

Profile of Candidate

In order to develop our presence in the UK, we envisage opening our first UK store in a city such as Birmingham (or one of equivalent size, and with a similar economic infrastructure).

The UK store will serve as a 'test shop' for the first year. This will allow us to adapt to the UK market and its requirements.

We are looking for a franchise partner to help facilitate the opening of this UK store.

► The candidate we are looking for will have the following profile:

- The candidate must have good business-to-business sales experience, and, preferably, have knowledge of the construction industry. We are looking for a dynamic and enthusiastic individual, with entrepreneurial flair, and a desire to succeed.

- The candidate must be English/French bilingual, with a capital of €40,000 to €60,000 at his (or her) disposal, and be available to travel.

- The successful candidate will act as manager of, as well as a shareholder in, this first UK store. With the support of the franchisor, he (or she) will have the responsibility of setting up this store, ensuring its development, and testing the Echelle Européenne model in the UK market.

- He (or she) will head this first UK Master Franchise, and will play an ambassadorial role for the company in the UK.

The ultimate aim of the venture is for it to be profitable by the end of the first year. The candidate will help to adapt the Echelle Européenne range and concept to UK regulations and standards, and ensure rapid penetration of the market.