



BRAND MANUAL

OHWOV
DOLLAR STORE BRAND

OH
WoW

WWW.OHWOWBRAND.AGENCY



WHO
ARE WE ?





OH
WoW

AFFORDABLE LIFE SANYUAN
DEPARTMENT STORE

BRAND PROFILE



OHWOW, FastFashion Dollar Store, was founded in Yiwu, China which is famous as World Capital of Small Commodities. It offers more than 10,000 kinds of high-quality products that cover 12 categories, ranging from popular accessories, seasonal products, kitchenware, creative Daily necessities, health & beauty, stationery and sports goods, to children's toy, digital accessories, exquisite ornaments, hardware tools, disposable products and online hot-selling products.

Characterized by the New Nordic style, OHWOW provides global consumers with super good value and abundant products in a comfortable and fashionable shopping environment. The appealing OHWOW store image is not only fancied among shopping centers, department stores, commercial pedestrian streets, university towns and other areas, but also popular in crowded communities. Positioned as "Dollar Store Collection Brand", OHWOW always insists on offering good products with high cost performance in order to make quality life accessible to global consumers.

BRAND FOUNDER



OH WOW BRAND FOUNDER

MS HUAN MA

MA Huan

Brand Founder of OHWOW

As the founder of OHWOW, MA Huan accumulated immense mastery in Fast Fashion and seized the opportunity to improve the social quality consumption patterns, bringing a brand new business model in China and then all over the world, which almost attracted most of customers.

MA Huan considered that the statement “the higher the price, the better the quality” is only the excuse. The time for “good quality with low price” products has just begun. In this era, the actual value of a brand should be beneficial to millions of people. These very values and principles have induced the inception of OHWOW.



BRAND CULTURE

ENTERPRISE MISSION:

Always insist on offering high quality products with high cost performance in order to make quality life accessible to global consumers.

ENTERPRISE VISION:

Strive to become a globally respected retail enterprise and make global manufacturing benefit every family.

ENTERPRISE VALUE:

To live with righteous faith and deeds, To work with practical attitude and responsibility.



PRODUCT CATEGORIES



POPULAR ACCESSORIES



SEASONAL PRODUCTS



KICHENWARE



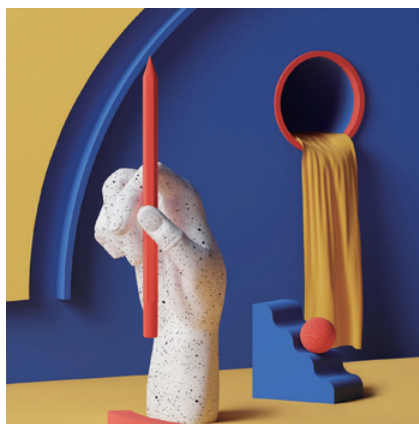
CREATIVE HOME



Daily Necessity



DISPOSABLE GOODS



STATIONERY



CHILDREN'S TOYS



DIGITAL ACCESSORIES



EXQUISITE PENDANT



HARDWARE TOOLS



Online Hot-selling Products









Brand IP



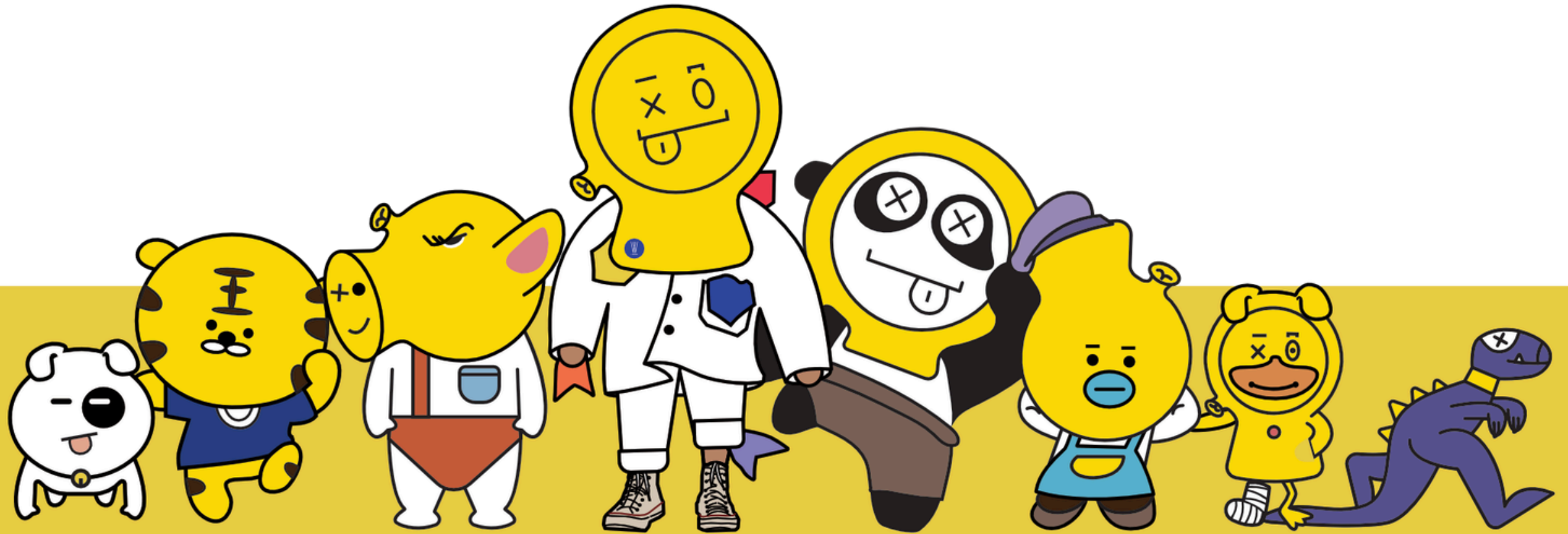
OHWOW X DUNDUN FAMILY





OHWOW X NONO FAMILY

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STORE IMAGE



AFFORDABLE LIFE SANYUAN
DEPARTMENT STORE

FLAGSHIP STORE
STORE: 500-1000 SQM





STANDARD STORE

STORE: **200-500** SQM





MINI STORE

STORE: 100-200 SQM





DOLLAR STORE DISPLAY

Good product placement allows customers to buy items on impulse



POPULAR AROUND THE WORLD

Good Brand,
No Boundary!



SIGNING CEREMONY



- Turkey
- Saudi Arabia
- India
- South Africa

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DEVELOPMENT PATH

2020

OHWOW WAS BORN IN CHINA



DECEMBER 2020, THE 1ST OHWOW STORE GRAND OPENED IN YINGKOU, LIAONING PROVINCE, CHINA.
NOVEMBER 2020, THE 2ND BRAND OF THE HEADQUATER NAMED

2020

2021



APRIL 2021, THE NUMBER OF OHWOW STORES REACHED 100.
MAY 2021, OHWOW AND THAILAND REACHED A STRATEGIC COOPERATION.



JUNE 2021, OHWOW AND SAUDI ARABIA REACHED A STRATEGIC COOPERATION.
JUNE 2021, OHWOW AND GHANA REACHED A STRATEGIC COOPERATION.

2021

2021



AUGUST 2021, THE 1ST OHWOW OVERSEAS STORE GRAND OPENED IN MALAYSIA.



AUGUST 2021, THE 1ST OHWOW OVERSEAS STORE GRAND OPENED IN MALAYSIA.

2021

2022



APRIL 2022, THE 50TH OHWOW OVERSEAS STORE OPENED IN PAKISTAN.



DECEMBER 2022, THE OHWOW OVERSEAS STORE OPENED IN GUATEMALA.

2022

2023



2023 OHWOW Global Franchisee Training Meeting



2024 Strategic Cooperation with Yemen Partner

2024



GLOBAL STORE PLAN



FRANCHISE FEATURES



The Business model of OHWOW Franchise is Whole Store Output, which means that OHWOW will offer the products and services to assist the franchisees to open the new store in the whole process. Furthermore, OHWOW will teach the store team to use software and manage store. Besides, OHWOW offers ERP and data analysis system to help the franchisees to improve turnover and profit of the store.



FRANCHISE ADVANTAGES



Brand Advantage

Chainbrand, sharing enormous business resources. With 500 franchise stores distributed at prime locations globally.



Product Advantage

More than 10,000 high-quality fast fashion products are available for selection, over 500 products are updated monthly, at a cost-effective price.



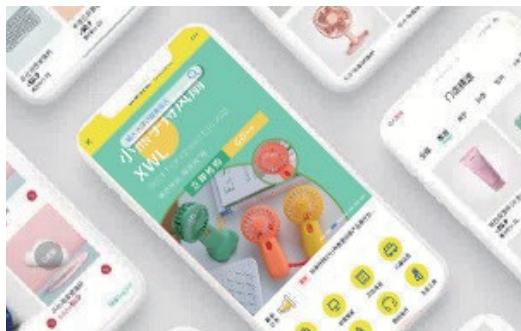
Supply Chain Advantage

OH WOW has over 1000 stable cooperative suppliers worldwide. Some of them are world-class suppliers also serves the Costco, Daiso and Watson.



Logistics Advantage

OH WOW has advanced & large-scaled logistics distribution center, about 100,000 sqm. Warehouse and 300 workers, which ensure the Cargo delivery timely.



High Tech Advantage

OH WOW offers franchisees advanced purchase-sell-stock ERP management system and famous Business Insight System, which improves store operations and competitiveness.



Training Advantage

OH WOW Business School provides franchisees with multiple training programs to ensure the store growth!



Service Advantage

The business model of OH WOW is "Whole Store Output", which means that OH WOW will serve and support the franchisees in every stage of their store management.



Marketing Advantage

OH WOW has already been an international Brand and won a good reputation around the world, which is easily accepted by the local consumers.



FRANCHISE PATH



EASY TO OPEN A DOLLAR STORE IN 8 STEPS



FRANCHISE SERVICE



Brand Authorization

We have already registered Trademark World-wide.



Competitive Supply Chain

300-500 New Arrivals per month.



Store Identity Design

Space Planning, Display & Lighting design, Signage system etc.



Store Location Assessment

Help Franchisee to assess the store site.



Store Operation Training

Personnel management, Inventory management etc.



Store Marketing Training

Physical store online & offline marketing training.



Store Opening Supports

Dedicated store manager will guide and help store opening.



Franchise Zone Protection

Help Store develop healthily and rapidly.



Product Packing & Inspection

International standard and seriously check before shipping.



Store Business Intelligence

Analysis of inventory & sales data to improve profitability.



OHWOW FRANCHISE SERVICE STEP

1

Location Assessment

Franchisee need have a store-front and send location & details to us for assessment.

2

Sending Store Drawings

Franchisee send the drawing of the store to OHWOW Headquarters (HQ) for design.

3

Store Design

OHWOW Headquarters (HQ) begins design, offering franchisee image and decoration drawings and match the corresponding shelves.

4

Store Decoration

Franchisee decorates the store according to the design drawings

5

Product Selection

At the same time of Step 4, Franchisee select the goods



OHWOV FRANCHISE SERVICE STEP

6

Packing & Delivery

OHWOV HQ pack the goods and shelves, then delivering to Franchisee's shipping forward-er.

7

Store Training

Such as Tiktok Store Marketing, Product Display, Operation Standards etc.

8

Store Display

Franchisee arranges to assemble shelves and display products according to the standards.

9

Store opening preparation

OHWOV HQ will offer the store marketing plan to Franchisee.

10

Store successive

OHWOV HQ will analyze store data and offer operation strategies to Franchisee, including new products recommendation, marketing supports, sales training etc.



FRANCHISE INVESTMENT BUDGET

For **100** square meter store (Not including shipment)

Franchise fee (single shop)	\$7,000 (one-time charge, 3 years after can apply to renew the contract , noneed to pay the franchise fee)	Total: \$42,000
Shelves cost	\$6,000 (\$60per s.q.m=398 RMB/ m ²)	
Initial purchase of products (first batch)	\$29,000 (\$290 per s.q.m=2000RMB/m ²)	
Store design and decoration guidance	FREE	
Payment	50% deposit, 50% before shipment.	
The way to select and purchase products	Online purchasing website. After the cooperation intention is confirmed, we will create an exclusive account for you to select goods.	

For **200** square meter store (Not including shipment), Total Budget: **\$76,000**

For **500** square meter store (Not including shipment), Total Budget: **\$110,000**



ABOUT SHIPPING COST & TIME



Shipping Space:

For Product&Shelves, need 1 40-ft HQ container at least. (depend on the goods weight and volume)

Logistics:

Free Yiwu warehouse pick-up or free delivery to the warehouse (within Yiwu).

Shipment fee & time:

Franchisee need to pay the relevant shipping charges. The shipment time depends on the order quantity and OHWOW current warehouse order quantity, From the order of goods to the completion of packing, It usually takes 7-10 working days for new store.

Products preparation cycle:

7-10 days (According to quantity)

Shelves Production cycle:

15 days

Shipment fee and time:

30-60 days (According to Distance & Custom)

CONTACT US NOW!

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