



# Construction and Innovation together in your Franchising



[casaviva.pt](http://casaviva.pt)





# Why are we contacting you?

- In order to do a solid expansion of our concept we pretend to branch our business to other countries with a franchising model;
- We are seeking business partners in new countries for two potential roles:
  - Master franchisers; or
  - Co-owners with Casa Viva International of a Master franchising.





# Who are we?

- Casa Viva has acted in the renovations and construction sectors in Portugal and Spain since 2010;
- The economic situation in Portugal and Spain forced us to innovate new working methods;
- Our exclusives software and high level of organization transform our company into a successful business even in such challenging markets;
- Imagine the results we can achieve in stronger economies!





# Who are we?



(Click on the picture if you should have internet access)



# New business Model

**Casa Viva makes the bridge between customers and partner companies and charges commissions to the partners.**

## **Process Steps:**

1. Finding large volume of Clients (with special SEO, marketing and commercial techniques)
2. Customer request quotations
3. We make a technical report and ask quotes to Partner Companies
4. Partner companies reply to Quotation Requests
5. We present the Quotations to the Customer
6. Customer chooses Partner Company
7. Partner executes the works
8. Casa Viva charges the Partner for the service





# Where are we?

## **Our own units:**

### **Portugal:**

- Lisbon Centre
- Oporto

### **Spain:**

- Madrid I

**In 2013 we started our expansion with a franchising model.**

**Our franchisees units are located in:**

### **Portugal (11 units):**

- Almada
- Setúbal
- Lisbon
- Lisbon North (2)
- Cascais/Estoril (2)
- Sintra
- Faro

- Gaia
- Coimbra

### **Spain (3 units):**

- Madrid II





# Business Model Advantages

## For the Customer:

- **Only 1 interlocutor but several comparable Quotations**

All companies answer to the same work report.

- **Cheaper prices**

Selected companies that bid and compete.

- **Guarantee of quality of works**

Only selected companies.

- **Better solutions**

Advices from our experienced staff.

- **Free service**

It's the companies that pay us.





# Business Model Advantages

## For the Partner Companies:

- **More customers**

- **Lower costs**

Client Acquisition and study of the works is made by only one company (Casa Viva) but costs are shared between the partners.

- **Almost no time lost if it is still not a customer**

So the companies can focus in what they are really good: doing the works.

- **It only costs when the work is won by the partner.**

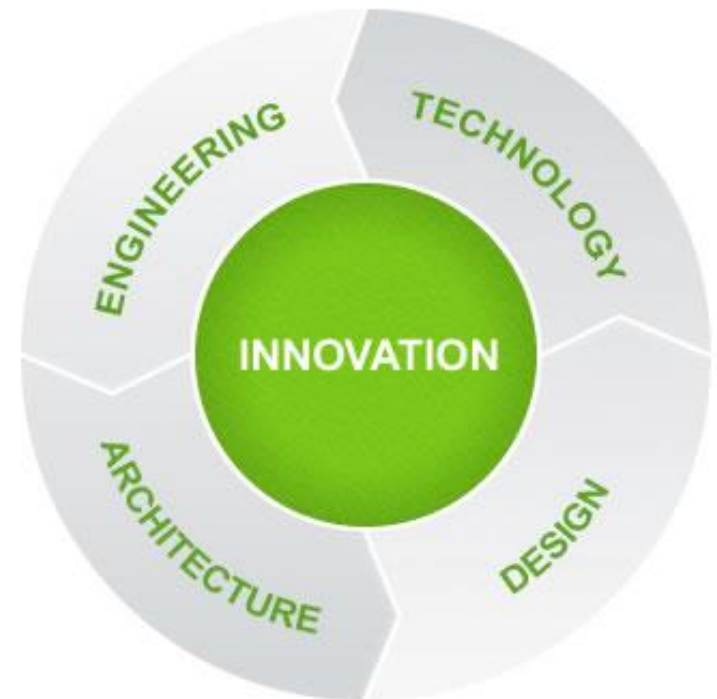




# New Technologies

## Casa Viva has:

- Information Technology dedicated team to maintain and constantly improve all Casa Viva information software.
- Exclusive tailored ERP (extranet) that meets all business requirements.
- Exclusive Android App to support the collection of customer works requirements in the worksite.
- Solid presence in the Internet:
  - website developed and maintained according to the best SEO practices
  - constant web marketing





# New Technologies - ERP



## Supply Chain Management

- Contractors bid online
- Adjustment of bids
- Automatic Quotation Comparison Boards
- Automatic presentations to the clients
- Files Management
- Management of contractors
- Supervision
- Project management
- Contract Management
- Statistics

Por validar: 49 | Procurar: 49

Filtrar por propriedades do orçamento:

Tipo a procurar:  | Estado:  | Avaliação Realizada: ☐ | Tabela Pendentes: ☐ | Tabela Ativa: ☐

Vet:  | exportar

Página: 1 |

ID	Registo	Nome	Telefone	Descrição	PEOP	Téc. Resp.	Tabela	Responsável	Prazo
1558	Jun04	Sr (x) Paulo Anastácio	917536084	Parede divisória gesso cartonado		João Tiago	Submeter Relatório e Consultas	João Tiago	4 d
1551	Mai30	Sr (x) Paulo Anastácio	917536084	Pintura e Isolamento Edifício		João Tiago	Submeter Relatório e Consultas	João Tiago	4 d
1551	Mai29	Sr (x) Bruno Rodrigues	926571637	Remodelação de apartamento nos Obrás		João Tiago	Submeter Relatório e Consultas	João Tiago	4 d
1533	Mai24	Sr (x) Eufrazio Costa Simão	924340146	Pintura de fachada de edifício		João Tiago	Pedir Resposta do Cliente	João Tiago	17 d
							Pedir Resposta do Cliente		10 d

Condição da Obra: 49 %

ID	Responsável	Capítulo	Última Atualização	Detalhamento
11108	Paulo Anastácio	Validar Pedido Orçamento	2013-02-12	
11107	João Tiago	Contactar Cliente	2013-02-19	AA/11.2.13) de 16 a confirmar recepção do email. Indicar data para visita ao local. de 14h00 a uma hora fora de hora.
11106	Rui Cardoso	Contactar cliente	2013-02-18	RC/18.2.13) Contactar o cliente.
11102	João Tiago	Marcar Cliente	2013-02-26	22002.2) visita agendada para sexta-feira pelas 14 horas.
11098	João Tiago	Submeter Relatório e Consultas	2013-02-27	RC/18.2.13) Contactar o cliente.
11738	João Tiago	Aguardar Orçamento dos Fornecedor	2013-03-08	
12249	João Tiago	Representar Orçamentos	2013-03-18	
12248	João Tiago	Pedir Resposta do Cliente	2013-03-22	22003.2) após conversa com o cliente, falar de sobre conseguir fazer alguns valores e apresentar os garantias.
12247	João Tiago	Representar Orçamentos	2013-03-22	AA/16.5.13) cliente W passos 12h47 para encerrar algumas questões sobre os preços para a colheita. Quanto caber os valores para parcelar (bancos) se for possível a demolição e mais nada. Falar com o cliente no dia seguinte.



# New Technologies - ERP



## Customer Relationship Management

- Contacts and qualification of customer
- History of communication
- Customer online board
- Evaluation of service

The screenshot shows a CRM interface with a top header bar containing fields for Name (João Tego), Email (joao.tego@casaviva.pt), Telephone (80887879), and Location (Linha 1, Estrada Nacional 1, Lisboa). Below this is a 'Estado do processo' (Process Status) section with a flowchart showing steps: 'Necessidade e qualificação do Perfil do Organismo', 'Visão', 'Seleção Técnica', 'Seleção do Empreendimento', 'Aprovação do Empreendimento', 'Avaliação', and 'Empreendimento'. The 'Avaliação' step is highlighted in green. Below the flowchart are tabs for 'Informação', 'Obras Realizadas', and 'Testemunhos do Cliente'. A 'Dados da Obra' (Work Data) section includes a 'Mensagem' (Message) button and a table of messages.

Assunto	Remetente	Destinatário	Data
Perfil do Empreendimento (CASA VIVA) - Lisboa	joao.tego@casaviva.pt	"Orlando Martins" - orlandomartins@gmail.com	2013-11-19 12:35:36
CASA VIVA - L1001	Orlando Martins - orlandomartins@gmail.com	João Tego - CASA VIVA - joao.tego@casaviva.pt	2013-12-07 16:22:40
CASA VIVA - L1001	Orlando Martins	João Tego - CASA VIVA	2013-12-07



# New Technologies - ERP



## Human Resources Management

- Recruitment online forms and filter tools
- Recruitment tests
- Accountability – user profile and time record
- Statistics on HR performance
- HR payables

Mar 13	Segunda	Terça	Quarta	Quinta	Sexta	Sábado	Domingo	Total
50	04 10:47 14:58 17:25 21:44	05 10:13 12:49 17:25 20:57	05 08:12 11:35 14:55 20:01	07 10:18 12:51 16:05 19:30	09 14:30 17:29 18:55 21:28	09	08	35:50
Total	10:00	06:12	10:24	06:04	02:58			
51	11 13:33 20:00	12 08:25 12:04 17:42 21:24	13 09:24 12:50 14:49 18:38	14 10:06 12:04 15:47 21:08	15 14:24 18:15 18:55 21:04	16	17	35:04
Total	07:17	07:51	06:53	08:06	04:54			
52	18 10:40 14:39 18:34 18:43	19 11:38 12:52 14:22 20:01	20 11:29 14:25 15:25 18:31	21 10:44 12:04 15:35 20:40	22 14:15 17:29 18:55 21:04	23	24	30:58
Total	08:58	08:17	06:12	06:24	03:13			

Comando/Serviço	Valor	Legado	Por liquidar
CADA VIVA	6.187,50 (22,3 %)	2.908,17	3.279,43
Gestor de Obra	- 693,01 (2,1 %)	-335,25	-357,76
Indicador de negligência	- 0,00	0,00	0,00
Remetido liquidado	5.494,58	2.572,92	2.921,67

# obra	Valor	Prev. fact.	Data de Pagamento	Data de Liquidação	Tipo	Subtipo	Parcela	Descrição
1002013	1.256,28	Fev 2013	2013-02-18	2013-02-20	Receta	Com. Casa Viva	1ª parcela	total obra 33896,00 total comissão 4187,50 1º pagamento - ad. 30%
3002013	711,88	Mar 2013	2013-03-26	2013-03-27	Receta	Com. Casa Viva	2ª parcela	2º pagamento - 17%
	1.800,67	Abr 2013			Receta	Com. Casa Viva	3ª parcela	3º pagamento - 43%
	418,75	Mar 2013			Receta	Com. Casa Viva	4ª parcela	4º pagamento - 10%
1102013	600,00	Fev 2013	2013-02-18	2013-02-20	Receta	Serviço Casa Viva	Cliente	Realização 2000,00 1º pagamento - ad. 30%
3102013	340,00	Mar 2013	2013-03-26	2013-03-28	Receta	Serviço Casa Viva	Cliente	2º pagamento - 17%

## Financial Management

- Billing and invoice system
- Cash flow preview and history
- Financial consolidation



# New Technologies - Android

- We created our own **Android App** to efficiently execute the List and Measurement of works directly at the worksite.
- We estimate that this App saves an average of 8 hours of work for quotation presented.





# New Technologies - Internet

## Online Quotation Simulation

This website App attracts customers and filters the merely curious customers from the real potential ones.

**Simulação de Obras**

Faça a simulação da sua obra e fique a saber uma estimativa do custo

1. Divisões   2. Salas, Quartos e Halls   3. WC's, Cozinhas e Varandas  
4. Carpintaria, Serralharia e Redes   5. Contactos   6. Resultados

Identifique as divisões onde pretende fazer obras e indique as respectivas áreas.

Nº de salas:

Nº de quartos:

Nº de casas de banho:

Nº de cozinhas:

Nº de varandas:

Nº de halls:



# New Technologies - Internet

- **Search Engine Optimization**

Each country website has more than 1500 pages that were created using all the best SEO techniques to guarantee a top ranking in online searches;

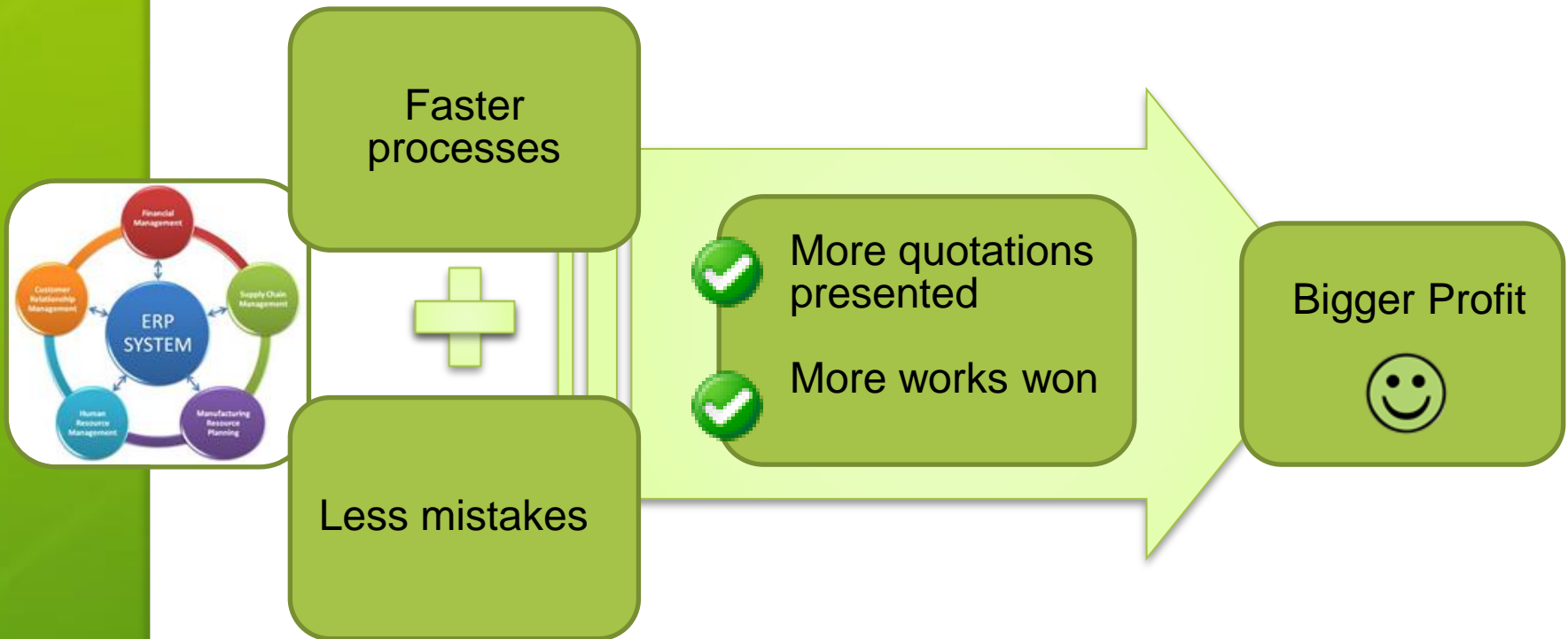
- **Other Web marketing**

Search Engine Marketing (adwords), linkbuilding, newsletters, presence in all major social networks.





# New Technologies





# Marketing

## Marketing





# Marketing

## Marketing





# Marketing

## Marketing









# Find out more about us!



<http://www.casavivaabras.pt>

<http://www.casavivaabras.es>



<http://www.facebook.com/casavivaabrasportugal>

<http://www.facebook.com/casavivaabrasespana>



<https://twitter.com/casavivaabraspt>

<https://twitter.com/casavivaespana>



<http://www.youtube.com/casavivaabraspt>

<http://www.youtube.com/casavivaabrases>



# Next steps

1. Initial information
2. Presentation and discussing Meetings
3. Business Plan Execution
4. Franchising Contract Signing
5. Learning, training and translation of all documents
6. Opening of Casa Viva Master in a New Country







# Join a successful international business!!



**International Expansion Responsible:** Guil Paiva

**Mobile:** +351 962 933 605

**Landline:** +351 210 268 734

**Email:** [guilherme.paiva@casaviva.pt](mailto:guilherme.paiva@casaviva.pt)

**Address:** Av. Rui Nogueira Simões, 10A, 1600-686 Lisboa, Portugal