

# Investment Teaser: Project StoreSphere

Retail • B2B Supply • Franchise  
Model

# Executive Summary

## Company Overview

- Founded 1980 as family business (StoreSphere), retail spin-off in 2022
- 50,000+ SKUs across Home, Garden, Office
- 2 Stores: 9,500 m<sup>2</sup> XL + 2,500 m<sup>2</sup> StoreSphere Plus

## Key Differentiators

- 89% regional brand awareness
- Franchise-ready, scalable concept
- Recurring B2B sales ~65–70%
- Strong margins, clean financials

## Investment Ask

- Open to full/partial sale or strategic partnership

# Product & Service Portfolio



## Top Product Categories

Industrial Products – 27.1%  
Garden & Balcony – 13.3%  
DIY / Hardware – 9.4%  
Cleaning – 7.2%, Stationery – 3.8%, Furniture – 3.4%



## Sales Channels

Retail (B2C), Wholesale (B2B), Government Tenders



## Competitive Edge

Custom branded production under StoreSphere  
Strong logistics & regional payment flexibility



## Product Innovation & Pipeline

Electric cleaning equipment (e.g. industrial vacuums)  
Smart home technologies (contactless dispensers, sensor systems)  
Outdoor living products (camping, picnic, garden)  
Organic baby & childcare products  
Franchise-exclusive concept collections (StoreSphere Plus)

# Market Position & Clients



## Positioning

Top-3 retail-supply player in regionally

Multi-channel supplier to both B2C and B2B



## Customer Segments

Municipalities, Hospitals, Schools, Factories

Housing complexes, HoReCa, Individuals



## Key Clients

30% of the turnover is from key clients



## Brand Research & Satisfaction

89% brand awareness in 2018, 2022, and 2025 public surveys

87% average customer satisfaction across same periods

# Financial Overview

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## Corporate Governance & Infrastructure

- 10+ years average experience among management team
- Transparent financial reporting standards
- Invested in modern IT and operational systems

## Key Metrics

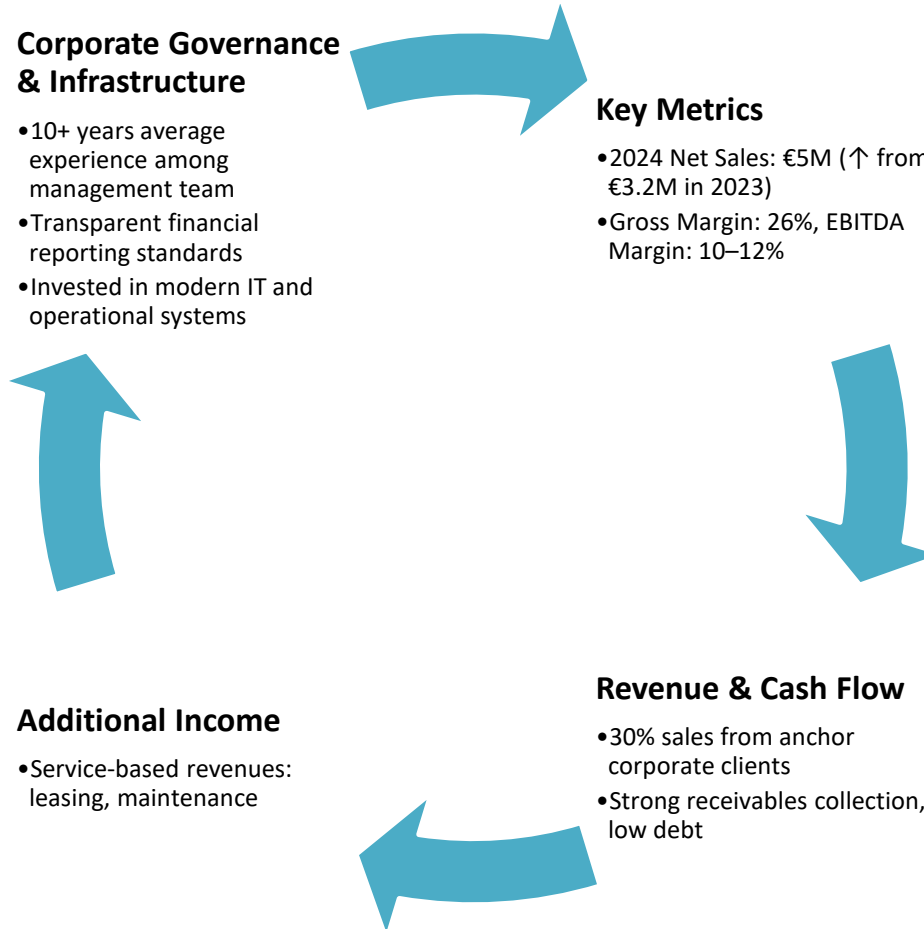
- 2024 Net Sales: €5M (↑ from €3.2M in 2023)
- Gross Margin: 26%, EBITDA Margin: 10–12%

## Revenue & Cash Flow

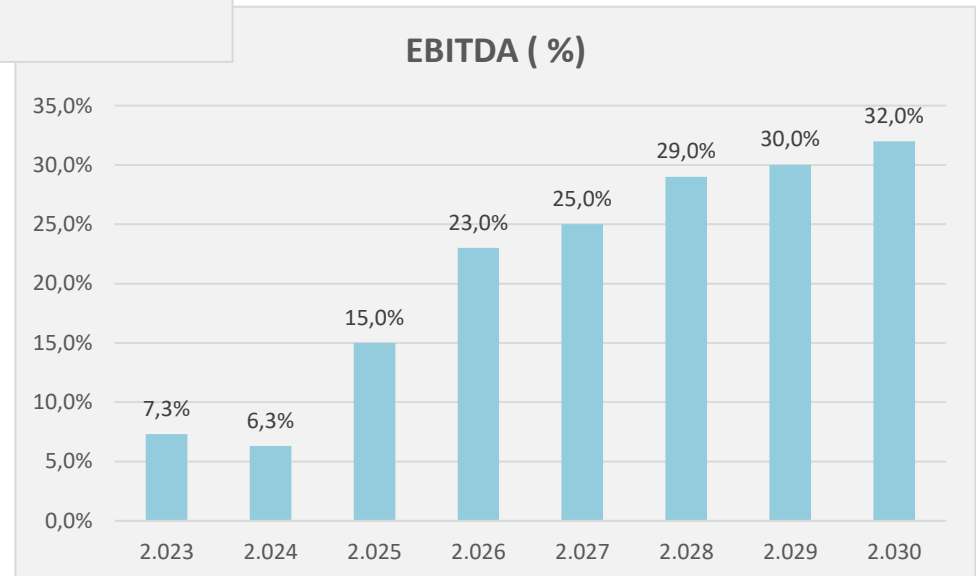
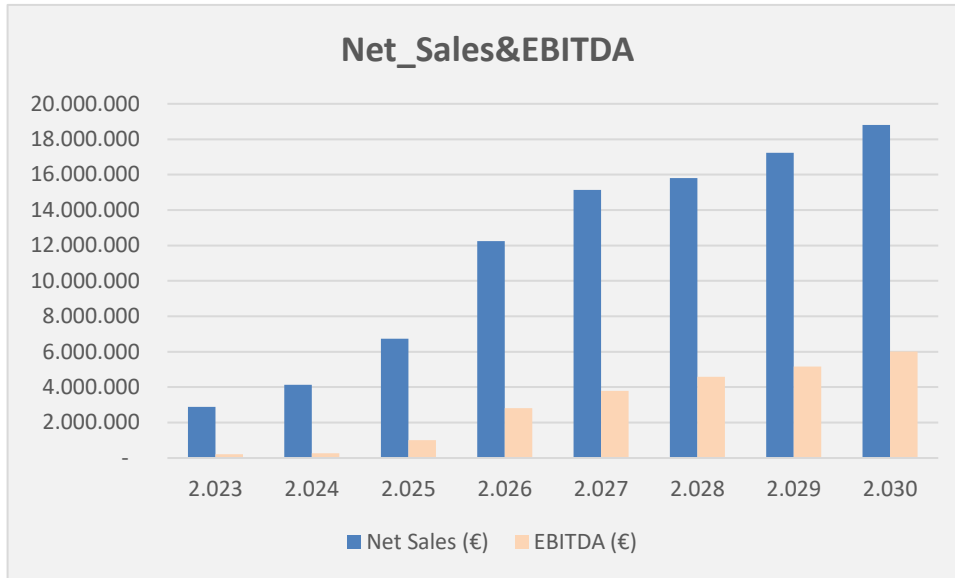
- 30% sales from anchor corporate clients
- Strong receivables collection, low debt

## Additional Income

- Service-based revenues: leasing, maintenance



# Financial Data & Projections



# Growth & Expansion Opportunities



## Franchise Model

StoreSphere Plus: A/A+ target, ready for scaling

Proven format with operational infrastructure



## Growth Areas

Nationwide e-commerce rollout

Marketing uplift for national brand image

Sales reps targeting industrial/residential zones



## Operational Excellence

High customer satisfaction programs and feedback integration

Quality-first supply chain and timely delivery practices

Design capability for select private-label goods

# Transaction Structure

## Ownership Options

- Minority / Majority / 100% share sale
- Joint Venture or Strategic Partnership

## Strategic Rationale

- Group focus shift to production & export
- Seeking investor to lead national expansion

## Deal Flexibility

- StoreSphere brand (89% awareness) optional in deal





## Contact Information

### Advisory Contact

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### Presence

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