



OUR HISTORY

EXPATS FURNITURE RENTAL (EFR) began its operations in 2002 offering short and long-term quality residential furniture for rental in both the private and corporate sectors.

With the incessant drive to constantly provide high quality products and excellent customer service, EFR has in place a dedicated team who pays particular attention to details with regards to the large selection of home furniture and furnishings. Coupled with competitive pricing, EFR transforms furniture rental into a brilliant solution for all furnishing needs.

Over the years of transition and dedicated service rendered, EFR has developed and emerged to become an elite furniture rental company in its domestic market, paving its journey to become the leading furniture rental provider in the Asia Pacific region.

Our clientele base includes Multi-National Corporations, Property developers/owners, Relocation companies, Real-estate agents and Expatriates.

In 2007, EFR embarked on its first overseas venture EXPATS FURNITURE RENTAL SDN BHD in Kuala Lumpur, Malaysia.



WHY BE PART OF US?

- ✓ High Profit Margin
Furniture rental is a niche market with lesser competitors and hence profit margins are higher as compared to the retail industry.
- ✓ Our industry is resistant to economic recession
- ✓ Running your very own lifestyle business and be your own boss.
- ✓ Furniture Rental is an emerging market in the 21st century
Globalisation has stimulated the growth of expatriate employment internationally especially in the Asia Pacific region due to its strengthening economy which has resulted in a growing demand for our services.
- ✓ Support the notion of being environmental friendly through furniture recycling – Fostering a “green” environment is a rising trend and we strongly support and promote this through the recycling and deliberate extension of the life span of all our products.
- ✓ Leverage on our extensive wide network and business connections to increase your sales – EFR is the only associate member in Singapore and Malaysia of CORT (USA), a Global International Rental Network. Hence, being able to reach out to a broader base of clients.

WHAT WE HAVE TO OFFER

With our proven success and in-depth market knowledge in the furniture rental industry, we are offering our franchisee full business format which includes:

- ✓ **Reputable brand, unique & distinctive Corporate Identity**
From corporate identity to outlet planning, site-selection to renovation & interior designs.
- ✓ **Our Wide Network and Business Connections**
Our target clientele are expatriates who tend to move around within this region when they are relocated. Hence, as our franchisee, we are able to refer existing clients who are relocating to your venue/country and you will be able to leverage on these links to increase sales.
- ✓ **Start-up Support for Showroom set-up from the selection of sites to fitting-out including inventory**
Our system is specially customized for optimal operational efficiency.
- ✓ **Enjoy the full mentorship and support from our strong, experienced and committed management team**
- ✓ **Structured Training Programmes to transfer our operational knowledge & experience in the day-to-day running of the business**
- ✓ **Business and Marketing Assistance**
Everything from developing new market conceptualization ideas to advertising assistance.
- ✓ **Comprehensive Operational Manuals**
- ✓ **On-going Research & Development Support**
Ensuring that EFR business model will continue to remain relevant, vibrant and appealing to your customers.
- ✓ **On-going business performance and operations support, advice and feedback**
- ✓ **Detailed Financial Projections for the Outlet**



FREQUENTLY ASKED QUESTIONS

? DO I REQUIRE ANY SPECIAL EXPERIENCE?

No, but having business experience is an added advantage. A strong passion for the furniture rental industry is also essential for the success of the business.

? WHAT ARE THE INITIAL FRANCHISE FEES & ROYALTIES?

An upfront franchise fee of SGD 150,000.
Ongoing franchise service fee of 3.88% of your total gross sales or turnover is payable on a monthly basis. However, fees may vary depending on the franchise package offered and are subjected to change without prior notice.

? WHAT IS THE ESTIMATED COST REQUIRED TO SET UP 1 SHOWROOM?

Initial Capital Investment ranges from SGD 400,000 to SGD 1,100,000 depending on the venue/country and scale of operations.

? WHAT IS THE IDEAL / RECOMMENDED SIZE OF THE SHOWROOM?

The ideal total floor area required for the business is estimated to be around 10,000 square feet (sq ft) consisting of the showroom, warehousing and office & admin area. However, actual size can vary depending on the scale of operations. For smaller operations, the total area required may range from 3,000 – 5,000 square feet.

? HOW LONG WILL THE TRAINING PROGRAMME TAKE?

The initial training programme will take 3 – 4 weeks.

? IS THE FRANCHISE AVAILABLE IN SINGAPORE?

No, it is available in all territories except Singapore.

? WHAT IS THE TERM OF THE FRANCHISE AGREEMENT?

The franchise will be granted for an initial period of 8 years with the option to renew for a further 8 years.

EXPATS FURNITURE RENTAL

is a leading Furniture Rental Service Provider in Asia Pacific and we are looking for savvy entrepreneurs or established companies, confident of running a successful business to join us as our Franchisees in the overseas market.



WHAT STEPS TO TAKE TO BECOME OUR FRANCHISEE?

- 1 Please download the Application Form from our website at www.efr.com.sg and send the completed form via email or post.
- 2 We will either conduct a telephone interview or meet you personally to evaluate the application. If we feel that you are suitably qualified for this franchise business endeavour, we will inform you accordingly.
- 3 Complete the registration process by depositing a non-refundable Application Fee of USD 1,000 which can be included in the upfront fee/subsequent payments should you be successful in your appointment.
- 4 We will highlight in greater detail our franchise expansion objectives and the potential territories of operations.
- 5 You may begin scouting for suitable sites within the specified territories.
- 6 We will assist you in determining the financial viability of EFR franchise based on current and available data.
- 7 We will evaluate and endorse the site(s) selected.
- 8 You will need to enter into a franchise agreement with us and pay the upfront fee accordingly.
- 9 We will then proceed to the next step in providing assistance to you with the setting up of the Expats Furniture Rental Outlet.

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