

FRANCHISE

partner pack



“WE HAVE AMBITIOUS GROWTH PLANS
IN PLACE THAT WILL SEE US EXPAND
FROM THE CURRENT 15 SHOWROOMS
WE OWN AND OPERATE IN THE UK -
WITHOUT COMPROMISING OUR
DEDICATION TO KITCHENS THAT WORK,
LOOK AND FEEL INCREDIBLE.”

Liz Hall, Head of Sales



NOLTE

in a nutshell

WE COMBINE EFFICIENT PRODUCTION,
EXPERT ADVICE AND EXCEPTIONAL
DESIGN TO MAKE KITCHENS THAT
WORK LIKE A CHARM, LOOK LIKE
A DREAM AND FEEL LIKE HOME.



NOLTE

by numbers

WE WERE FOUNDED IN **1958**.

WE EMPLOY **1,300** PEOPLE.

WE EXPORT TO OVER **60** COUNTRIES.

WE MAKE **1.8** MILLION KITCHEN CABINETS A YEAR.

WE'VE BEEN NAMED GERMANY'S FAVOURITE
KITCHEN BRAND **3** YEARS IN A ROW.

100% OF OUR KITCHENS ARE MADE IN GERMANY.

MAKING

NOLTE KITCHENS

a household name

Being Germany's favourite kitchen brand is great — but our ambitions don't stop there. We want to be the UK's biggest and most respected name in the premium kitchen market.

To start things off, we've opened 15 showrooms across the country, and the plan is to open many more over the coming few years.



A HISTORY

of success

1923

Georg Nolte, the company's founder, starts making polishing discs in northern Germany.

1932-1937

The company switches to making furniture and is so successful, a second factory is needed in 1937.

1947

Georg Nolte's son, Konrad, revolutionises the global furniture industry by introducing assembly line technology.

1958

Nolte Küchen is founded in the town of Lohne, starting out with 60 employees.

1960s-1990s

The business grows from strength to strength, steered by third- and fourth-generation family members.

1996

We open the first industrial chipboard recycling plant in Germany.

2008

We launch Matrix 150 — the only 3D grid in the industry.

2009

Catering to a more budget-conscious audience, we establish the highly successful Express Küchen.

2011

Showing our truly global growth, we launch Nolte FZE — bringing Nolte kitchens to the Middle East, Africa and Asia.

2016

We make over 250,000 kitchens in one year for the first time.

2018

We celebrate our 60th birthday — and show just how far we've come by making 850 kitchens a day.

2021

We open Nolte Forum, a 7,000m² showroom that lets visitors experience the quality and beauty of our exceptional kitchens.

WHAT WE *stand for*

KNOWLEDGE, CRAFT AND INNOVATION
TO MAKE YOUR FRANCHISE A SUCCESS.

We've been making home-enhancing, tailor-made kitchens of the highest quality since 1958 — all overseen by the Nolte family. Which means when you partner with us, you're supported by generations of knowledge, craft and innovation to make your franchise a success.

Working with Nolte Kitchens means you can promise your customers the most German of traits — effectiveness, reliability and efficiency.

But the Nolte promise goes beyond efficiency, into beauty, elegance and an end result that turns the room where your customers cook into spaces where they truly live.



MADE TO *sustain*

**MORE THAN 99% OF THE WOOD WE USE
COMES FROM CERTIFIED SOURCES.**

We're proud to be a climate-neutral company — an achievement we think is one of our greatest to date. After all, we make nearly 900 kitchens a day and export to over 60 countries, so neutralising our effect on the planet is vitally important.

For your customers, this means owning a kitchen that hasn't harmed the planet, so they can cook with a clear conscience.

A few of the steps we've taken towards climate-neutrality:

- More than 99% of the wood we use comes from certified sources.
- We offset CO2 emissions by supporting a project in Uruguay, where a forest now grows where cattle used to graze.
- Like our kitchens, our company lighting comes from sustainable LEDs.
- On average, our particle boards have 50% recycled material.
- We keep a close eye on our 300 suppliers, to make sure they're playing fair with the planet too.



WHY WE'RE THE RIGHT

Kitchen fit



FRANCHISING WITH NOLTE
KÜCHEN MEANS TEAMING UP
WITH A TRIED-AND-TESTED
BUSINESS THAT'S BEEN GOING
STRONG FOR OVER 65 YEARS.

That's why our Nolte franchise partners can look forward to:

- A business model that generates cash flow quickly.
- A high gross margin on products — and a high turnover per showroom square metre.
- Potentially matching our top showrooms that turn over more than £1 million a year after two years.
- A realistic three-year turnover of £500k—£2 million, with typical first-year running costs of £100k—£125k.
- Holding little in the way of stock, thus freeing up your cash flow.
- Using our logistics and warehousing so you need very little infrastructure.
- Needing only a few employees per showroom.

A show-stopping SHOWROOM

The most important part of your Nolte Küchen partnership is, of course, your showroom — and we'll help you create a space your customers won't forget.

We use tried-and-tested layouts to make things easy for you when setting up your showroom — but we can also be very flexible to accommodate any bespoke requirements or suggestions you might have.





NO MATTER WHICH YOU CHOOSE,
YOUR SHOWROOM WILL BE
DESIGNED TO ENTICE, ENGAGE
AND IMPRESS YOUR CUSTOMERS.

Wide, vista views will give a superb overall impression of the Nolte product, while carefully considered hotspots will provide areas where you can focus on kitchen trends, range styles and interior design.

Just like a Nolte kitchen, your showroom will be both effective and beautiful — an engaging retail space that encourages interest, earns customer trust, and sells the dream of owning a breathtaking kitchen.

HERE TO *Support*

Starting a Nolte Kitchens franchise is probably easier than you think, especially when we'll be on hand to support you in every facet of running and promoting your business.

The below gives you a quick breakdown of how we'll support your Nolte Kitchens business, but we will of course discuss each area in more detail when you get in touch.



 **SHOWROOM
PLANNING AND
OPENING**

- Support finding the perfect location.
- Dedicated teams to help you design, build and fit out your perfect showroom.
- Support project managing the showroom opening and ongoing fit-outs.
- Ongoing seasonal fit-out design and build support.

 **RETAIL**

- Full access to our regional and central retail teams.
- Frequent showroom visits and business reviews with the regional retail team.
- Central retail support with access to all operational tools such as operations manuals, processes and showroom health & safety.

 **OPERATIONS AND
PROCESS
SUPPORTS (OPS)**

- Support from our designated operations team.
- Dedicated order processing team in Germany for your account, to check and ensure accuracy.
- Account management support with third-party suppliers.
- Full logistics and warehousing services.
- Access to the Nolte Dealer Portal.

 **FINANCE**

- Pre-opening support with business planning, P&L building and cash flow templates.
- Ongoing support and advice on payroll systems.
- Production of monthly management accounts.

 **HR**

- Pre-opening advice on team structure, recruitment and payroll planning.
- Ongoing advice and support in how to recruit the best candidates, build and maintain strong employee relations, and improve employee performance.

 **CRM**

- Access to all Nolte Küchen design, operational and CRM systems and software.
- Ongoing IT helpdesk support.

MARKETING

your business

Your success is our success, so for just a 2.5% monthly fee, you'll benefit from a host of marketing tools we use to promote the brand — and thus promote your business.



WEBSITE

Your showroom will get a dedicated page on the nolte-kitchens.co.uk website.

PRINT ADVERTISING

We run regular advertising in the local and national press, reaching millions through publications like The Times and The Telegraph.

DIGITAL MARKETING

We promote the parent brand through regular social media, pay-per-click (Google) ads, and SEO, giving us a presence nationally — which encourages people to look for you locally.

THE NOLTE MEDIA PORTAL

We'll give you full access to the portal so you can download brochures, images and other promotional material.

EXHIBITIONS

We have a busy schedule of national exhibitions lined up to make our brand a household name.

VISUAL MERCHANDISING

We'll offer support with planning, styling and point-of-sale branding to help your showroom look its best at all times.

BRAND GOODWILL

The Nolte Küchen brand has been going strong since 1958, and our plan is to make it even stronger in the UK. As a franchise partner, you'll play a key role in this success — and enjoy the benefits from it.

TRAINING

While you'll always have a contact for ongoing advice and support, we'll start things off with a 3-week training programme, split into two modules.

The training will start following your completion of the franchise contract agreement.

MODULE ONE ONE-WEEK COURSE

- Brand and value
- Franchise partnership
- Location search and assessment
- How to build a showroom
- Nolte systems
- Logistics and warehouse
- Network
- Collection strategy
- Finances
- Self management
- Recruitment

IN-BETWEEN MODULES E-LEARNING

- Sales
- Leadership
- Systems
- Products
- Materials
- Designers

MODULE TWO TWO-WEEK COURSE

- Brand and value pt 2
- Product knowledge
- Sales
- B2B
- Sales team management
- Management
- Logistic and warehouse pt 2
- After-sales service
- Marketing
- Visual merchandising
- Finances
- Retail excellence

DESIRED

background

AN ENTREPRENEURIAL MINDSET WHOSE
AMBITIONS MATCH OUR OWN.

THE IDEAL NOLTE KITCHENS FRANCHISE PARTNER WILL:

- 1 Be an existing single- or multi-unit franchise owner or entrepreneur with a growth mindset.
- 2 Be able to build an organisation and commit to our ambitious showroom development plan. (Three showrooms over a five-year period.)
- 3 Have sales and business management skills and be willing to lead, delegate and motivate.
- 4 Have retail experience and — as a bonus — be interested in design.



BECOMING

a franchise partner

1 INTRODUCTIONS

We'll have a chat to see if we're a good fit for each other.

- Outline of brand and opportunity
Why Nolte?
- Your geographical area of interest
- Discuss your background, motivation and investment capability

5 YOUR BUSINESS PLAN

You'll submit the first draft of your business plan, including five-year draft figures for profit & loss and cash flow.

2 THE ALL-IMPORTANT ADMIN

We'll send through all the details and information you need.

- Application form
- NDA
- Onboarding process

6 PROGRESS MEETINGS

You'll have weekly progress meetings with our retail director, finance director and UK managing director.

3 FIRST MEETING (OR SECOND-STAGE CALL)

Depending on availability, we'll meet or call to go into more detail.

- Showroom visit (if meeting)
- Share brand presentation
- Run through KPIs
- Discuss territories, number of showrooms and time period

7 FINAL AMENDS

We'll help you with any final amends to the business plan, before it's approved by the UK and German boards.

4 FOLLOW-UP INFORMATION

We'll send you the following for your records:

- Brand presentation
- Financial and modelling KPIs
- Business planning tools and templates
- Copy of generic franchise agreement

8 SIGN THE AGREEMENT

You'll sign the agreement — then maybe raise a toast to celebrate our future success.

WHERE THE FUN

really starts

9 GOING SHOP SHOPPING

With the paperwork sorted, we'll help you find the perfect location for your showroom.

12 THE PERFECT FIT

Our build and fit-out experts will work with you and your installation teams to fit out your showroom.

10 LOOKING THE PART

Our design team will help you create a beautiful space that makes customers want their own beautiful space.

13 READY FOR LAUNCH

Our marketing team will promote your store and drum up buzz for your launch.

11 PUTTING ON A SHOW

Your showroom displays will be ordered, delivered and checked.

14 THE TA-DA! MOMENT

Congratulations — your showroom looks amazing and you're ready to welcome your first customers.



READY TO
partner up?

WE HOPE YOU'RE IMPRESSED BY WHAT YOU'VE SEEN AND READ IN THIS PACK — AND EXCITED AT THE PROSPECT OF TEAMING UP WITH THE UK'S MOST AMBITIOUS KITCHEN BRAND.

If so, we want to hear from you and see how we can team up together. Get in touch below — and let's cook up something special.

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