

THE SLEEPWEAR FACTORY **FRANCHISE**

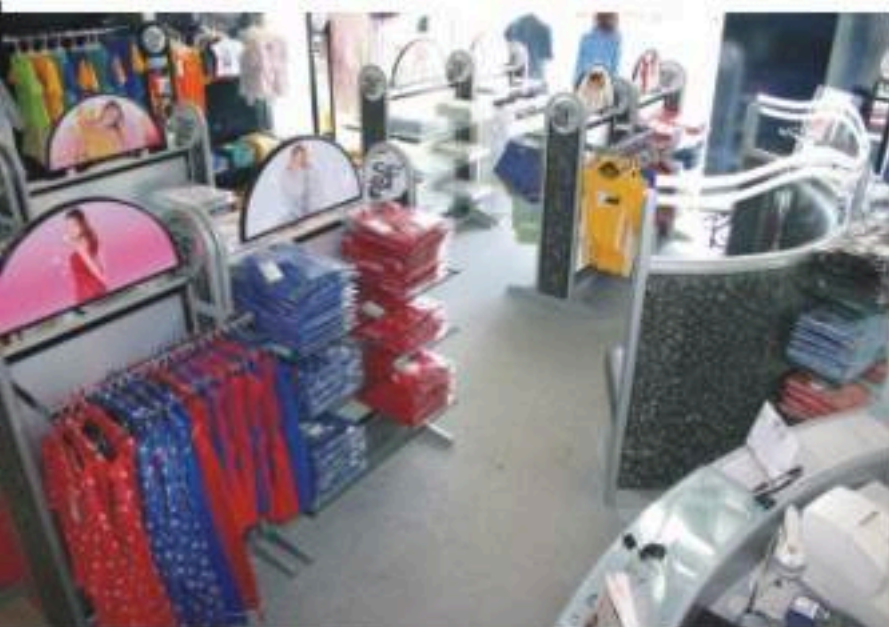
The **SF** Sleepwear[®]
Factory

An exclusive
Sleepwear, Loungewear & Casualwear
brand for your entire family



Take the Lead by joining
Emerging Team of The Sleepwear Factory
Franchise Network

www.thesleepwearfactory.com



Why The Sleepwear Factory Franchise

Key elements of success "**Concept**" and "**Future**".

The market will always accept great products, services and good concepts and The Sleepwear Factory itself a unique **concept**.

There is never a guarantee that a "hot" product will stay hot forever, the graveyard is full of once hot product. The Sleepwear Factory is having a hot concept and cool product. TSF will be more popular in near future because people are using sleepwear as a casual wear. They want comfortable clothes and TSF is having natural fiber products which are always recommended by health experts.

We have tested the market, demand, product and especially consumer satisfaction. We are offering The Sleepwear Factory franchise because its very unique, proven, adaptable, affordable and easy return on investment brand.

We are providing assistance for the below things:

- ✓ Standards and operating system
- ✓ Technical operations on products and services
- ✓ Leadership and business management
- ✓ Problem solving
- ✓ Tips for understanding the customer experience
- ✓ Brand positioning
- ✓ Merchandising and pricing methods
- ✓ Marketing and advertising
- ✓ Staff management, including recruitment, Supervision, and motivation
- ✓ Techniques for training staff
- ✓ Cleaning and maintenance
- ✓ Safety and security
- ✓ Purchasing, receiving, & inventory stocking
- ✓ Financial business plan development
- ✓ POS system
- ✓ Communications, both internal and external
- ✓ Site selection, construction, and store design
- ✓ National & Regional Advertising



The Sleepwear Factory- Overview Brand Concept

Who We Are

The Sleepwear factory! The first of its kind in the region. The Sleepwear Factory is the specialized sleepwear, loungewear & casual wear brand for the entire family. We are the first exclusive apparel click and mortar retail brand from UAE. There is no other brand prevalent in the local as well as the global market that targets the entire family range for sleepwear, loungewear and casual wear. There are of course retail brands that offer sleepwear lines for specific genders/ segments of the market. However, none cater to the market niche that we seized as a unique concept of sleepwear for the entire family.

What We Offer

We are offering 100 styles; 3 color ways per style; for a size range of 31 sizes for the entire family; which makes more than 1500 options for the entire family. Our brand offers a variety in sleepwear, loungewear and casual wear products for all ages. Fashionable creations by European designers teamed up with luxurious high quality fabrics are what make our clothes unique. We are offering all sorts of Pajama Sets, Nighties, Night shirts, Boxers, Tank tops, Bath Robes, Lounge Robes, Chemise, Kaftans, Rompers, Sacs, trendy Ponchos and various other styles.

Who is our Target

Our target market ranges from members of the entire family, such as women, men, girls, boys, newborn, infants and toddlers.

The women of the house are often considered to be the biggest purchaser of the household. Many times, women buy the sleepwear for their kids, husband and themselves, thereby shopping for the entire family. Therefore we give more variety in our women's range to include, maternity and bridal sleepwear.

Our Mission

To create a brand that can be trusted by the consumer; a brand which portrays an image of good quality product with a value for money. Consumer satisfaction is the key element in everything we do.



AMCO Apparel Mfg. Co. Production floor



All our garments are manufactured by
AMCO APPAREL MFG. CO.,
the first ISO 9001:2000 Certified
apparel manufacturer and supplier in U.A.E.



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(Just click on "Franchise Opportunity Link" to submit your inquiry)

Mail:

The Sleepwear Factory

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