

**AQUATUNING.RU** 



HOW TO
GROW UP
FURTHER

MASTER POOLTIK



## 5 years ago in RU

•2 networks of pool outlets

## In our time

No global networks





#### SITUATION ASSESSMENT

NO WELL KNOWN POOL RETAIL BRANDS

NO GLOBAL POOL OUTLET NETWORKS

**ECONOMIC GOOD SITUATION FOR START** 

**GOOD BUSINESS BACKGROUND** 





**THEN** 

niche market

NOW





### How big is the niche market?

**RU pool market – 40 millions €** 

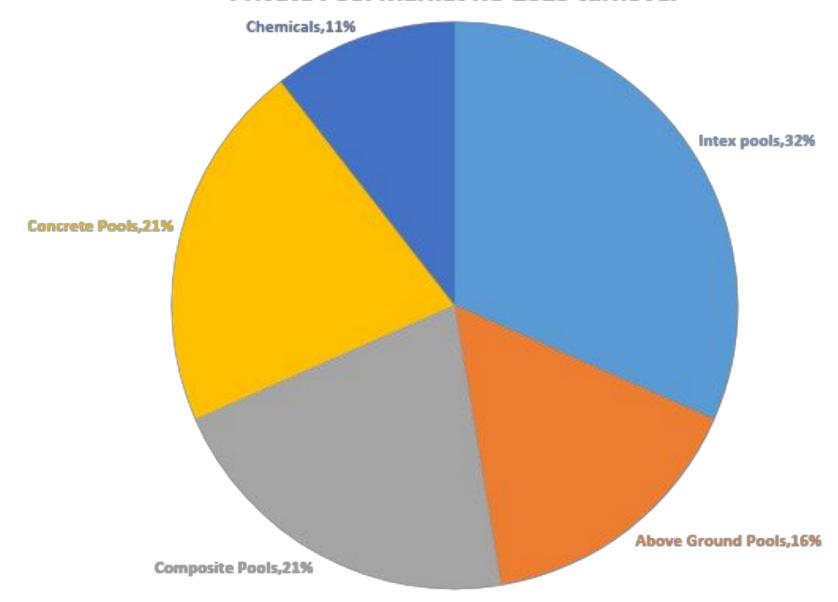
Intex pool market – 10 millions €

Pool service market – 5 millions €





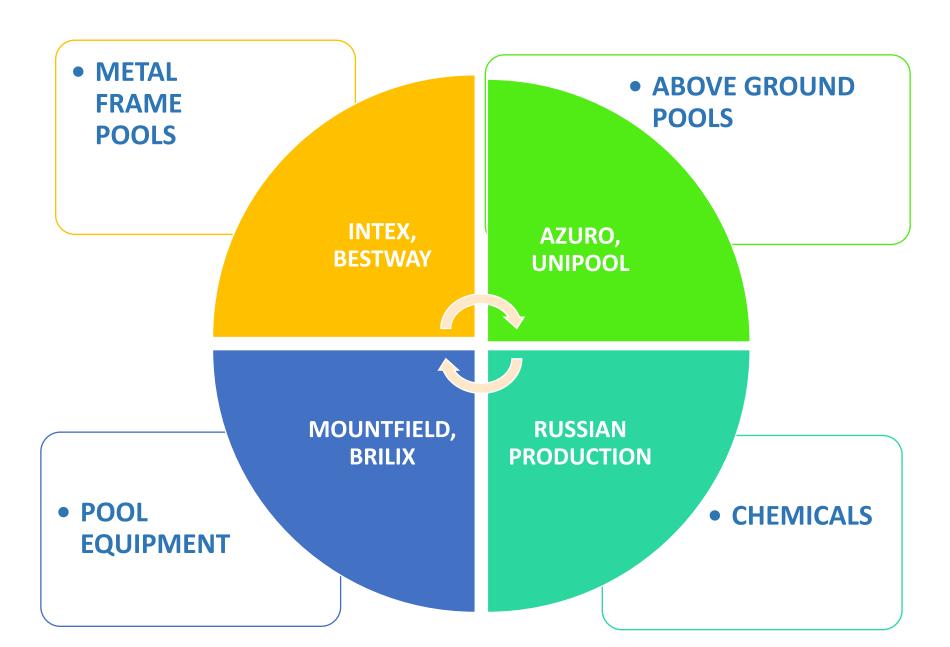
#### **Private Pool Market RU 2015 turnover**







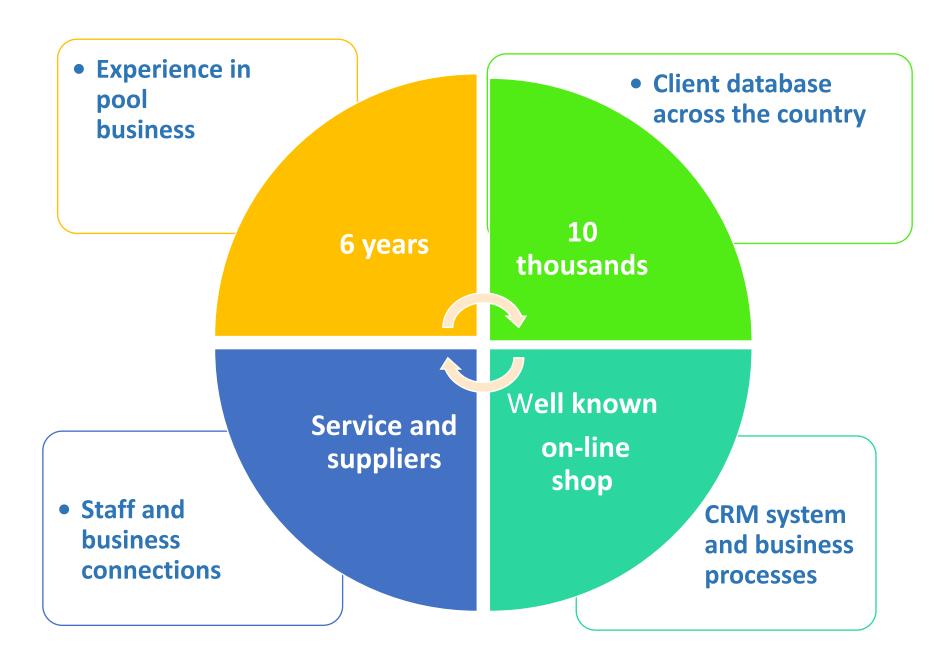
#### WHAT WE HAVE NOW – ASSORTMENT







#### WHAT WE HAVE NOW – BUSINESS







#### WHAT WE HAVE NOW – TURNOVER

2013 - 24 millions rubles

2014 – 21 millions rubles

2015 – 22 millions rubles





#### WHAT WE WOULD LIKE







#### WHAT WE CAN MAKE





#### WHAT WE ARE LOOKING FOR



# SENIOR PARTNER FROM EU POOL MARKET





# WHAT WE NEED FROM SENIOR PARTNER

**INVESTMENTS** 

**EXPERIENCE** 

A LOOK INTO THE FUTURE

BUSINESS INTSRUMENTS



# THANK YOU FOR YOUR ATTENTION!







spas and hottubs distribution

#### FiberPools.ru

fiberglass pools production and distribution

#### PoolFactory.ru

Intex and AGP wholesale and retail

#### Qupel.ru

wooden tubs retail Aquatuning.ru pool service