



TAMARAS GLOBAL (TAG): Franchise & Country Expansion Playbook

Welcome to the Tamaras Global Franchise & Country Expansion Playbook. This document outlines our strategic model for establishing TAG's presence in every city, state, and country worldwide, built on a foundation of shared values and strategic partnerships.



The TAG Franchise Model: A Vision of Shared Success



People

Empowering individuals through opportunity and growth.



Prosperity

Creating mutual financial success for all partners.



Integrity

Upholding the highest ethical standards in all operations.



Global Expansion

Expanding our reach and impact across continents.



Love & Excellence

Operating with passion and a commitment to superior quality.

Pillars of the TAG Franchise Model

Our robust franchise model ensures a consistent, high-quality experience globally:



Clean Operations

Streamlined processes for efficiency and transparency.



International Brand Consistency

Maintaining a unified brand identity across all markets.



Strong Product Distribution

Efficient supply chains ensuring widespread product availability.



Ethical Leadership

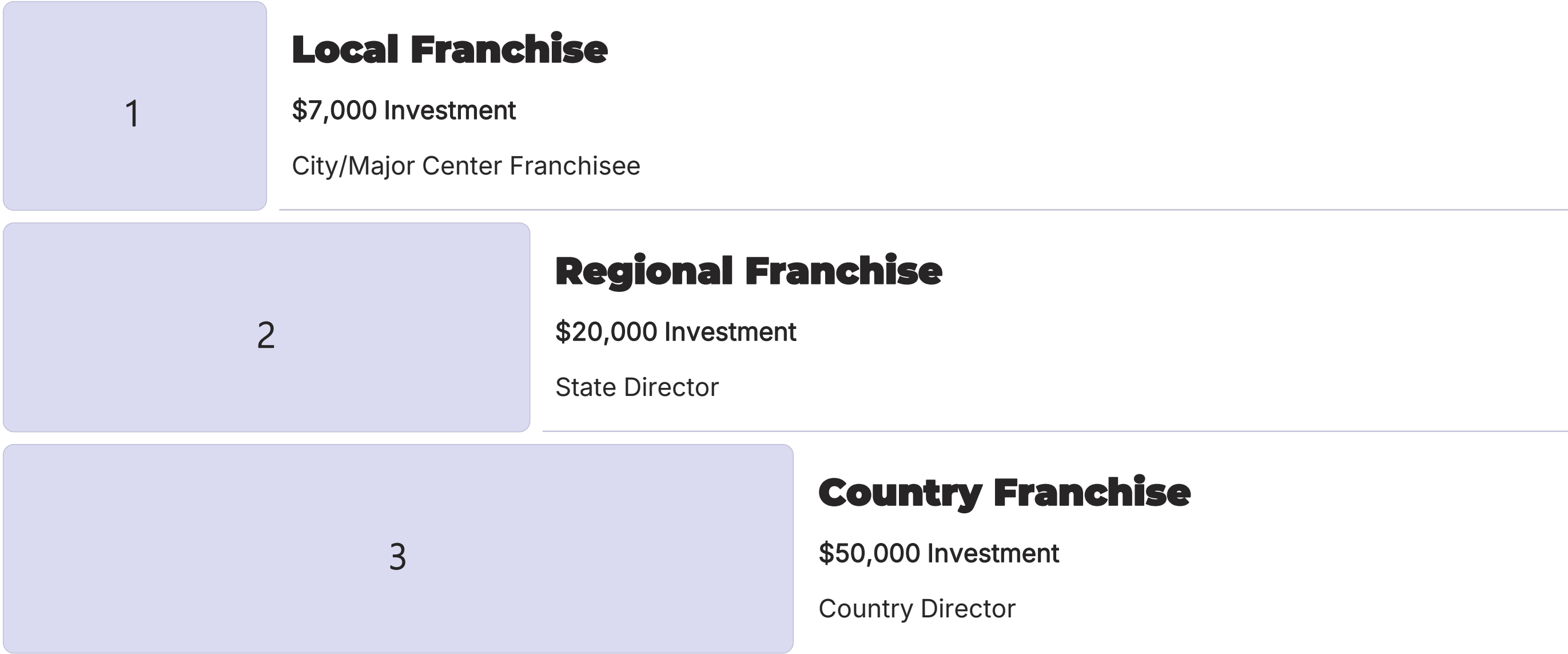
Guided by principles of fairness and responsibility.



Sustainable Business Presence

Building long-term, impactful operations in every region.

Franchise Partnership Levels



This structured approach fosters a global network of aligned partners, all working towards a singular brand vision and system.



Country Director: The Pinnacle of Partnership

Investment: \$50,000

Who is a Country Director?

The Country Director is the exclusive TAG representative, responsible for the complete launch, growth, and management of the TAG brand within an entire country. This is the highest franchise level, working directly with HQ.

Exclusive Rights

Full authority over an entire country.

Strategic Coordination

Coordinate and oversee all regional and state partners.

Leadership Ranking

Eligibility for global leadership recognition.

KEY RIGHTS

A Country Director gains:

- ✓ Exclusive rights over one entire country
- ✓ Authority to coordinate regional/state partners
- ✓ Up to 8–12 regional stockists under them
- ✓ Branding rights within the country
- ✓ Permission to open TAG Experience Centers
- ✓ Ability to set up franchise offices
- ✓ Eligibility for global leadership ranking
- ✓ First access to new product drops
- ✓ Direct partnership with HQ



Country Director : Financial Benefits & Requirements



Financial Benefits

- **10%** on all national product sales volume (BPV).
- **3%** override on all State Partners in the national pool.
- **2%** override on all stockists under State Partners.
- Exclusive annual national leadership bonuses.
- Invitation to the Global Leadership Summit & CEO advisory access.
- Priority access to new product drops and investment opportunities.

Key Requirements

- Minimum investment: **\$50,000**
- Establish a TAG National Office
- Hire a core team:
 - 1 Country Manager,
 - 1 Accountant,
 - 1 Warehouse Supervisor,
 - 1 Logistics Officer
- Set up a National Warehouse
- Maintain monthly minimum purchase volume

Country Director Responsibilities

Responsibilities

- ☐ Manage nationwide distribution
- ☐ Support state partners
- ☐ Host national events
- ☐ Ensure product availability
- ☐ Maintain brand integrity
- ☐ Ensure compliance with TAG global standards



Regional (State) Director: Connecting the Network

A Regional Director oversees one state or major region, acting as the vital link between the Country Director and local city-level partners.



Financial Growth

10% cashback on direct product purchases, **3% override** on regional stockists, and **2%** on city-level volume.



Operational Hub

Authority to open a Regional TAG Office and enroll 3-10 stockists.



Brand Alignment

Regional branding rights and access to the TAG Franchise Training Academy.

Regional (State) Director Benefits

Key Benefits

- ❑ 10% Cashback on all direct product purchases
- ❑ 3% Override on all stockists under the region
- ❑ 2% on all city-level volume
- ❑ Authority to open a Regional TAG Office
- ❑ Ability to enroll 3–10 stockists
- ❑ Regional branding rights
- ❑ Access to TAG franchise training academy



Regional (State) Director Requirements

Requirements

- ❑ \$20,000 investment
- ❑ Must set up a Regional Office
- ❑ Must maintain product availability
- ❑ Must provide regional trainings
- ❑ Must operate POS-only system





Local Stockiest Franchise

Investment: \$7,000

The Local Stockist Franchise represents direct market engagement at the city or major center level, bringing TAG products and services closer to the end consumer.

Local Stockist Franchise Benefits

Key Benefits

- ❑ 10% Cashback
- ❑ 3% Region Override
- ❑ 2% Local Override
- ❑ Full stockist recognition
- ❑ Training and support
- ❑ Use of TAG brand identity



Local Stockist Franchise Requirements

Requirements

- ❑ Minimum investment: \$7,000
- ❑ Must run a clean warehouse
- ❑ Must attend compliance training
- ❑ Must implement TAG price control



The Interconnected Ecosystem: A Unified Vision



Country Director

Earns from national sales, all regional directors, and all stockists.



State Director

Earns from own product volume, all stockists, and city-level distributors.



Local Stockist

Earns from direct sales and local distributor activity.

This tiered structure ensures a stable and mutually beneficial global ecosystem, where each level supports and grows from the one below it.

FRANCHISE OPERATIONS SYSTEM

Every franchisee must follow:

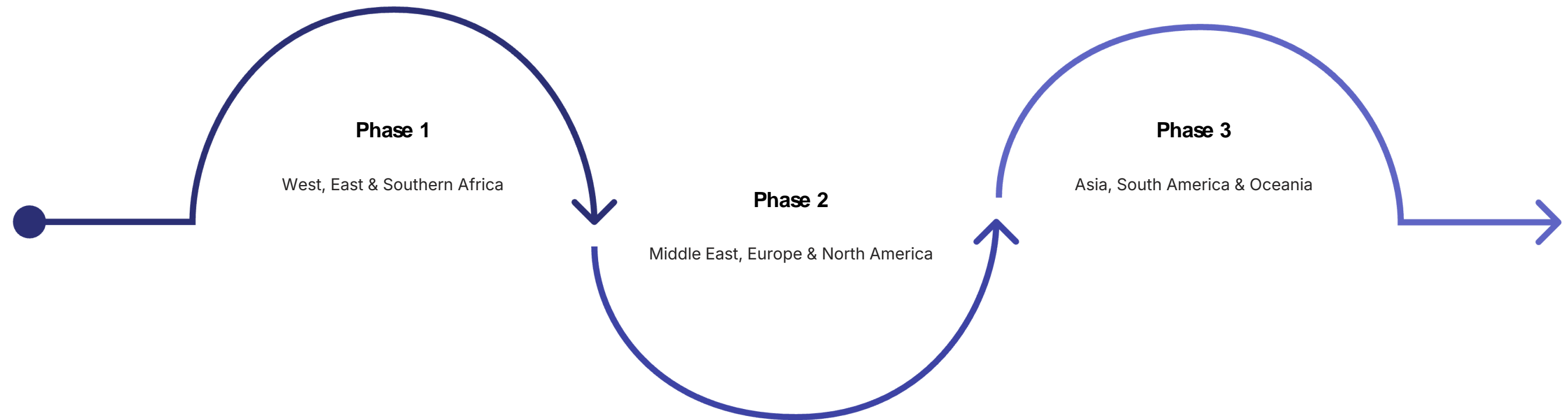
- ☐ POS-only payment
- ☐ Standard pricing
- ☐ Weekly reconciliation
- ☐ Monthly reporting
- ☐ Branding compliance
- ☐ Customer service excellence
- ☐ Staff code of conduct
- ☐ Product handling standards

FRANCHISE BRANDING RULES

All franchise offices must:

- ☐ Use TAG gold/white/black
- ☐ Display TAG Mission & Vision
- ☐ Use approved signage
- ☐ Maintain cleanliness & professionalism
- ☐ Use approved social media graphics
- ☐ Follow corporate typography
- ☐ Use only HQ-approved product images

TAG Global Expansion: Phased Growth Strategy



Our expansion plan is meticulously phased, ensuring strategic entry into key markets. Country Directors will be appointed in each region, driving our mission to establish Tamaras Global as a household name worldwide.