



Kelebek
FRANCHISE
HANDBOOK



KELEBEK FACTORY IN EYUP, ISTANBUL 1982

A Word from Our GM



Dear Valued Customers and Partners,

We are thrilled to embark on a new chapter as Kelebek sets its sights on the global stage. It is with great excitement and dedication that we announce our strategic focus on export, bringing our exceptional furniture designs to homes and spaces around the world.

As we take this leap into the international market, we extend our warmest welcome to you, our valued customers and esteemed partners. Your unwavering support has been the cornerstone of our success, and it is your trust that propels us forward into this exciting venture.

At Kelebek, we have always been driven by a passion for craftsmanship, design excellence, and creating spaces that inspire. Now, with our sights set on the global market, we are eager to share our distinctive collections with a broader audience. From the heart of our workshops to homes across continents, our commitment to quality and innovation remains steadfast.

We are committed to delivering the same level of excellence and personalized service that you have come to expect from us. Whether you are a longstanding customer or a new partner joining us on this journey, we invite you to explore the beauty of our furniture collections that harmonize style, functionality, and cultural influences.

Thank you for being an integral part of our story. Your support has been the catalyst for our growth, and we are excited to share this next chapter with you. Together, let's furnish homes with the elegance and craftsmanship that define Kelebek.

Warm regards,

Tolga Kaya

OUR BIGGEST ASSET IS OUR LEGACY



Established in 1935 by the official request of Gazi Mustafa Kemal Atatürk as the modern Turkey's first panel and kitchen manufacturer, Kelebek is the oldest, most reputable and recognizable furniture brand in the country today.

Originally founded to make plywood wings for the Turkish aircrafts, Kelebek rapidly expanded its product offerings to grow into one of the largest consumer products producers whose name became synonymous with quality and affordability in the Turkish furniture market.

Ever since joining the Doganlar Furniture Group in 2012, Kelebek has not only cemented its place as the leading producer of premium home, patio, and kitchen furniture with over 230 showrooms across Turkey and annual revenues exceeding 100M\$, but also became a powerhouse in the global market with its wide range of products being sold in over 50 countries in 5 continents through retail stores, online marketplaces and other channels.

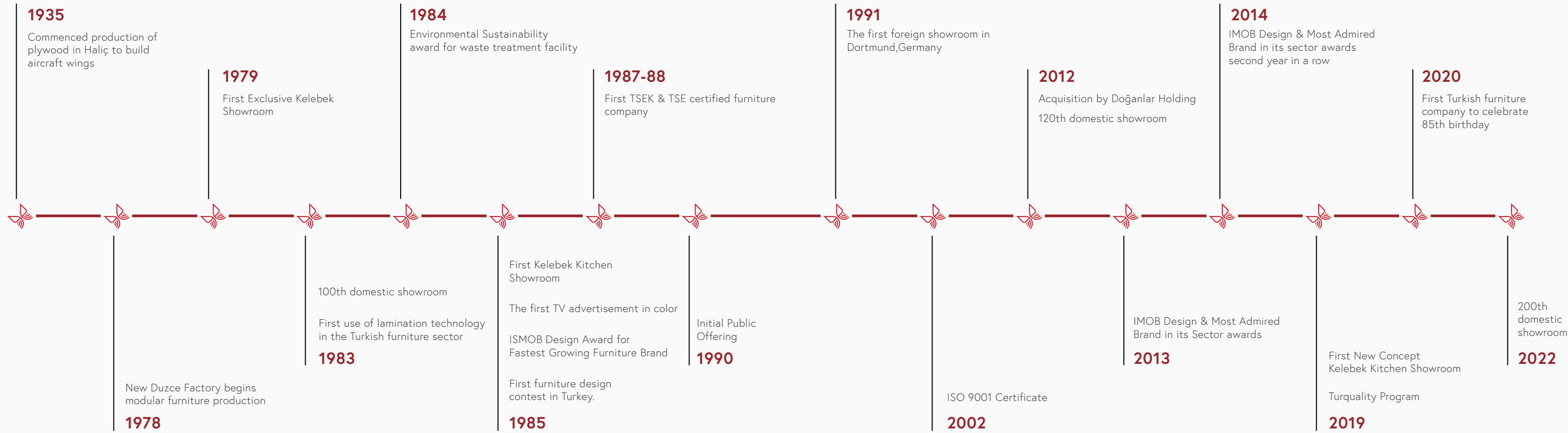
In 2019, the company was invited to join the Turquality Program, an incentive initiative accorded by the Turkish Government to the most valuable brands in the country to power them up in the international arena. Through Turquality, Kelebek started providing its foreign partners with major financial supports in areas such as showroom lease and construction as well as marketing and advertising to get some of the financial burden of opening a new retail showroom off the shoulders of the franchisees.

It has never been easier to open a Kelebek showroom and suffice to say that our partners look at the future with confidence knowing that they will never walk alone.

In the following pages, Kelebek will be thoroughly introduced with all its brand aspects for your review and consideration. We hope to see you among us as a member of the ever-expanding Kelebek family.



From 1935 to TOMORROW



REDEFINE YOUR LIVING EXPERIENCE WITH OUR WIDE SELECTION
WHERE EVERY DETAIL IS A BRUSH STROKE OF INNOVATION

FACTORY & PRODUCTION

LEAD TIMES

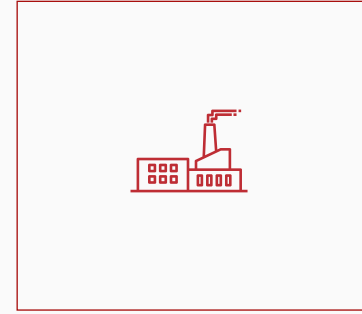
4-6 weeks for modular products
6-8 weeks for upholstered products

SAFETY FIRST

All fabrics & textile **Oeko-Tex** certified
All panel products **E1** certified

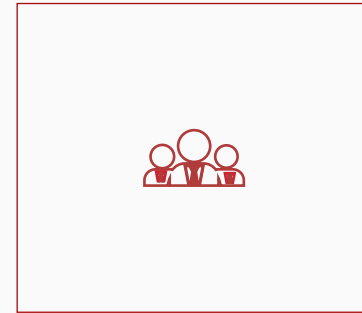
SUSTAINABILITY

Only **FSC** certified panels used in production



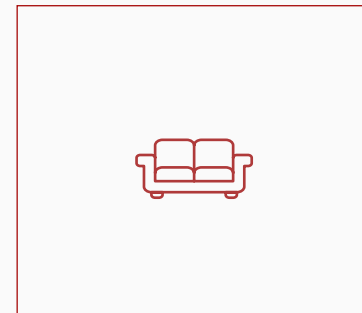
KELEBEK FACTORY

70.000m²
indoor area
145.000m²
outdoor area



EMPLOYEES

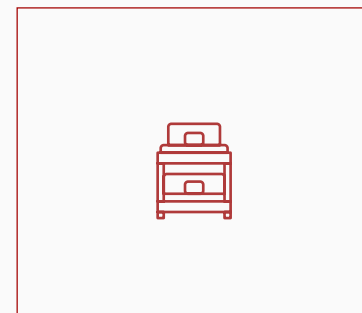
305
office
802
factory



UPHOLSTERED FURNITURE

Sofas & Armchairs

140.000
items/per year



MODULAR FURNITURE

Bedrooms, Dining Rooms, Tv Units

48.000
sets/per year

QUALITY CERTIFICATES & AWARDS



GS Certificate (Geprüfte Sicherheit - Certified Safety)



E-1 Quality Standards



FSC - Forest Stewardship Council



OEKO-TEX Standard 100



ISO 27001 Information Security Management System



ISO 9001 Process Quality



ISO 14001 Environmental Sensitivity



ISO 18001 Signifying Worker Health and Safety



ISO 10002 Prioritising Customer Satisfaction



ISO 50001 Energy Efficiency Sensitivity



The One Awards

"BEST FURNITURE BRAND IN TURKEY 2017"

Capital Magazine

"MOST ADMIRED COMPANY OF THE YEAR 2018"

Turkish Golden Brand Awards

"FURNITURE BRAND OF THE YEAR 2020"

Bride and Groom Magazine

"FURNITURE BRAND OF THE YEAR 2021"

A.C.E. Awards

"EXCELLENT CUSTOMER SATISFACTION 2021"

Brandverse Social Media Awards

"GOLD IN THE FURNITURE CATEGORY 2021"

Superbrands

"SUPER BRAND OF TURKEY 2022"

Brandverse Social Media Awards

"GOLD IN THE FURNITURE CATEGORY 2022"

21st Golden Spider Award

"E-COMMERCE AND SHOPPING CATEGORY SECOND PRIZE 2023"

21st Golden Spider Award

"RETAIL & MERCHANDISING CATEGORY FIRST PRIZE 2023"

Brandverse Social Media Awards

"GOLD IN THE FURNITURE CATEGORY 2023"

Brandverse Awards

"GOLD AWARD FOR BEST USE OF VR/AR 2023"

"GOLD AWARD FOR BEST CUSTOMER EXPERIENCE IN DIGITAL 2023"

The Hammers Award

"GOLD AWARD FOR BEST VR/AR TEAM 2023"

SALES LOCATIONS

AZERBAIJAN , Baku	4 stores
BURKINA FASO , Vagadugu	1 store
GERMANY , Krefeld	1 store
KAZAKHSTAN , Shmykent, Almaty	3 stores
KOSOVO , Pristina	1 store
MAURITIUS , Port Louis	1 store
MONGOLIA , Ulaanbaatar	3 stores
NETHERLANDS , Arnhem	1 store
CYPRUS , Kyrenia, Nicosia	2 stores
NORTHERN IRAQ , Erbil	1 store
PALESTINE , Ramallah	1 store
RUSSIA , Moscow	1 store
RWANDA , Kigali	1 store
SENEGAL , Dakar	1 store
UK , London, Bristol	2 stores



- OVER 260 LOCATIONS ACCROSS TURKEY
 - OPENED 20 NEW SHOWROOMS ABROAD SINCE 2020

The BRANDS



KELEBEK FURNITURE

Bedrooms, Dining Rooms
Living Rooms, Sofa Sets
Corner Sofas, Accessories
Lights, Carpets, Rugs



KELEBEK KITCHEN & BATH

Kitchen Collections & Accessories
Bathroom Collections & Accessories



LOVA SLEEP

Mattresses
Bedsteads
Headboards
Home Textile



KELEBEK GARDEN

Patio Sets
Garden Sets
Balcony Sets



KELEBEK KIDS

Kids Rooms & Accessories
Teen Rooms & Accessories
Kids & Baby Mattresses
Kids, Teen & Baby Home Textile



KELEBEK DECOR

Decorative Accessories

THE CONCEPT



SOFA SETS



GARDEN & BALCONY



BEDROOMS



RUGS



DINING ROOMS



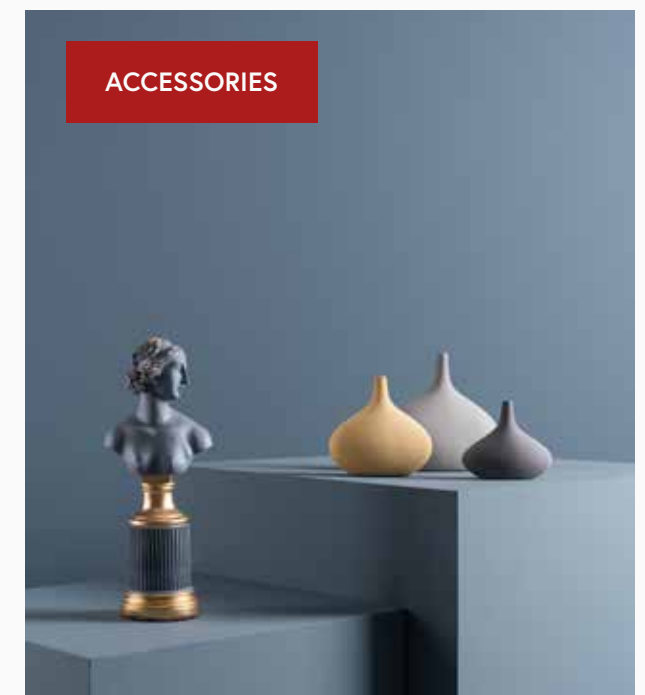
KID'S ROOMS



CORNER SEATERS



TV UNITS



ACCESSORIES



LIGHTINGS



BEDDING

WHERE STYLE
MEETS OPPORTUNITY

UNLOCK THE DOOR TO SUCCESS WITH KELEBEK FRANCHISING PROGRAM

Kelebek Furniture, the epitome of style and sophistication in the furniture industry, is offering you the golden opportunity to own your very own furniture store through our exclusive franchise system. Join hands with us to embark on a journey where style meets opportunity. As a part of our thriving franchise, you'll be the curator of chic living spaces, offering top-notch furniture that captivates hearts and homes.

Benefit from our proven business model and a globally recognized brand to seize the chance to be a trendsetter in the furniture industry!



BECOME A KELEBEK FRANCHISEE WITH 7 SIMPLE STEPS.....

BUSINESS PLAN

We love people with a plan! Build a 5-year business plan as to how to expand Kelebek brand in your territory and submit it for review. Especially required for exclusivity.

AGREEMENT

If your business plan makes sense, our franchising agreement is ready for you to sign. The agreement is here to protect your rights just as much as ours.

LOCATION

A well-situated showroom is a shortcut to retail success. Find a few options and let us know. We will visit you to review the options together and zero in on the right one!

CONSTRUCTION

Time to make the showroom look like a Kelebek one! Our architectural team will prep all the plans and share them with you so you can start building your tomorrow.

PRODUCTION

You will need merchandize to sell! Our product team will create your display and product list with you. We will produce and ship them over while you are busy with construction.

STYLING

Construction is done and you received your products. Now, we will visit you again with our architect to do the finishing touches together and get the store ready to welcome customers.

OPENING

You are all set! Time for Kelebek to land in your city! We can do a soft or grand opening depending on your needs and plan to introduce the brand to your local community.

WHY CHOOSE KELEBEK FRANCHISING

PROVEN SUCCESS Join a brand that has already established its mark in the industry. With a track record of success, our franchise model is designed to help you thrive in the competitive world of furniture retail.

COMPREHENSIVE SUPPORT From site selection and store setup to marketing strategies and ongoing support, we've got you covered at every step. Our dedicated team is committed to ensuring your success, providing you with the tools and guidance needed to run a flourishing business.

EXCLUSIVE DESIGNS Stand out in the market with our exclusive and trendsetting furniture designs. Our in-house design team is always at the forefront of industry trends, ensuring that your store offers customers the latest in style and functionality.

MARKETING MASTERY Benefit from our national marketing campaigns and innovative strategies. We invest in advertising, both online and offline, to drive customers to your store and build brand awareness, giving you a head start in your local market.

QUALITY ASSURANCE At Kelebek, quality is non-negotiable. Our furniture is crafted using premium materials, guaranteeing durability and customer satisfaction. This commitment to quality will not only attract customers but also build long-term loyalty.

PROFITABILITY Enjoy the financial rewards of a lucrative business model. Our efficient supply chain and economies of scale ensure that you receive quality products at competitive prices, maximizing your profit margins.

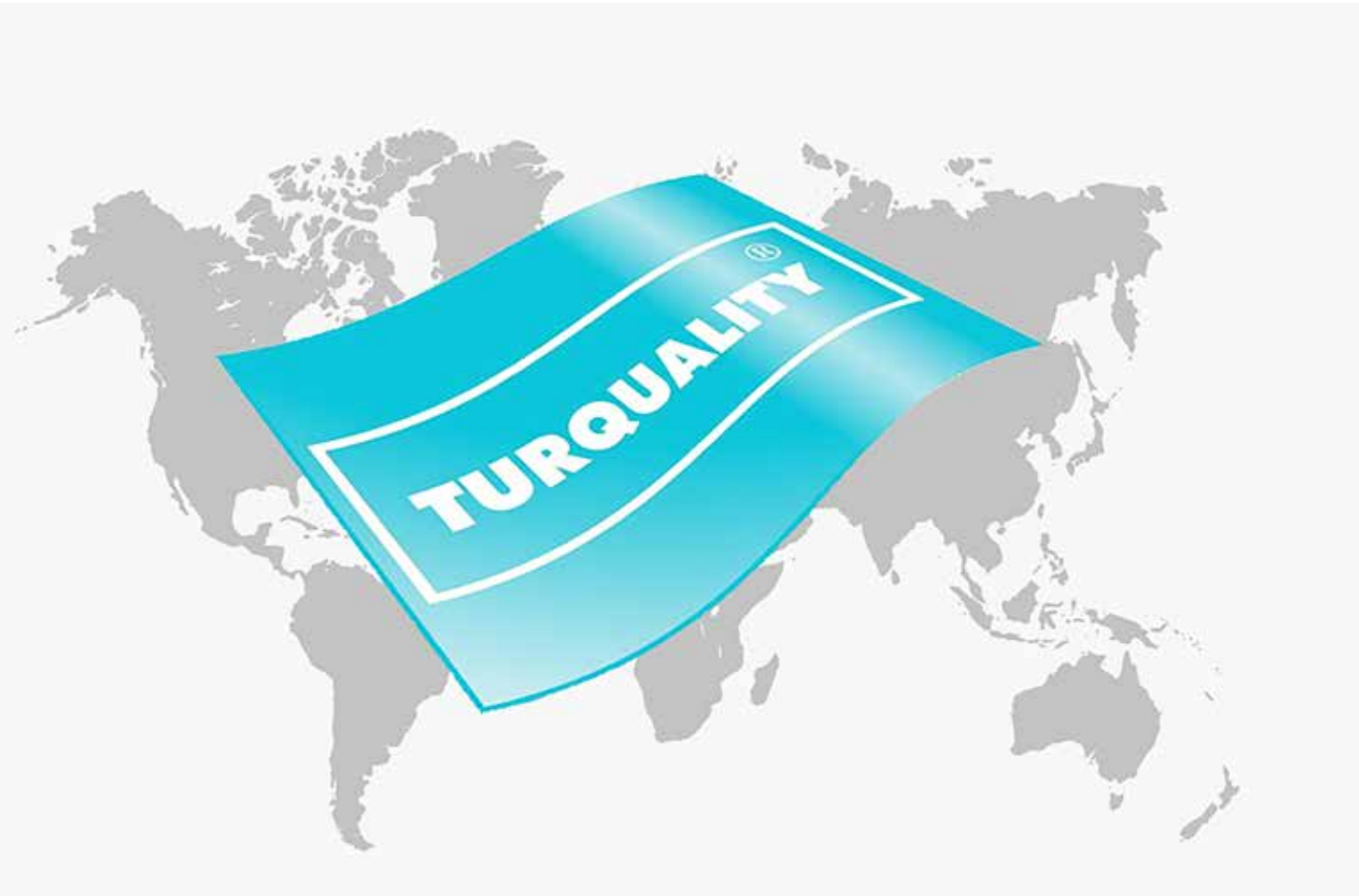
COMMUNITY CONNECTION Become a valued member of the Kelebek family and connect with like-minded entrepreneurs. We believe in fostering a sense of community among our franchisees, creating a network of support and shared success.



KELEBEK SUPPORT NETWORK

- * Architectural Support
- * Decoration Support
- * IT Support
- * Marketing Support
- * Advertisement Materials
- * Sales & Product Trainings
- * Market Research

PROUD MEMBER OF THE TURQUALITY PROGRAM



Kelebek provides the highest franchisee incentive rates among all its competitors in:

SHOWROOM LEASE

CONSTRUCTION

MARKETING & ADVERTISING BUDGET



Turquality® is an incentive program initiated by the Turkish Government to support and enhance the international competitiveness of Turkish brands in the global market. The program aims to assist the top Turkish companies in their respective sectors in developing and promoting their brands, particularly in industries such as textiles, apparel, and furniture.

The program encourages companies to invest in branding, product development, and marketing strategies to elevate the overall quality and recognition of Turkish products on the global stage. It is a comprehensive initiative that recognizes the importance of quality, branding, and global competitiveness for the success of Turkish businesses.

UNIQUE DESIGNS & CONTINUOUS INNOVATION



Elevate your space with unparalleled design and distinctive furniture pieces. Our collection merges artistry with functionality creating a unique ambiance that transcends the ordinary. Crafted with precision, each piece is a testament to individuality and style.



Karim



KELEBEK GLOBAL DESIGN VISION PRESENTS!

K A R I M R A S H I D



Hailed as the "most famous industrial designer in all the Americas" by the Time Magazine, the world renowned Egyptian designer Karim Rashid collaborates with Kelebek for product design as well as the training of our interior designers since 2022

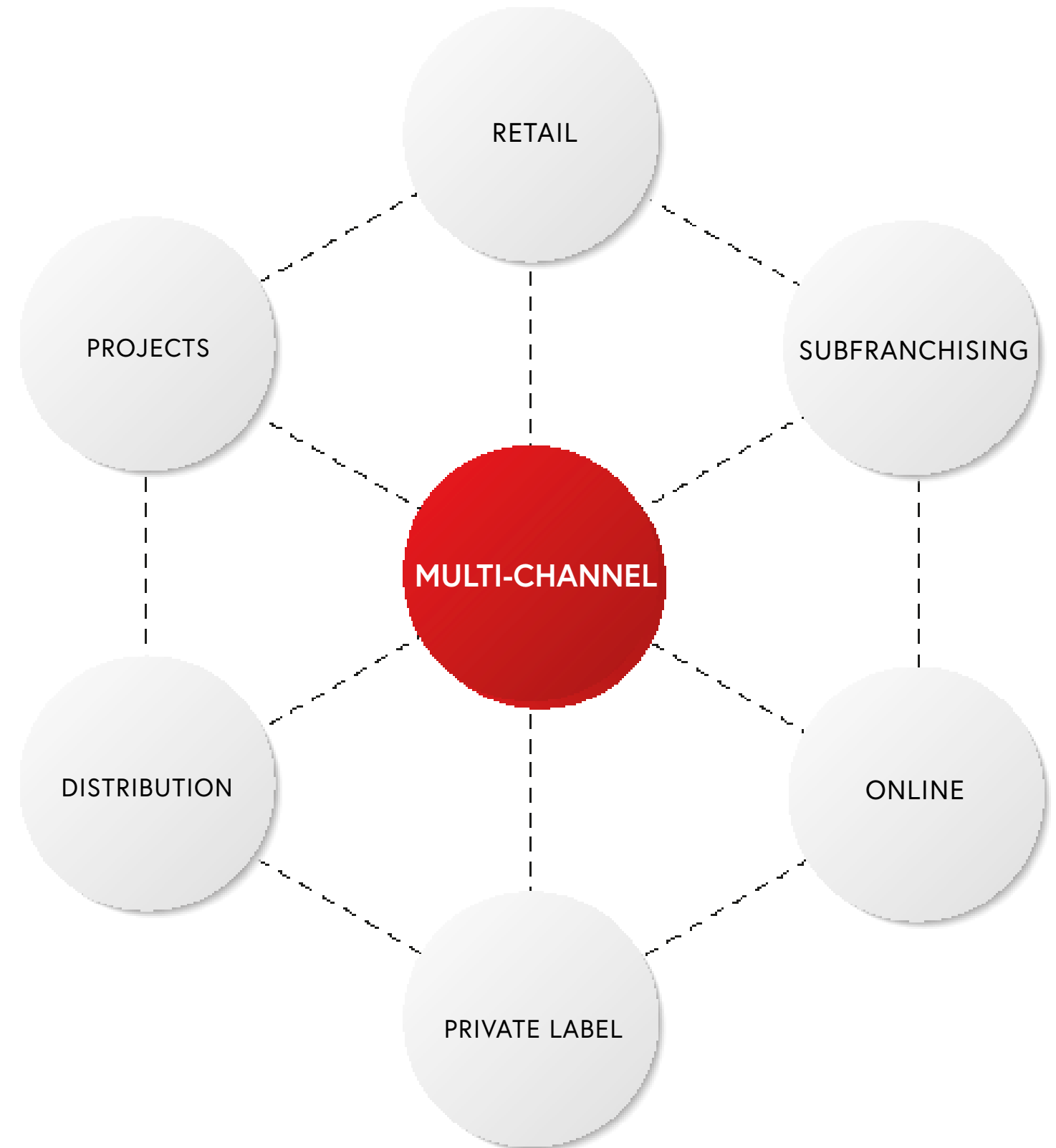
MULTI CHANNEL SALES APPROACH

For businesses looking to expand internationally like Kelebek, a multi-channel approach is vital. Different regions may have unique preferences and shopping habits, and adapting to these differences through diverse channels enhances the chances of success in global markets.

Economic downturns, industry-specific challenges, or unforeseen disruptions can impact furniture businesses significantly. A multi-channel strategy provides our franchisees with a level of resilience, allowing them to navigate challenges more effectively by having multiple avenues for sales and customer engagement.

In an as competitive market as furniture, businesses that embrace a multi-channel approach can gain a competitive edge. The ability to meet customers where they are, whether online, offline, or through various platforms, positions a company as adaptable and responsive to market demands.

Consequently, we created a franchising system in which our franchisees are not limited with their retail stores to meet their customers. They handle all inquiries coming through all sales channels, including projects, distribution and online, in their assigned territory with Kelebek's unyielding support behind them.



Don't just sell; thrive in multiple arenas! Our strategy empowers you to tap into e-commerce, brick-and-mortar stores, social media, and more.

Maximize your sales potential across every channel!



MARKETING COMMUNICATIONS

Transforming Spaces & Captivating Hearts Worldwide!

From cosmopolitan cityscapes to tranquil retreats, Kelebek brings exquisite designs to homes around the globe. Our international marketing campaigns redefine the art of living, transcending geographical boundaries.

From captivating imagery to engaging videos, we bring the allure of Kelebek to life, allowing your customers to envision the perfect ambiance for their homes.

CALINA
KOLEKSIJON

NATUURLIJK EN EENVOUDIG

De inspiratie van Kelebek Meubelen naar de essentie die ons helpt om een rustieke sfeer te creëren in de woonruimte.

www.kelebek.com

HARDY
COLLECTIE DESIGN

MARQUETRY PATTERNS
Hardy collectie is rustiek en stijlvol met een antiek look...

NABUK EN LINNEN
Robuuste bank met speciaal ontworpen soorten stof

METALEN DETAILS
De Hardy collectie presenteert met de metalen details zij en rust in uw huis, met rustieke en industriële donkere Meubelen

www.kelebek.com

Cornelli

ELKE HOEK KOMT UIT BIJ

BLACK FRIDAY

Sale

UP TO **70% OFF**

Kelebek

Double Sofa

Vanensi

Double Set with Relax Mechanism

ENVIRONMENTALLY FRIENDLY SOFAS

Recycled fabrics: obtained by reprocessing fabric and plastic materials with physical and chemical reactions.

Fabrics processed with sustainable methods, in addition to being long-lasting and hygienic, it is environmentally friendly thanks to its low carbon emission.

Environmentally friendly Angelic Sofa Set that provides extra comfort thanks to its ultra-soft sponge.

WERELD BEROEMDE ONTWERPER

KARIM RASHID GELEID KELEBEK ARCHITECTEN

KELEBEK'S GLOBAL DESIGN VISION PRESENTS

KELEBEK ARCHITECT

MET ONZE WERELDWIJDE ONTWERPVISIE WEERSPIEGELT U DE ONTWERP T REND IN UW HUIS MET DE ARCHITECTEN VAN KELEBEK

Design verbetert ons leven, esthetisch, experimenteel, sensueel, het brengt ons vooruit

Kelebek

Duizenden Kelebek producten waar je op het eerste gezicht verliefd op wordt

Almeda Abazi Saygman

Kelebek

BLACK FRIDAY SALE

UP TO **50% OFF**

Kelebek

PRODUCT VAN DE MAAND

EARLY DELIVERY

5 Days

GUARANTEE

Kelebek

EXPOS, FAIRS & TRADE SHOWS

TURKEY



GERMANY



CHINA



RUSSIA



ITALY



UAE



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CALL US TODAY AND JOIN
THE WONDERFUL WORLD OF KELEBEK!

SOFFICE

COLLECTION



CASE

COLLECTION



