

# STENDERS

*Gardener & Feelings*

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Beauty care brand  
inspired by diversity of nature

STENDERS  
*Gardener & Feelings*

Feel the  
northern  
vigour!

SHOWER SOUFFLÉ  
RUBBERY



# From a small idea to the global company

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# Baiba Cipa - Ziemele

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- 15 years in international business;
- 5 years as STENDERS Europe manager;
- 3 years in management of STENDERS new partner's selection process;
- **Head of Global Marketing and New product development;**
- **Head of Global Sales and Marketing.**





# **PART 1 – who we are today**

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**Brand Herritage Products Stores**

# PART 2 – how did we get there

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Business model and lessons we learned



# Facts and Figures



- Established in Riga in 2001.
- Portfolio of more than 330 products for skincare, bathing, body care.
- More than 220 stores and 130 point of sales in 27 countries worldwide.
- Franchise as main business development model (~70 % of turnover, 2016).





27 countries of the world

~220 shops

>330 products

*21 Brand owned*

*Franchised*



**Concept stores**  
~ 220





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Stands and point of sales  
130



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Concept stores  
~ 220





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Stands and point of sales  
130



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Concept stores  
~ 220



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Countries  
27



## Brand essence

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Our products are a living proof to nature manifesting itself through **unique textures** and **natural elements**, mesmerizing **aromas** and joyous **colors**.





## Our heritage

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The very first STENDERS store was opened in the heart of Latvia – **Riga in 2001**.

Brand's success story started with home – made soap presented in an extraordinary way.





# Our heritage

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STENDERS store and concept became popular very quickly and by 2003 brand opened first stores outside Latvia.





# Development

In 2014, STENDERS opened a largest privately owned laboratory in the Baltic region where specialists create unique formulas and extraordinary textures.



# Product portfolio





Soaps and  
Bath bubble balls

Other



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2001

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40 products

Soaps and  
Bath bubble balls

Other

Skincare

2001

2006

2008

2010

2014

2015

2016

40 products

130 products

180 products

200 products

280 products

300 products

340 products





**Heritage collection** – hand crafted soaps and bath bubble balls.

**Bath & body care essentials** – to indulge the different moods of your skin.

**Award winners & bestsellers** – innovative and unique products and textures. From potent scrubs to airy shower souffles.

**Skin care essentials** – to enjoy the multifold power of beauty.

**Luxury lines** – inspired by the most precious treasures of nature - gold, pearl, amber.

**Home SPA** – oils, rituals, essential oils, bath & sauna accessories.





# Our stores – Gardens of Feelings

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The idea behind the store design is a **creative garden of feelings**, filled with scents, colours and sensations. STENDERS is an urban brand. We live in the city, and work in the city.

The city is our environment. Therefore we bring the garden into the city to provoke emotions and create feelings. We bring **nature with its elements** and create **gardens of feelings** – STENDERS stores – to awaken your senses.





# Customer experience

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We turn both shopping and occasional visits to any of our stores into a small festivity.

Customer care and in-store experience is at the core of STENDERS marketing and development strategy.



## Competitive advantages

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- **Strong brand story and strategic positioning;**
- Excellent customer care culture;
- Appealing product assortment;
- Professional in-house research and development team;
- ISO 9001, ISO 22716 and GMP certification;
- **Proven franchise and retail concept and flexibility for multiple sales channels.**



## PART 1 – who we are today

Brand Heritage Products Stores

## PART 2 – how did we get there

Business model and lessons we learned



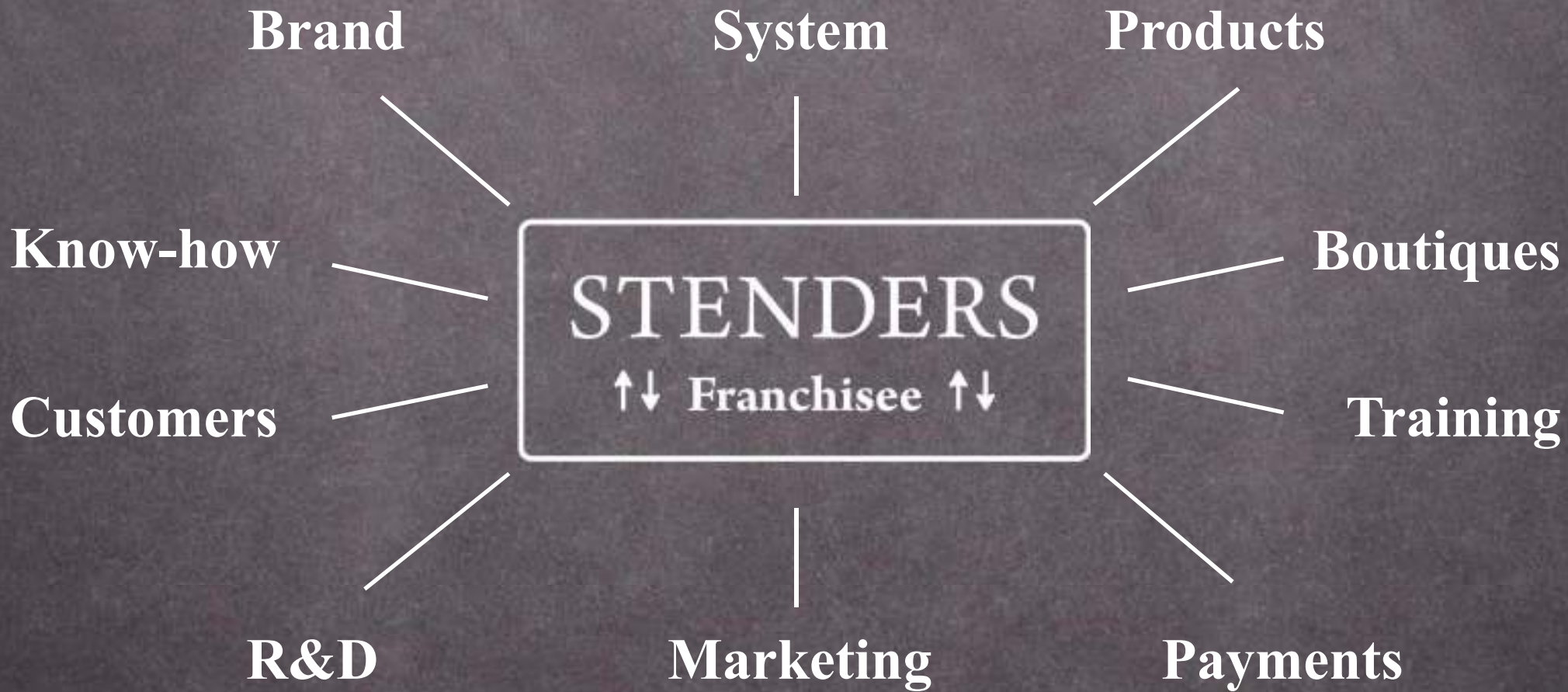


27 countries of the world

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>330 products





# How to find USP

Creativity



Nature

Joy of living

## Brand story



### Gardener

STENDERS is responsible for effectiveness of the product and for making valid promises. Gardener is present at the creation of products – it is STENDER'S knowledge that is used to create an excellent product.



### Feelings

STENDERS mean for STENDERS offers a variety of feelings. STENDER'S ideas are there for you a piece of art with timeless product. STENDER'S is a class to the energy, creative power, positive emotions, romantic mood, inspiration, peace and harmony.

Each product is made also pleasant emotions – the smell, packaging and appearance during usage.

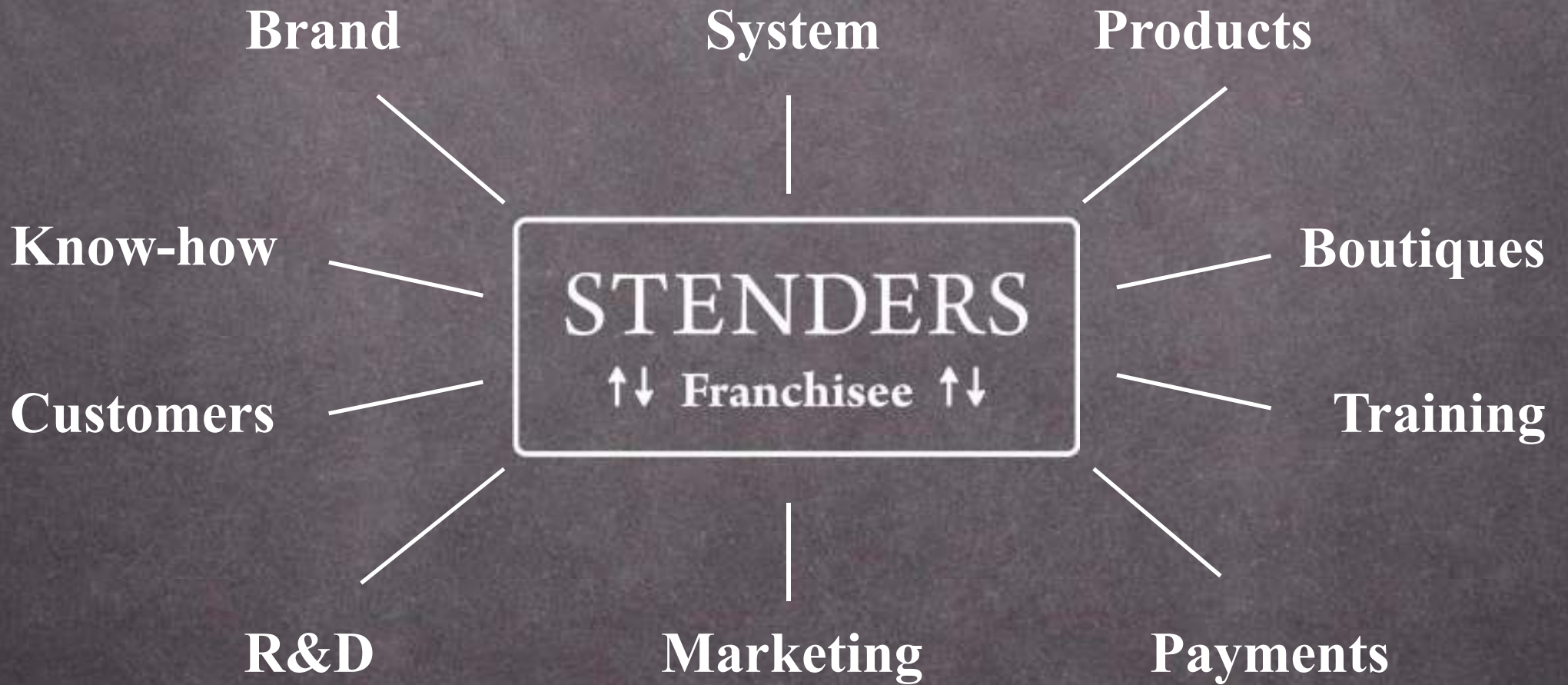
**STENDERS**  
Gardener & Feelings



STENDER'S shop assistants are not only knowledgeable about the products on STENDER'S shelves, they can also offer a full recipe in response to a customer's wish.

For a truly fantastic evening bath, a customer might receive an advice to pick up a playlist in the nearby music store on its way home. We share good ideas.





# Brand touchpoints

Digital world



Surroundings



Printed media



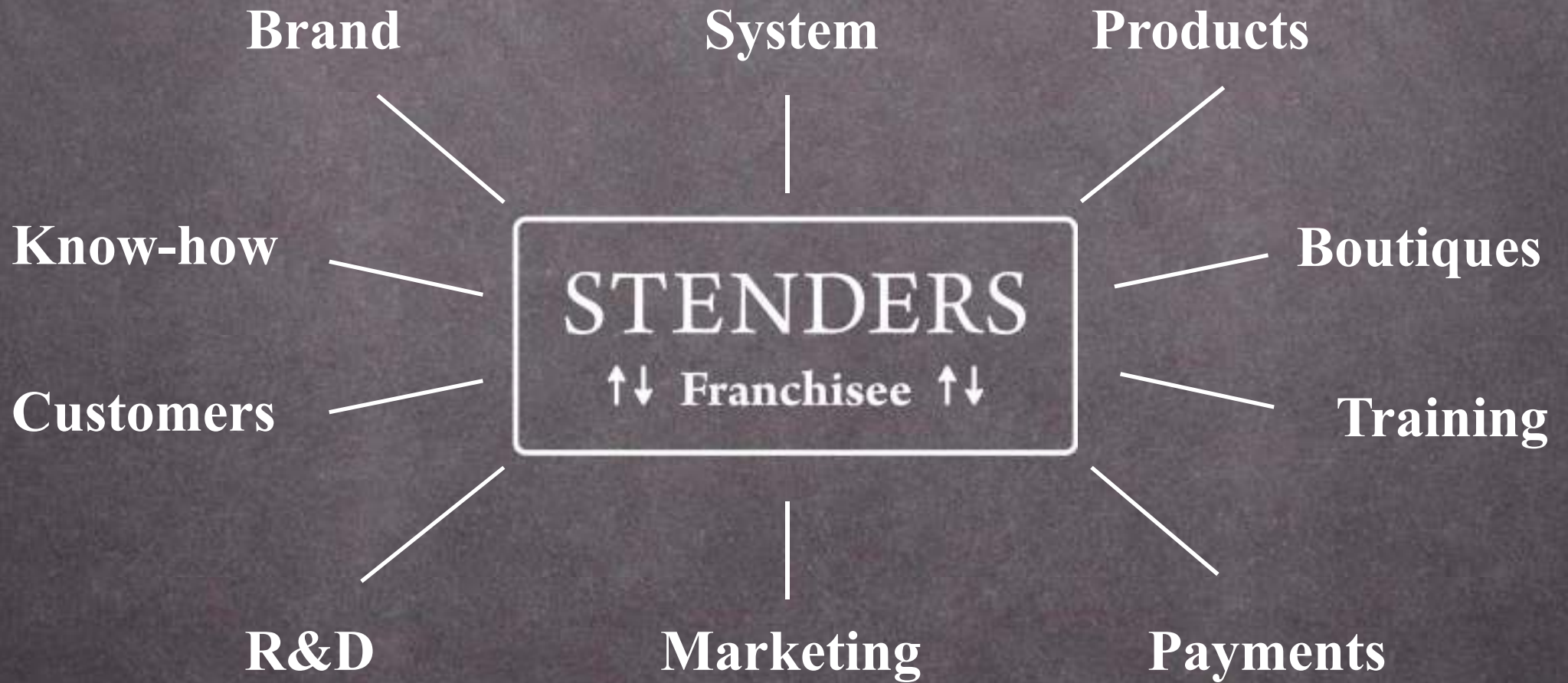
Shopping centre / store



WOM



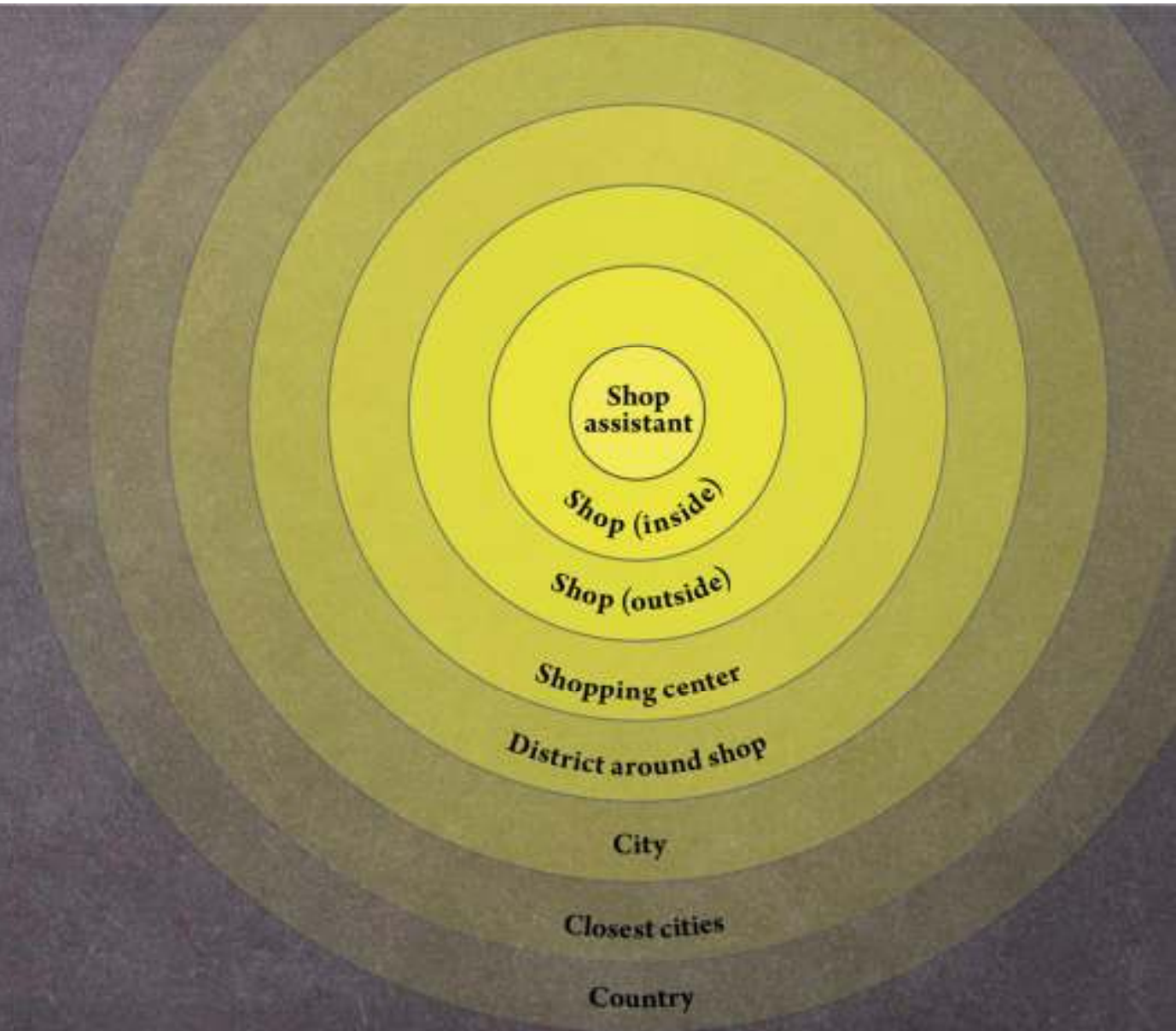




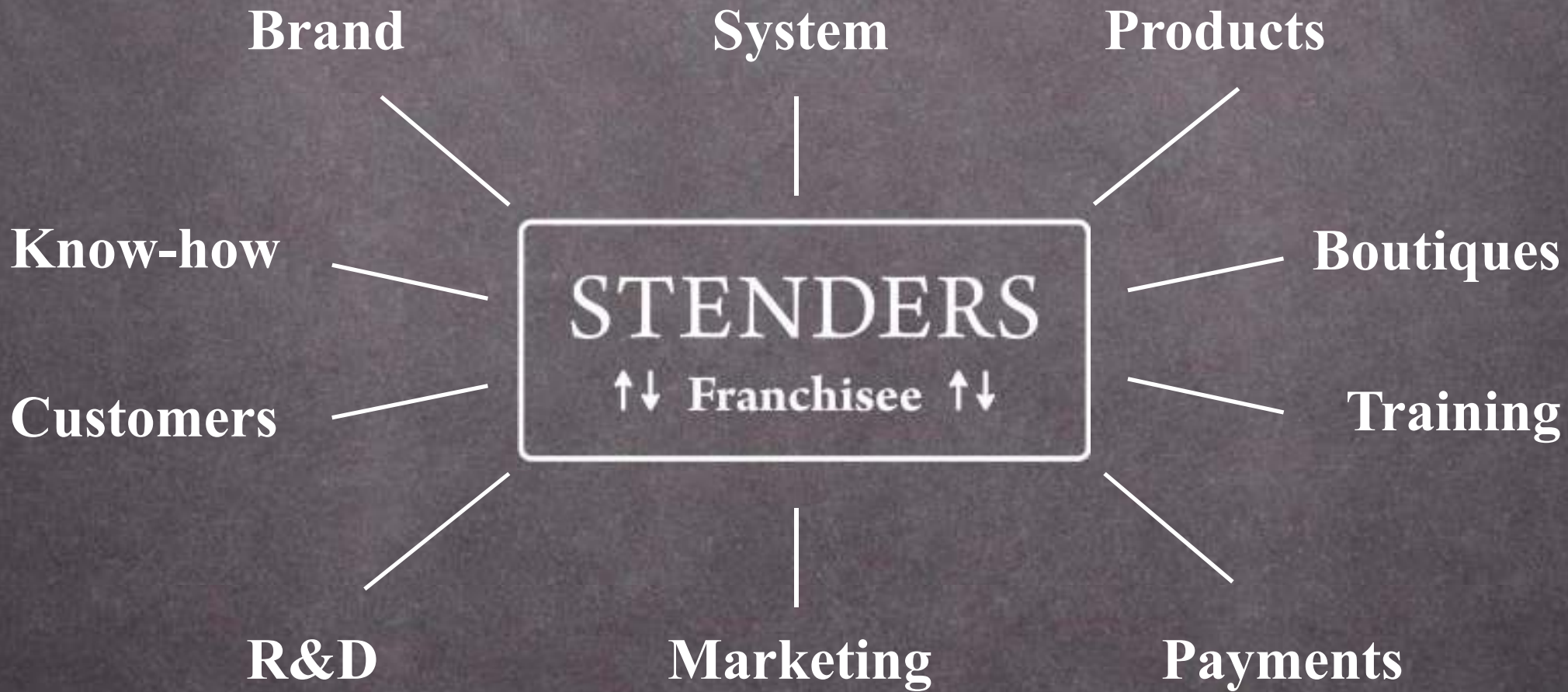
# Targeted marketing

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Focused and prioritized MKT activities taking into consideration the shop location, number of shops in the area, marketing budget and target audience.







The same look and feel in the stores worldwide

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POSSIBILITY  
TO CREATE  
INTERNATIONALLY  
RECOGNIZED BRAND



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RISE TURNOVER &  
PROFIT WITHOUT  
DIRECT INVESTMENT



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COMPANY CAN  
DEVELOP MORE  
RAPIDLY



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POSSIBILITY TO  
ACQUIRE NEW  
MARKETS







# STENDERS in China

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- Since 2007;
- 1 partner;
- 43 cities;
- 120 stores.



## Convincing factors

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- Local entrepreneurs with International experience;
- Clear business vision for the next 5 years;
- Understanding of Franchise business model;
- Previous business experience in China;
- Our eagerness to enter the big world.











STENDERS

STENDERS  
SPECIALTY  
PRODUCTS

- 100% NATURAL
- 100% ORGANIC
- 100% GENUINE

STENDERS  
SPECIALTY  
PRODUCTS

119









## Before you hit the road

- **Agreement and development plan** – business model, planning sales amounts, sales points, duration and territory and **investment in marketing**;
- **Legal consultancy** – legislation, import / export regulations, product certification process, tax policy etc.;
- **Cooperation with China authorities** – **leave this to your partner!** certifications, logistics, custom clearance, cooperation with shopping malls etc.





## Before you hit the road

- **Communication and cultural differences** – be quick, flexible, simple and honest, show visual samples, written confirmation for all decisions and mind the cultural differences;
- **Product assortment**– be ready to adjust / climat, perception, colors, aromas;
- **Guidelines** – brand book, marketing strategy;
- **Trade mark** – register today to protect yourself tomorrow.



**Brand**

**System**

**Products**

**Know-how**



**Boutiques**



**Customers**

**Training**

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POSSIBILITY  
TO CREATE  
INTERNATIONALLY  
RECOGNIZED BRAND

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RISE TURNOVER &  
PROFIT WITHOUT  
DIRECT INVERSTMENT

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COMPANY CAN  
DEVELOP MORE  
RAPIDLY

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POSSIBILITY TO  
ACQUIRE NEW  
MARKETS

**R&D**

**Marketing**

**Payments**



In beauty we don't just  
sell products or solutions  
**WE SELL STORIES**

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Do you have a story behind?







**Cosmetics  
inspired by  
elements  
of nature**

