



**yalesmart.com**

For more information about  
Yale Smart Shop, please find out more on  
yalesmart.com or contact:

✉ [info@yalesmart.com](mailto:info@yalesmart.com)

Click to fill up the  
Franchise Licensee Application form.

**Register Now**



**Yale Smart Shop**  
Store Operator Network

Part of ASSA ABLOY



# Yale, trusted by homes and businesses **around the world**

As part of the ASSA ABLOY Group, Yale  
protects millions of homes and businesses  
worldwide and is the brand behind locks of  
every design and function in over

**125 countries**





# Yale Smart Shops across Asia

Yale Smart Shops are currently available and rapidly expanding.



## Introducing the Yale Smart Shop

Almost two centuries in the making, Yale's pioneering spirit continues to stand strong today as we innovate smarter home security solutions for you.

The Yale Smart Shop offers an in-store experience of smart home security devices that are convenient & hassle-free.

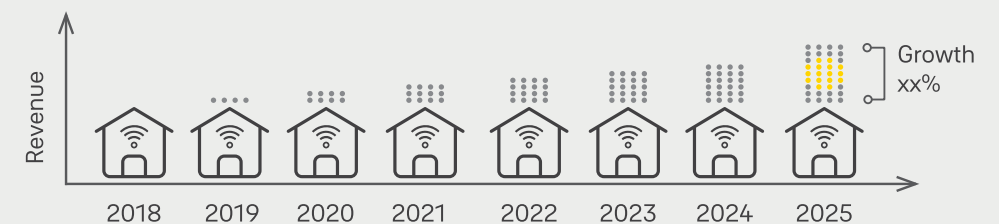
With the growing adoption of Smart Home Technology products in Asia, you can be part of this exciting journey as the Store Operator for Yale Smart Shop and offer the device experiences to the Customers.

Find out more about Yale Smart Shop store operator scheme & be part of this exciting journey!



Yale was recently named a 2019 Brand Leader in Smart Door Locks/Deadbolt Locks by CE Pro.

Estimated at over US\$125 Million in 2018, the local smart home market is predicted to grow at a double-digit rate by 2025\*.



\*Source: iGATE Research, December 2019, Singapore Smart Home Market, Number, Household Penetration & Key Company Analysis - Forecast to 2025



# The Concept

Yale Smart Shops aim to maximise customers interaction with Yale Smart products.



The typical size of a Yale Smart Shop outlet is between 300 to 500 sq. ft., in a location to serve the neighbourhood from middle to high-end income residents, with a high organic traffic flow of walking crowd (500-600 passerby) per day.

The Yale Smart Shops will maximise in-store product experience and leverage on consultative selling to convert sales onto the **yalesmart.com** platform.

## As the Store Operator



Promote & sell Yale Smart Products



Transact online sales via yalesmart.com

Paperless transactions, hassle free



Consultative selling supported by interactive product displays

No hard sell required



No inventory holding cost

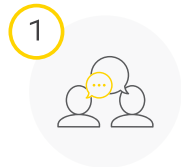
All sales include installation services supported by Yale



Commission based

The more you sell, the more you earn

No limit to your sales



Purchase consideration

Marketing ads & campaigns attract consumers to consider purchase



Retail experience

Walk-in to find out more of the product benefits

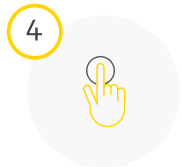
Close deal via yalesmart.com



Hassle-free installation service

Installation booking via yalesmart.com

Yale certified installers to support the services



Product usage & actual experience

After sales service supported by Yale & Store Operators

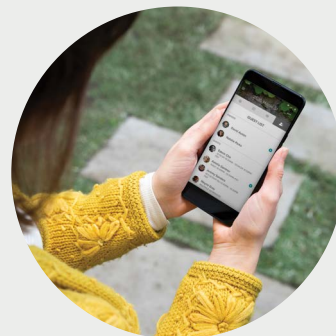
## From the consumer's experience



## Access the ecosystem that brings **peace of mind**

Lock, unlock, share access, know who comes and goes with the **Yale Access app**. It connects the smart locks, safes and alarms for a complete smart home safety system that complements various needs.

It's really that simple.



\*Products shown are indicative only and may be revised accordingly.



## What we offer

### Operation



Exclusive license to operate Yale Smart Shop with use of [yalesmart.com](https://yalesmart.com)



Outlet construction & design specification with modular furniture



Assistance in pre-operational stage



Store operator's training



Marketing support to launch and drive traffic to store



Operations and management manuals

### Training & support



Pre-launch training support (off-site in Yale office or own Yale Smart Shop)



Soft opening training support (on-site)





# Your investment

Initial fees	<ul style="list-style-type: none"><li>• Shop rental and utilities deposits</li><li>• First month shop rental</li><li>• Commitment to lease for 2 years minimum</li></ul>
On-going fees	<ul style="list-style-type: none"><li>• Monthly shop rental &amp; utilities fees</li><li>• Fit-out cost</li><li>• Local advertising &amp; marketing cost</li><li>• Franchise fees</li></ul>
Contract Agreement	2 years (minimum)

# Our commitment

- License to operate Yale Smart Shop
  - Proven business model
  - Operations manual
- Training programs
  - On-going operational & marketing support

# Our target partner

We are teaming with passionate partners who share in our mission to **establish the Yale Smart Shop as the recognised brand for Smart Home Security solutions.**

We are seeking candidates that fit the following criteria:

## Common value system

- Having a value system in accordance to Yale Smart Home to ensure proper assimilation to the parent organisation
- Ability to replicate and maintain the same or similar consistency in the entire cycle of outlet management

## Willing to work in retail environment

- Not necessary to have business or industry knowledge

## Capital

- Having the necessary capital for setting up

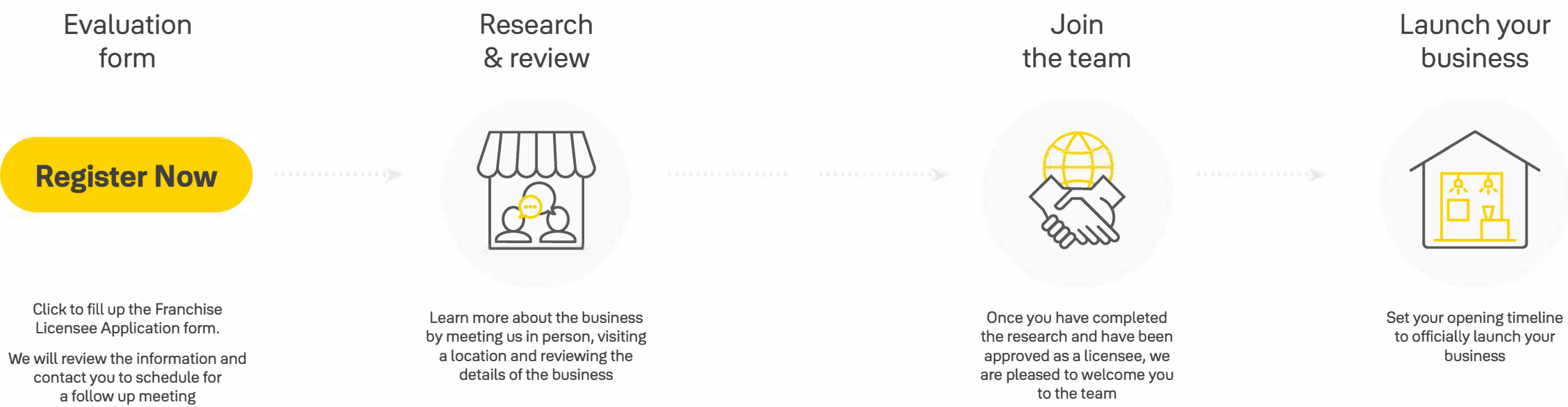
## Access to selected location

- The potential licensee must have access to the location and must be in accordance to the requirement stated by Yale team



# Be your own Boss

Like what you see?  
Time to get started!





# Time to **unlock** your door of opportunities

Yale Smart Shop is a place for shoppers to personally interact and experience how Yale Smart products can provide them with added convenience in life leading to peace of mind.

