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MINISO Franchise the Fun

Discover how MINISO's unique franchise model is opening doors for entrepreneurs across Bangladesh, combining effortless ownership with global brand strength.

MINISO: Life is for Fun!

MINISO Group Holding Limited (NYSE: MNSO; HKEX: 9896) is a global lifestyle brand known for creating fun and engaging shopping experiences featuring popular intellectual property (IP) collections. A key factor behind MINISO's success is its franchise model, FOCO (Franchise Owned, Company Operated) that offers entrepreneurs the opportunity to become a part of its growing network. Under FOCO, franchise partners only invest in a MINISO store, and the company handles all operational responsibilities. Partners benefit from MINISO's world-class expertise, trending IP product launches, and trusted brand name, while enjoying a simple, hands-off ownership experience. The roadmap below shows how easily an investor can become a MINISO franchisee in Bangladesh.

F **O** **C** **O**
Franchise Owned Company Operated

Being a MINISO franchise is **totally hassle-free!**
Franchisees **invest**, MINISO takes care of the rest.

- | | |
|---------------------------|----------------------|
| Sales Operation | HR & Admin Operation |
| Marketing & Communication | IT Support |
| Engineering Operation | Audit Support |
| Product Management | Business Development |

ICONIC IP COLLABORATIONS



SUCCESSFUL CAMPAIGNS



MINISO
Bangladesh
at a Glance

Stores **34**
 Franchise-Owned **70%**
 Products **10,000+**

The MINISO Franchise Roadmap

01 Apply

Submit your application at franchise-minisobd.com. MINISO reviews your profile, investment capacity, and brand fit.

02 Find a Store

Propose a high-footfall retail space; MINISO evaluates, approves, and guides location selection for maximum visibility.

03 Sign the Agreement

Finalise the franchise contract, covering investment, revenue sharing, and brand compliance standards.

04 Design & Renovate

Work with MINISO's design team to build a store that meets global brand guidelines - from layout to lighting to signage.

06 Launch & Operate

Open your doors! MINISO runs daily operations, manages inventory, and executes marketing campaigns to keep your store thriving.

05 Recruit & Train

Hire your store team while MINISO provides full technical and customer service training for a consistent brand experience.

