

Art Panorama[®]

Franchise-Information

Master-Franchisees

For countries in the European Union



Berlin



Brandenburger Tor
Traditionsreiches Wahrzeichen



mapa verlag[®] e. U.

Postcard Art Panorama Europa

2331 Vösendorf / Austria, Prof. Peter Jordanstraße 12-14

Telefon + 43 1 / 699 66 67 Fax + 43 1 / 699 66 68 11

E-Mail: mapa@mapaverlag.at

Internet: www.artpanorama.at

UID: AT U19414809



With a master franchise to success

Became with our strong product "Panoramic Postcards" a Master franchisee in Europe

Art Panorama®

Master-Franchisee in Europe



You buy for an entire Country in the European Union, as a Master Franchisee, the right to have the exclusive Marketing of panoramic postcards "Art Panorama"





The innovative and exclusive Panorama-Postcard

Art Panorama®

Mapa Verlag, a publisher of panoramic postcards in the premium segment of an innovative Design product, with the pattern protection for the European Union and the Design protected trademark “Art Panorama”

Mapa Verlag publisher offers with the European sales of panoramic postcards “Art Panorama” a proven tourism product, which is unique in Europe and has all design rights in the European Union.

The European sales are organized by master franchise and will be given to a single Master Franchisee to allocate an entire country. Like for example for Germany / Italy / England / Spain / Hungary / Czech Rep. / Netherlands etc.

The master franchisee acquires the exclusive Panoramic Postcards “Art Panorama” featuring the most beautiful cities, towns and attractions with international tourism frequency and an unrivaled strong long-term tourism product without expiration date.

The master franchisee acquires the exclusive right for marketing in his country and has the responsibility task, the function and the duty to work his entire country actively and successfully.

In European countries and worldwide, in which Mapa Verlag Publisher is not yet present with panoramic postcards, future master franchisees can plan special productions and co-productions.



Mapa Publisher invented the postcard again.

The panoramic postcard is the postcard of the future.
Only the panoramic postcard shows the whole picture
Developed to set a trend internationally in the postcard industry





The Panoramic postcard “Art Panorama” should persuade tourists in Europe to buy the postcards with unique panoramic landscapes and the unique design

Open format of the panoramic cards 51,00 x 11.50 cm + 3.50 cm flap with double adhesive dot for closing the card as a letter. Format from the enclosed panoramic postcard 17,00 x 11,50 cm. Weight of the panoramic card 19 g. (Savings in postage costs).

The product innovation Panoramic Postcards “Art Panorama“

Was introduced in July 2004 with success on the Austrian market, is unrivaled, with exceptional scores, Execution and outstanding cardboard, printing and finishing quality. Targeted particularly at a constantly growing target group: the segment of international City tourists. Therefore, the decision was made, to take a number of European Metropoles, cities and extraordinary sights into production.

Competitive advantage over conventional postcards.

The panoramic postcard convinces with the generous screen size, brilliant 180 degree distortion-free Panoramic shots, with complete mapping of the sights and the unique folding technique. The adhesive strip on the flap closes the panorama card for Secrecy of correspondence such as a letter.

“Art Panorama” is a popular tourism product and has no expiration date.

The modern design,

practical, easy-to-use functionality, the quality of panoramic images, the artistic Image processing, multilingual motif description, the mutual enhancement with UV coating and the pleasant touch is by far superior to all on the market available conventional postcards with different versions and formats.

Due to the unique product advantages and with the pattern protected Design for the European Union “Art Panorama” obviously stands out from all the postcards and sells more and lucrative than any other postcards which are available on the postcard market.





The panoramic postcard “*Art Panorama*” has an unique feature and is unrivaled in Europe.

Competitors do not exist.

Mapa Verlag Publisher has saved already in 2004 design protection rights for the European Union for the monopolistic acquired sole production of panoramic postcards with the described design.



Panoramic-Postcard rack for the sales presentation can only be positioned at Shops in prime location. Namely exactly where they would be considered by tourists from all over the world

Panoramic Postcards „*Art Panorama*“

Been sent in the whole world to relatives, acquaintances, friends and colleagues as a unique souvenir and prepare the recipients joy and appreciation. However, panoramic cards are also called Souvenirs, purchased by postcard collectors as pictures or for framing at home. Often instead of greeting cards sent, because Panorama Postcards are special and the purchase price may be for the consumer even cheaper than a greeting card.





The sales presentation is done through retailers

With specially designed Panoramic Postcard racks – at the point of sale – the most frequented tourist places with the biggest flow of visitors. Panoramic Postcards “Art Panorama” are future-oriented, without expiration date and may differ in design and brand more than all available postcards on the market.

**Folding rack with
480 pieces Panoramicc card
Sales area only 0,4 m²**



**Floor stand with swivel
960 pieces Panoramicc cards
Sales area only 0,4 m²**



**Wall rack with
240 pieces Panoramicc cards**

Panoramic Postcard rack „Postcard Art Panorama“

sticking out visibly from the diversity of all greeting cards and other sales racks. The panoramic cards offer and generate the specialized shops a new business and tourists from all over the World a welcome, incomparable variety in the almost unmanageable postcard market





With the developed franchise system, the base for the successful launch in major tourist cities, it can be placed in countries of the European Union

The European sales will be organized by the franchisor headquarters Mapa Verlag in Voessendorf / Vienna

The brand “Art Panorama” addresses internationally at the same time the shops and the tourists as customers.

Mapa Verlag publisher developed a strategy to put together sales success and customer satisfaction. The sales success is the partnership between franchisor, his master franchisees in Europe and the World, the international trade as well as by the emotional reached buying experience of tourists from all over the world. Customers are buying new products and emotions and not just a product!

Target groups for the purchase of panoramic postcards “Art Panorama” are every year Millions of tourists.

A special segment can not be defined, as the panoramic card targets many different groups and tourists from around the world.

The Franchise Concept,

provides detailed information for market positioning, product portfolio, marketing objectives and marketing Strategies. Know-how and examples are discussed in detail, to enable a good understanding and ensure a successful implementation.

For the project implementation the master franchisee will get a handbook as comprehensive Documentation and reference pass..

The manual includes: Product description, concept for sales and marketing, proven expertise, Knowledge, strategies and information, guidelines and gives you all information, you should know for the European Union country you choose (ex. Germany, Italy,...) .

Sales development in countries of the European Union.

The master franchisee recruits in his country independent sales representatives , which are well known in this business (postcards, souvenirs, greeting cards) and also very well established locally and having the necessary customer contacts. To sell “Art Panorama” success presupposes ambition and passion!





The best product is not enough.

The sales success depends primarily on the business performance and motivation of the master Franchisee in his country and crucially on the success of the introduced commercially independent sales representatives. The Franchise Center supports the master franchisee, its employees and agents with sales trainings.

Monitoring and performance assurance as support services of the franchisor

The franchisor has the right and the obligation, together with the master franchisee, to acquaint themselves with the development of his country and the successful implementation of the manual described concept to protect the system and the guidance of the master franchise operation.

Communication on the Extranet and IT enterprise resource planning system

with access to selected specific information databases and downloads within the franchise System. The Extranet can only be used by certain participants as internal communication platform, as master franchisee in Europe, its sales representatives, trade customers and Business partners.



The Extranet as a communication portal.

Eligible participants can access an archive of various templates, documents, comments, ideas, updates, and tips from the field to access and retrieve. In the Extranet the Master franchisee can report to the franchisor their experiences, Suggestions, problems or requests for rapid knowledge acquisition and processing report.

Sales representatives and dealers can perform online orders around the clock.

Order Forms and product information for daily business, Announcements, News or general information can be printed and can always be retrieved from the database .





Strengths of the Franchise-System „Art Panorama“

- **Pattern Protective rights for the European Union, registered at the European Patent Office.**
- **Trademarks, Corporate Identity, Corporate design and corporate communication.**
- **USP of panoramic card-products, therefore in Europe without competitors.**
- **Exclusivity in panoramic photography and image editing, design, quality and Execution of panoramic cards**
- **Unique international tourism product with a image editing, design, quality and Execution of panoramic postcards.**
- **Professional manual with detailed knowledge documentation and proven, conclusive, concrete actionable marketing concepts and strategies for targeted marketing, for the successful Market introduction and sales expansion.**
- **Information Handbook for independence sales representatives of the master franchisee with special Products and know-how documentation. Reasoning examples for the professional market entry as well as for the successful care of the specialist trade.**
- **Permanent training, consulting, support and development of strategy services by the franchise head office and support the efforts of the Master franchisee**
.
- **Assist in the launch, project implementation and marketing in the respective country and intensive care of the master franchise partners.**
- **Mapa Verlag publisher participates as a franchisor with 50% of the production costs for all Panoramic Postcard Stands during the entire duration of the contract with the master franchisee.**
- **The Location of the master franchise operation is not bound in a particular town or to a place, but can be anywhere in his country.**
- **Reorder by the Dealers business partners on the most frequented tourist places in every tourist city allows the consistent support by the competent Sales representatives for the respective sales territory (contract territory) and a long-term sales success.**
- **The franchise system has a shorter start up time and has a great market potential. It allows the master franchisee after development of a strong distribution network and Realization of sales opportunities in his country, a successful existence.**
.





Requirements to the master franchisee

The Master-Franchisee acquires the knowledge from the handbook manual for independent sales representatives in the respective cities and towns in his country resident. Already very well established commercially independent sales representatives, take over the market introduction and sales locally customers and assist in permanent care of the clients.

The Master-Franchisee is a strategic partner in his country and is expanding its distribution according to the given manual, the marketing and sales concepts and proven strategies with support from the franchise headquarters, so that the panoramic postcards leads after short time in major cities and towns successfully the market presence.

More innovations and future-oriented corporate spaces in the sequence special productions of panoramic postcards for clients in tourism, economy, upscale class Hotels, art, museum, sports, etc..

Business objective is, in as many countries of the European Union as possible, the best tourism places, a perfectly functioning distribution network build in Postcards- and souvenir areas and provide support to the clients





These conditions should be satisfied by the master franchisee

- **Successful personality with professional qualifications in sales and people management with readiness and motivation for successful self-employment**
- **Commercial understanding, communication skills, leadership qualities, commitment, assertiveness and positive thinking.**
- **taking responsibility for the concrete implementation of the manual, the marketing concepts and strategies.**
- **Skills for recruiting independent sales representatives, training, leadership and performance-oriented sales motivation in a distribution network and commitment to support sales representatives in their activities**
- **Good market knowledge, joy and reliability for joint cooperation.**
- **Identify new market opportunities and future-oriented marketing opportunities.**
- **Assertiveness for a long-term, successful and reputable partnership.**
- **Openness and honesty at eye level to secure the joint success.**
- **Teamwork and commitment to the common goal with the willingness to share past experience for successful implementation of the strategies.**
- **Market monitoring to safeguard design rights of the franchisor and its registered Brands. (Reporting possible imitations or counterfeit)**
- **Office with the necessary infrastructure and ground-level dry storage area with storage facility (at least 80m²) for order processing and shipping. Good access for the possibility for delivery of goods and for the collection to be delivered to retailers packets through the Parcel service.**
- **The equity, to acquire the master franchise license for an entire country, for the office, warehouse and completion. Each with a smaller amount of Panoramic Card rack and panoramic postcards.**
- **The Master-Franchise-System is particularly suitable as a family business as well as additional pillar to an existing, well-run company from industry-related Areas.**





The panoramic postcard „Art Panorama“ has been produced with highest quality in different versions.

- Single-image panoramic postcard



- Multi-screen panoramic postcard with various views or images



- Panoramic Postcard Edition “Fantasy”



- Special productions of panoramic postcards



The franchise system for successful future



Brandenburger Tor - Traditionsreiches Wahrzeichen. Das Tor ist ein der berühmtesten „Quadrige“ aus Schmelzblei hervorragender Fertigkeit aus der geschichtlichen Vergangenheit von Berlin, Europa und der Welt.

Brandenburg Gate - historic symbol The gate, with its famous four horse chariot the „Quadriga“, has been the scene of numerous events in the historic part of Berlin, Europe and the world.

Porte de Brandebourg - Emblème riche de traditions. La porte en cuivre „Quadriga“ est le témoin d'événements importants du passé historique de Berlin, de l'Europe et du monde.

La Porta di Brandeburgo - Un simbolo di tradizioni. La Porta di Brandeburgo con la famosa „Quadriga“ è stata teatro di numerosi eventi del passato storico di Berlino, dell'Europa e del mondo intero.

La Puerta de Brandeburgo - un símbolo tradicional. La puerta con su famoso „cuadrige“ ha sido el escenario de eventos importantes del pasado histórico de Berlin, Europa y del mundo.

Brandenburger Tor
Traditionsreiches Wahrzeichen

Blank space for address and postage stamp.

Brandenburger Tor
Traditionsreiches Wahrzeichen

