your chosen country. You will get the right to sell the Franchise Standard Plan to interested buyers in that country, and receive a share of up to 70% of the Franchise Standard Plan's fee.
- ✓ Have the privilege to open additional Franchise Standard Plans under your own name by paying only 30% of the full price.
- ✓ Receive customers under the Franchise Standard Plan from us for free. We conduct continuous marketing efforts to find franchisees. If an individual expresses interest in investing in the Franchise Standard Plan in your country, they will become your customer immediately.
- ✓ If there exists a Franchise Standard Plan in your country, you have the right to retain those customers immediately.
- ✓ As you are the Franchise Head, all Franchise Standard Plans in your country must order products from you. Premium Plan offers more product discounts than the Standard Plan, so you get a share of that difference.
- ✓ You can request up to 5 new furniture designs per year for free. Consult with our designers to create new designs according to your preferred category for marketing in your area.

150,000-300,000 USD

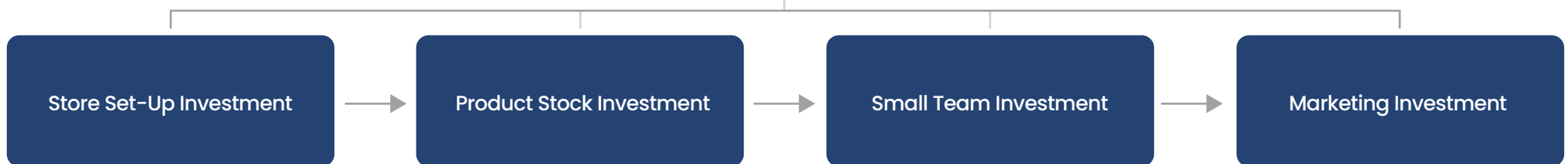
*The price varies depending on the size of selected country.

CONCLUSION OF FRANCHISE PLANS



ADDITIONAL INVESTMENT : START FROM 250,000 USD

The price may vary (to lower or higher) depending on store size and location.
However, our team will help you from the start, to reduce the additional costs as much as possible.



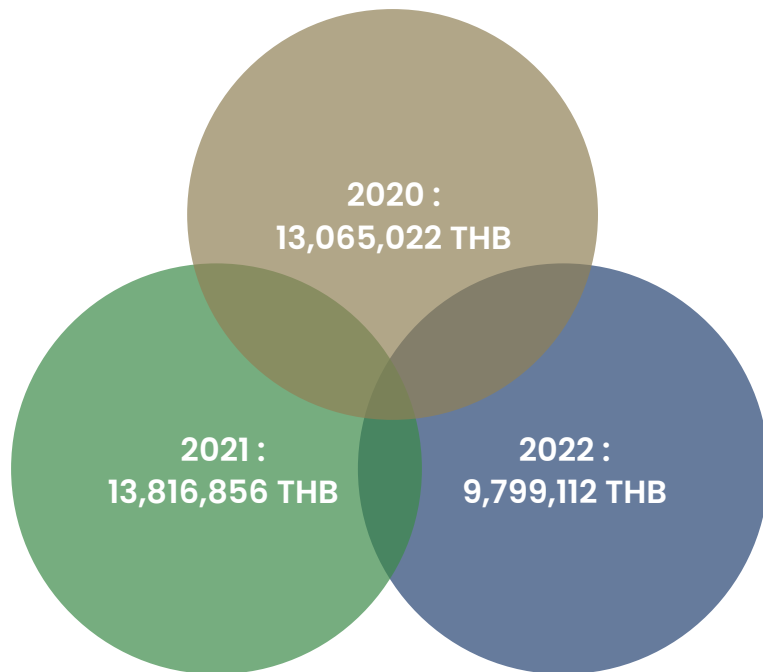
- **SIMPLE BUSINESS & INVESTMENT**

Our franchise system is straightforward and not complex. The goal is for you to make a one-time significant investment and receive high, long-term returns. We have a professional team in three departments (Marketing, Customer Care, and Design) to assist you from the beginning throughout the contract period. Our mission is to drive your business to success together.

OUR ANNUAL REVENUE *FROM 2020-2022*

OUR ANNUAL REVENUE REFERENCES

**This information refers to our online selling only*




better craft design

Juristic Name : BETTER CRAFT DESIGN COMPANY LIMITED
 Registered No: 0205560014611

Company Profile

Registered Type	Company Limited
Status	Operating
Registered Date	08 May 2017
Registered Capital	1,000,000.00 Baht
Last Registered ID	-
Business Size	S
Fiscal Year (submitted financial statement)	2022 2021 2020 2019 2018 (click to display financial statements)

Check more on : <https://datawarehouse.dbd.go.th/index>
 (Search *Better Craft Design* and enter)

FUTURE GROWTH *PLAN*

Our design team plans to create designs in advance for the upcoming year, producing a minimum of 10 designs annually. We will focus on categories where we have not yet taken the lead, aiming to provide comprehensive solutions that cater to various customer needs.

In the following years, we are committed to increasing the number of design projects and expanding our categories. We anticipate that within the next 2 years, we will have over 100 designs, spanning various categories including :

- Outdoor
- Decorative items

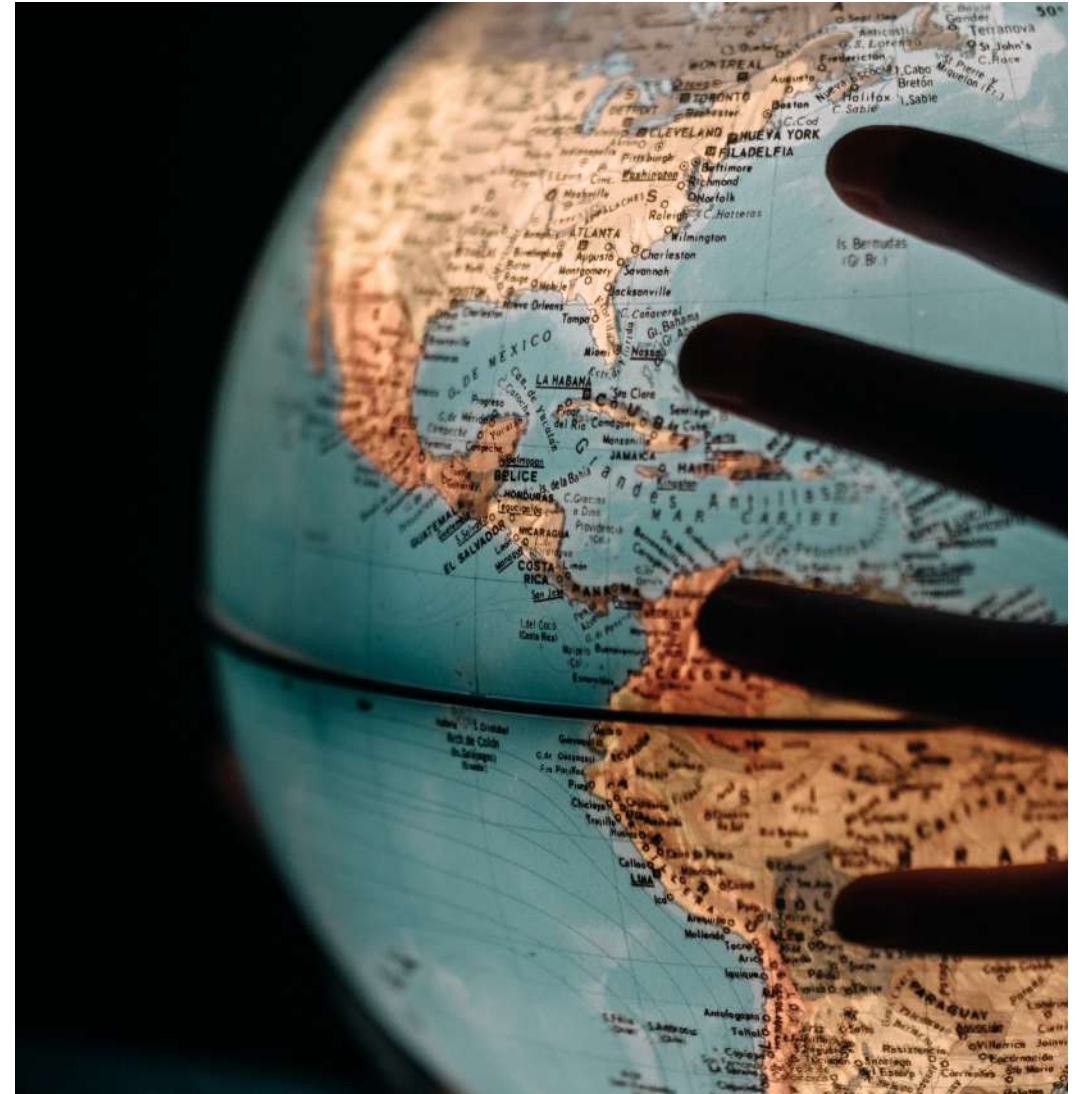
Additionally, we will activate AR functionality for all our products.



OUTDOOR CATEGORY



DECORATION CATEGORY



STEPS TO BECOMING A PARTNER

PHASE 1 : INTRODUCTION TIME RANGE 1-3 MONTHS

MEETING /
DISCUSSION



CREATE
PLAN



SIGN
CONTRACT



MAKE A PAYMENT
(OF FRANCHISE FEE)



PHASE 2 : PREPARATION TIME RANGE 1-3 MONTHS

STORE SET-UP /
INTERIOR DESIGN



MARKETING
PLAN



BRANDING /
WEBSITE CREATION



PRODUCT STOCK
PRE-ORDER



FINAL
TRAINING



PHASE 3 : LAUNCHING THE CONTRACT STARTS

START
LAUNCHING



QUALITY
CONTROL



BRAND
DEVELOPMENT



PERMANENT
SUPPORT TEAM



OUR FOUNDER & DESIGNER

MR. NIPHAT PANOMCHAI

"Hello, I'm Niphat Panomchai, the founder and designer of the furniture brand Better Craft. It all started 8 years ago with just one chair designed by me. I have a deep passion for art and design. From that one chair, we've grown into a brand with over 80 uniquely designed pieces in our catalog. Each one is crafted with top-quality materials and meticulous attention to detail. It's all a collaboration between my ideas and the talented designers I've hand-picked. I'm determined to ensure that Better Craft's furniture boasts timeless design. Whether it's in the past, present, or future, it will always stand out and blend seamlessly with any era.

I believe Better Craft has achieved great success here in Thailand. Now is the perfect time to elevate the brand to a global level, making everyone aware of our exceptional, high-quality furniture that meets every customer's needs.

I'm actively seeking visionary partners to expand this market. I'm confident that Better Craft's furniture has the potential to bring significant returns to investors. The brand, which never stops pushing boundaries, is positioned to lead on the global stage. I'm more than certain that with our collaboration, our brand will become widely recognized and cherished in no time, and will continue to reach even greater heights in the future."





UNIQUE FURNITURE FRANCHISE

FRANCHISE CONTACT

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