



# Fix price

Low price for everything!



INTERNATIONAL CHAIN OF FAMILY  
STORES WITH WIDE RANGE  
OF GOODS AT LOW FIXED PRICES

# ABOUT THE PROJECT

UNIQUE FORMAT FOR  
THE RUSSIAN MARKET



## LOW AND FIXED PRICE FOR EVERYTHING

Flexible fixed price systems have come to replace one fixed price. Big retail chains all around the world introducing a new method as **Fix Price**, which has created a new price system that allows expanding the range and save the benefit for the buyer.



## THE MAIN IDEA

To offer customers modern model of retail, which combines a wide range of goods with fixed low prices and convenient location.

## FOREIGN EXPERIENCE

The concept of store with low and fixed prices is widespread in the world. Large chain stores use two main formats:

One Price stores:

- DOLLAR TREE (USA)

Several Prices stores:

- FIVE BELOW (USA)
- DOLLARAMA (Canada)



# HISTORY

HIGH RATES OF  
DEVELOPMENT

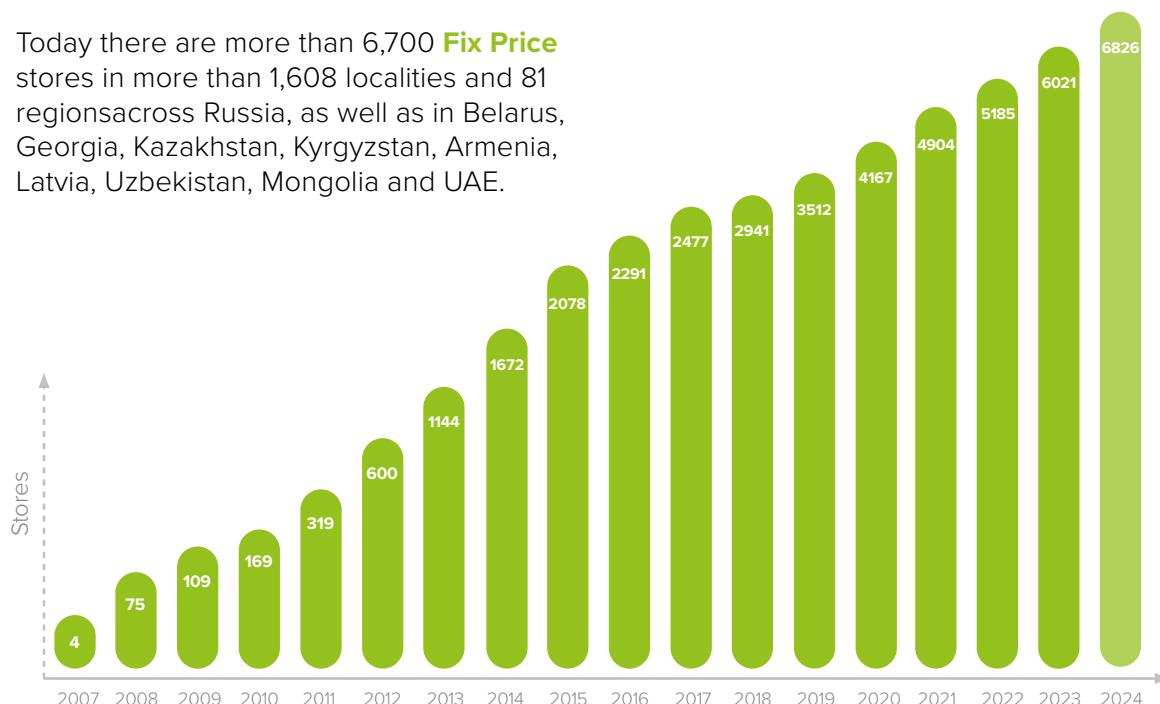


The Company BEST PRICE LLC started its activity in June 2007.

The first store of the international chain stores **Fix Price** was opened in December 2007.

## GROWTH DYNAMICS

Today there are more than 6,700 **Fix Price** stores in more than 1,608 localities and 81 regions across Russia, as well as in Belarus, Georgia, Kazakhstan, Kyrgyzstan, Armenia, Latvia, Uzbekistan, Mongolia and UAE.



Adygea Rep.  
Altay Rep.  
Altay Krai  
Arkhangelsk Region  
Astrakhan Region  
Bashkortostan Rep.  
Belgorod Region  
Bryansk Region  
Vladimir Region  
Volgograd Region  
Vologda Region  
Voronezh Region  
Ivanovo Region  
Irkutsk Region  
Kaliningrad Region  
Kalmykia Rep.  
Kaluga Region  
Kamchatka Territory  
Karachay-Cherkessia Rep.  
Karelia Rep.  
Kemerovo Region  
Kirov Region

Komi Rep.  
Kostroma Region  
Krasnodar Krai  
Krasnoyarsk Krai  
Kurgan Region  
Kursk Region  
Leningrad Region  
Lipetsk Region  
Mari El Rep.  
Mordovia Rep.  
Moscow  
Moscow Region  
Murmansk Region  
Nizhny Novgorod Region  
Novgorod Region  
Novosibirsk Region  
Nenets AO  
Orenburg Region  
Orel Region  
Penza Region  
Perm Krai  
Pskov Region

Rostov Region  
Ryazan Region  
Saint Petersburg  
Sakhalin Region  
Samara Region  
Saratov Region  
Sverdlovsk Region  
Smolensk Region  
Stavropol Krai  
Tambov Region  
Tatarstan Rep.  
Tver Region  
Tula Region  
Tyumen Region  
Udmurtia Rep.  
Ulyanovsk Region  
Khakassia Rep.  
Khanty-Mansiysk AO  
Chelyabinsk Region  
Chuvashia Rep.  
Yamalo-Nenetskiy AO  
Buryatia Rep.

Jewish AO  
Zabaykalskiy Krai  
Ingushetiya Rep.  
Kabardino-Balkariya Rep.  
Omsk Region  
Primorsky Krai  
North Ossetia Rep.  
Tomsk Region  
Tyva Rep.  
Khabarovsk Krai  
Yaroslavl Region

**Stores in neighboring countries:**  
Belarus  
Georgia  
Kazakhstan  
Kyrgyzstan  
Latvia  
Uzbekistan

# GEOGRAPHY

UNLIMITED GEOGRAPHY  
OF DEVELOPMENT

## TERRITORY OF DEVELOPMENT

Cities and localities in Central, Volga, Ural, North Caucasian, Siberian, Far Eastern, Northwestern and Southern federal districts of the Russian Federation with population starting from 5,000 people, and the neighbouring countries.

-  – The coverage area in 2022
-  – Own stores and stores of Fix Price partners in other countries



## FRANCHISE

Global opportunities for work in different countries and regions except territories of development of own retail chain.

# ABOUT STORE

MODERN DESIGN  
CONVENIENT LOCATION

## STORES' CHARACTERISTICS



Average total space: 290 m<sup>2</sup>



Average selling space: 210 m<sup>2</sup>



Cash registers: 2-3 pcs



SKU: 2,000 pcs



Staff: 4-5 people/shift

## STORES' LOCATION

- Shopping centers (malls)
- Spaces with good visibility, passability and attractive shop windows inside shopping centers, located in the first line of houses (street retail)

## ATMOSPHERE IN STORES

Unique and unforgettable shopping experience for all family created by:

- Comfortable lighting and mild temperature
- Modern shopping equipment
- Simplicity of items selection
- Convenient navigation
- Friendly staff
- Sound effects
- Aromatization of selling area



# ASSORTMENT

THE UNIQUE GOODS  
NON-FOOD



## ASSORTMENT STRUCTURE

The range includes food, non-food and drogerie products.  
About a quarter of our purchases are imported.



## KEY PRODUCT GROUPS



Food



Household  
chemicals



Cosmetics  
and perfumery



Clothing



Household  
goods



Hygiene  
products

# CONSUMER AUDIENCE

GOODS FOR  
WHOLE FAMILY



## CUSTOMER PORTRAIT

Typical **Fix Price** customer purchases twice a week, mostly in stores near by home.  
Prefers kitchen and home products, household chemicals, food and souvenirs.



## CHARACTERISTICS

**Sex:** female 68%, male 32%

**Age:** several major age groups,  
22 - 55 years old

**Occupation:** employees, workers,  
pensioners

**Marital status:** married,  
1 - 2 children in a family

**Income level:**

54% - from 10,000 - 30,000 RUB

43% - more than 30,000 RUB

3% - less than 10,000 RUB

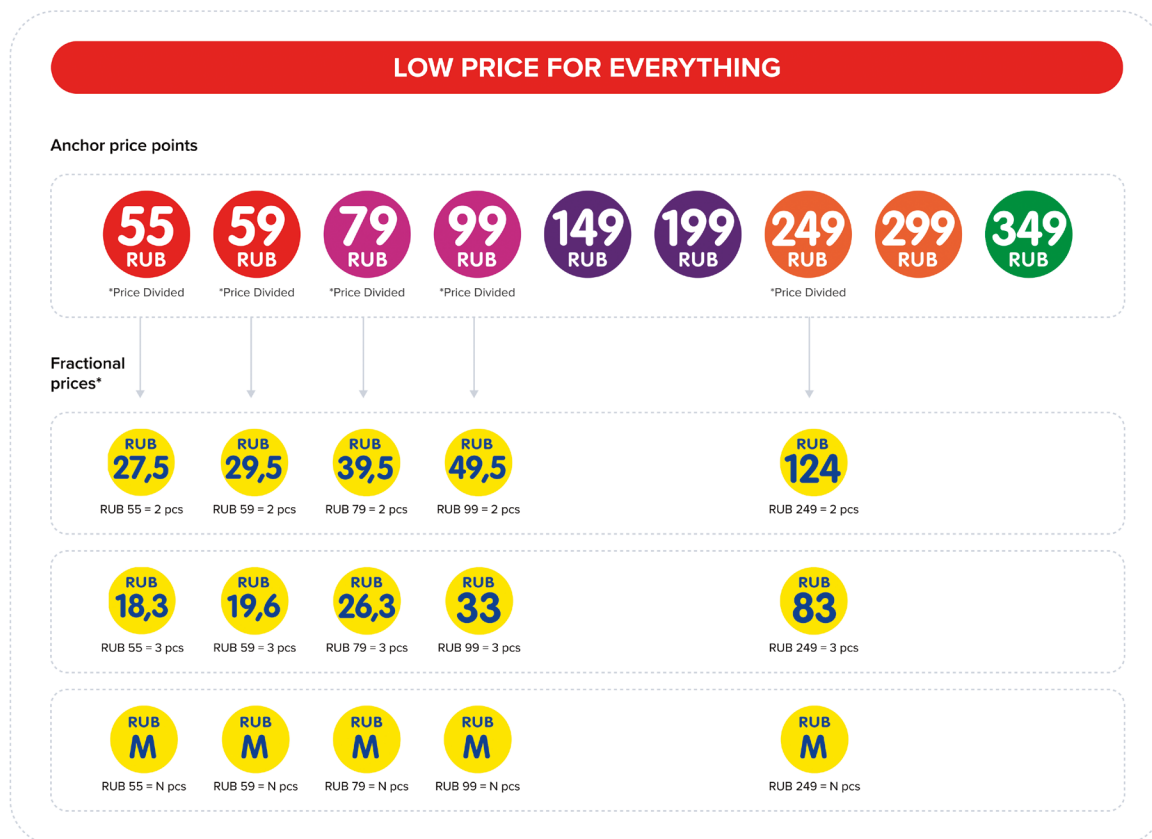
**Average purchase:** 3 - 10 pcs

## PRICE POLICY

COMPETITIVE  
ADVANTAGE

### LOW AND FIXED PRICES FOR EVERYTHING

Fix Price offers goods for extremely low price due to the ranging system of fixed prices.



\*Fractional price is a price derived from an anchor price point.

Example: anchor price point RUB 55 is divided on two price points of RUB 27.5, three price points of RUB 18.3 or N number of products of RUB M each.

# PROMOTION

## ACTIVE MARKETING SUPPORT



**Loyalty program** — Customers can acquire a **Fix Price** Loyalty Card that gives special offers from the company. Card allows to accumulate points which can be used as payment for subsequent purchases.

**New and seasonal assortment** — customers are regularly informed about new and seasonal assortment by printed advertising materials (catalogs, leaflets and flyers), which are distributed all over the territory of chain. Other types of informing are sms, push notifications and e-mail newsletters.

**Fix Price in Internet** — development and support of fix-price.com website or mobile app. Active social media promotion. Digital advertising on the most relevant websites.

**Fix Price on Television** — commercial placement on national television.

**Outdoor Advertising** — static and dynamic advertisement placement on billboards and other street constructions. Image and navigation advertising on public transport, distribution of leaflets by promoters.

**Indoor Advertising** — equipment of selling areas with additional promotional materials (photo panels, banners, WOW-posters). Broadcasting audio ads, musical accompaniment, panels placement.

**Social marketing** — **Fix Price** organizes sport, healthy lifestyle and environment protection activities within the federal charity program "The Good Deeds".



## PRIVATE LABEL

PROFITABLE  
PRODUCTS

The unique **Fix Price** product range is formed by a wide portfolio of private labels in various categories. All products are manufactured specifically for **Fix Price** by leading Russian and foreign companies. This allows to achieve the best prices, to support "Price leader" strategy and to offer customers a wide range of profitable good quality products.



## QUALITY CONTROL

CUSTOMER  
CARE

**Fix Price** has a quality control system that helps offering our customers the best products by own brands. It has several levels:

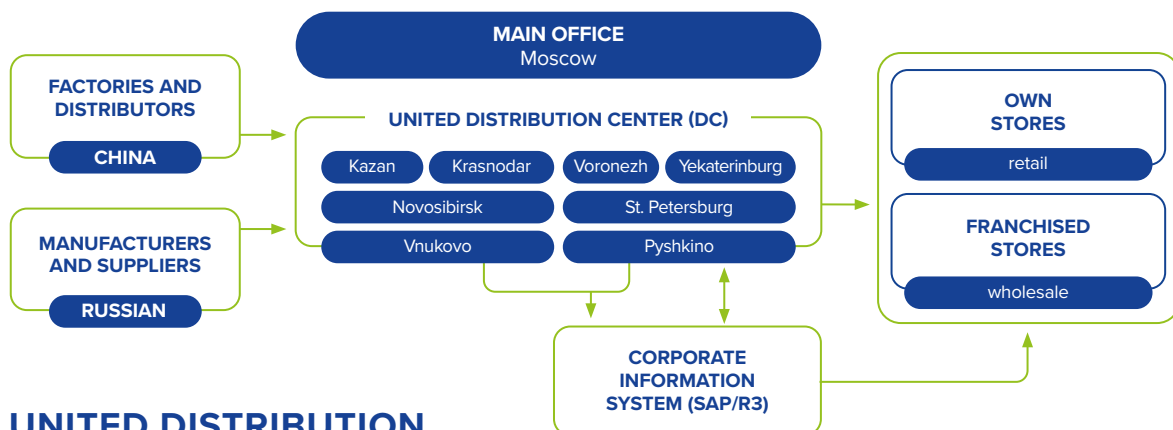
- Regular degustations.
- Products are inspected and tested by independent laboratories.
- Manufactures are regularly audited.
- Quality control hotline. A customer can share their opinion about the products and inform about unsatisfying quality by sending an e-mail to [expert@fix-price.ru](mailto:expert@fix-price.ru) or contacting via the feedback form on the [fix-price.com](http://fix-price.com) website.

# LOGISTICS

EFFECTIVE  
MANAGEMENT

## OPERATING BUSINESS STRUCTURE

Successful management of goods flow, information flow, financial flow and service flow with optimal costs of all resources.



## UNITED DISTRIBUTION CENTERS

13 "A" class Distribution Centers (DC):

- DC Kazan – 33 000 m<sup>2</sup>
- DC Yekaterinburg – 22 000 m<sup>2</sup>
- DC Yekaterinburg – 68 000 m<sup>2</sup>
- DC Voronezh – 25 000 m<sup>2</sup>
- DC St.Petersburg – 35 000 m<sup>2</sup>
- DC Samara – 40 000 m<sup>2</sup>
- DC Astana – 3 000 m<sup>2</sup>
- DC Novosibirsk – 44 000 m<sup>2</sup>
- DC Krasnodar – 67 000 m<sup>2</sup>
- DC Vnukovo – 28 000 m<sup>2</sup>
- DC Novosibirsk – 23 400 m<sup>2</sup>
- DC Pyshkino – 28 000 m<sup>2</sup>
- DC Domodedovo – 67 000 m<sup>2</sup>

Total area of DC is more than 484 226 m<sup>2</sup>.

All warehouses are equipped with the warehouse management system (WMS), modern cargo handling equipment. The distribution centers are served with the qualified staff.

# FOR SUPPLIERS

BENEFICIAL  
COOPERATION

## ADVANTAGES OF COOPERATION

Supplier increases the production volumes, sales and the final profit, expanding its positions on the regional market together with the growth of **Fix Price** company and stimulates brand visibility by taking part in extensive advertising campaign.

## PRINCIPLE OF COOPERATION

The main principle of **Fix Price** is a confident partnership with suppliers based on honesty and transparency of commercial relationship.

## HOW TO BECOME A SUPPLIER

We are ready to consider the demanding products which are considered as bestsellers in their categories.

### GENERAL CONDITIONS:

- Purchasing price must be in accordance with the price policy of our company.
- Quality of all products must follow the requirements of current legislation of the Russian Federation.
- Goods must be accompanied with duly executed documents.
- Packing must guarantee safety of the goods during transportation.

The priority of our company is direct cooperation with manufacture.

## FOR LANDLORDS



## INVITE FOR COOPERATION

**Fix Price** store chain grows rapidly, in this regard, company is constantly interested in renting spaces for new stores and invites landlords and intermediaries for cooperation.

Ready to consider landlords' offers represented by:

- owners of all types (capital facilities and temporary structures)
- municipalities with the power of disposition
- tenants of premises (for sublease), including retail chains offering free trade area for sublease
- private intermediaries and brokers

## TECHNICAL REQUIREMENTS

- Total area: 250 - 350 m<sup>2</sup> (on one level)
- Type: detached building, built-in and attached, part of the spaces, 1st -2nd floor, basement, cellar
- Location: shopping centers, shopping passages of cities and towns
- Constructive: rectangular shape, having 2 separate entrances to the spaces, the possibility of the entrance for the truck to the unloading zone
- Permitted electrical load: 10 - 20 kW



## CONTACTS

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[fix-price.com](http://fix-price.com)