

First of all, we can 3 steps plan.

1. 6 months plan
2. 1 year plan
3. 3 years plan

6 Months Plan;

Countries targeted; all neighbourhood countries(1-2,5 hour flight) of Turkey and 3-4 hour flight from Turkey to east of Turkey (CIS Countries).

Format:

- Our Department Store Concept with 7 categories (Ladies, Mens, Kids, Young Active Sports, Cosmetics, Accessories, and Home), 3500-6000 m2
- Specialized Store Concept, Young Active Sports with denim, called Boyner Sports, 1000-1400 m2
- SIS (shop in shop concept) for very strong local retailers with our Private Label (PL) brands or Boyner exclusive brands like National Geographic
- Wholesale sales to e-commerce platforms or directly to corporate needs or programs

1 Year plan

Countries targeted; all Europe, UK, Africa and all above countries

- Our Department Store Concept with 7 categories (Ladies, Mens, Kids, Young Active Sports, Cosmetics, Accessories, and Home), 3500-6000 m2
- Specialized Store Concept, Young Active Sports with denim, called Boyner Sports, 1000-1400 m2
- SIS (shop in shop concept) for very strong local retailers with our Private Label (PL) brands or Boyner exclusive brands like National Geographic
- Wholesale sales to e-commerce platforms or directly to corporate needs or programs
- Create some monobrand stores under our PL or Boyner Exclusive brands

3 Year Plan:

Countries targeted; USA, Canada, South Africa, China, Australia all the above countries

- Specialized Store Concept, Young Active Sports with denim, called Boyner Sports, 1000-1400 m2
- SIS (shop in shop concept) for very strong local retailers with our Private Label (PL) brands or Boyner exclusive brands like National Geographic
- Whosale sales to e-commerce platforms or directly to corparete needs or programs
- Create some monobrand stores under our PL or Boyner Exclusive brands

For Greece,

We can try to create a SIS concept to strong department store channel all around the country and try to sell e-commerce platform for create our boyner e-commerce platform for cross border sales.

I hope our road map for expansion is more clear.

All the best

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