

IVAN DOBREV

HAPPY GENTLEMAN

NO MONEY, NO PROBLEM: START, GROW & GO GLOBAL

AGENDA

1. Starting a Business with £0 - Real examples: 2 successes, 2 failures

2. Situational Marketing in Action - One idea that drove long-term sales

3. Expanding into the U.S. & EU - Practical tools for cross-border selling

1st PROJECT – CAR MULTIMEDIA SYSTEMS



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Navigacia.BG is at Technopolis монтажен център кар аудио Бургас.

18 March 2017 · Burgas, Bulgaria · 🌐

Вижте как работи най-новия ни модел мултимедийна система за Opel, монтирана на Opel Zafira B.

Можете да разгледате навигацията тук: <http://opel.navigacia.bg/>

See translation



See insights and ads

Boost again

1.1K

198 comments 178 shares

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Comment

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<https://www.facebook.com/navigaciabg/>

BUSINESS MODEL



2nd PROJECT – MULTIFUNCTIONAL STACKING SHELVES

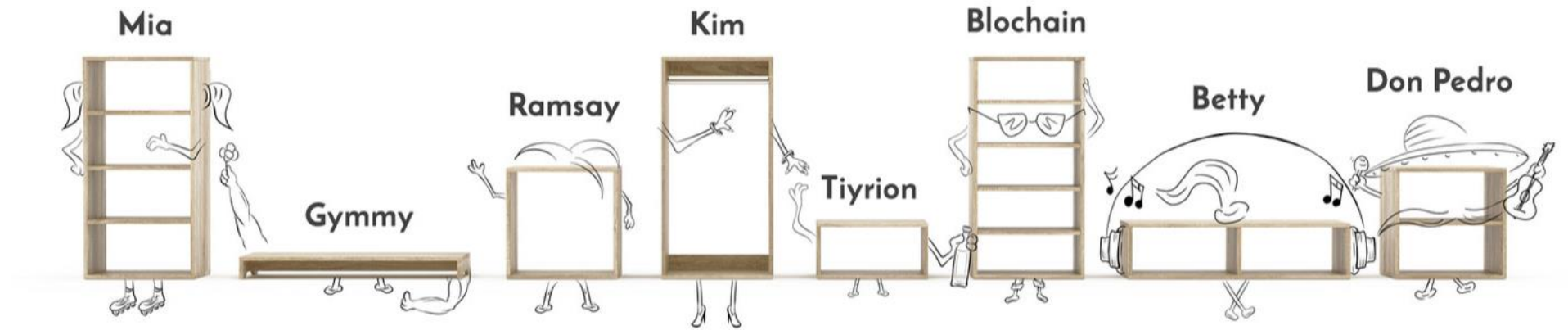
FURNISHELF



<https://ivandobrev21.wixsite.com/mysite-5>

THE IDEA

HI, LET'S MEET! WE ARE **FURNISHSELF** TEAM





About me:

I'm a sexy shelf, especially without a door.

Nationality - Mexican

Hobby - Recently Climber



About me

I go to the gym 6 times a week and I'm capable of holding heavy things for you. And I like big cars.



About me

Nice girl and open-minded person.

I'm studying mathematics at Oxford university.

"75% of people don't understand anything about math, fortunately I'm from other 18%"

SHELF REVIEWS

what the shelves say about customers?



Great Guys

I like this family, they treat me great, wipe me all the time.
The only problem is the dog, who always tries to mark me.
Except that I'm happy shelf with this family.

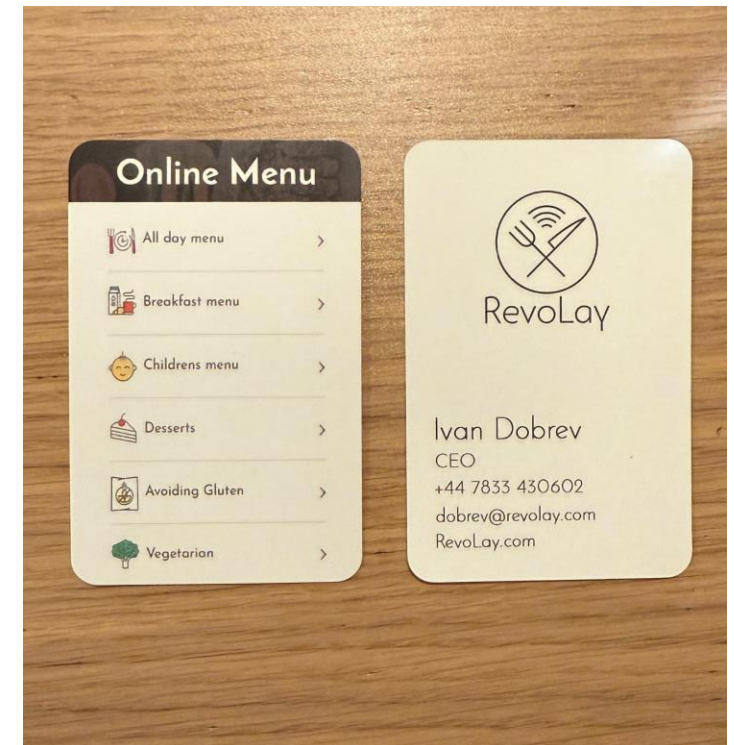
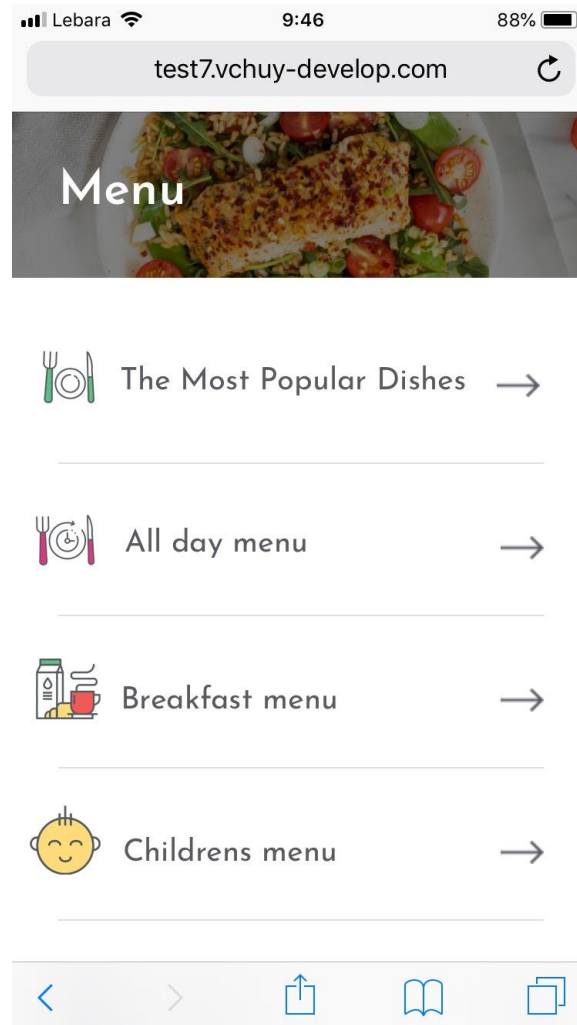


The best customer

Dear Friend, I'm so glad and happy to live with you. Thank you for your time.
Your Shelf Kim!



3rd PROJECT – ONLINE MENU (before COVID)



4th PROJECT – HAPPY GENTLEMAN

- Men's Formal Wear – Online Shop
- Dropshipping Business Model
- Brand Name
- Used in Netherlands



1 2 3 4 5 6



1 2 3 4 5 6



1 2 3 4 5 6



SITUATIONAL MARKETING IN ACTION – IDEA WITH LONG TERM SALES AND £0 COST



Peaky Blinders Clothing

Sort by ▾

Home > Peaky Blinders Clothing

Mix & Match sizes ☐

Suits with Trouser Swap option

Filter & Sort

Color

- Olive
- Navy
- Charcoal
- Brown
- Black
- Beige
- Grey
- Green
- Light Blue
- Blue
- Red
- Olive Green
- Cream
- Purple



Mens Herringbone Tweed 3 Piece Navy

£219.00



Men's Charcoal Grey 3 Piece Tweed

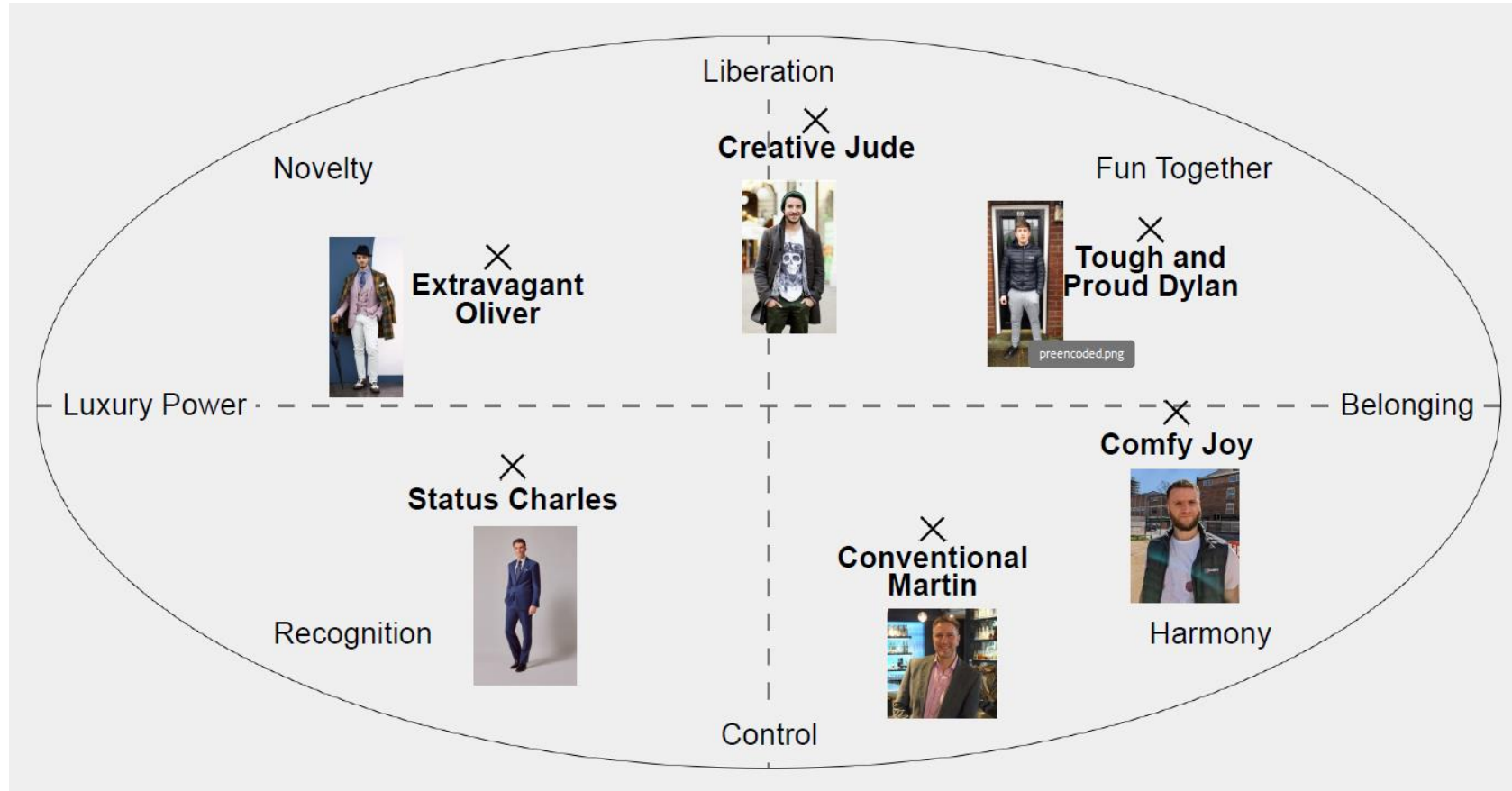
£169.00



Mens 3 Piece Tweed Check Suit – Brown



£209.00




PROFESSIONAL MARKETING - FAR FROM £0 COST



- £16k agency + 2k in customer cashback

EXPANDING INTO THE U.S & EU – PRACTICAL TOOLS

- us.domain.com or domain.com/en-us/
-  1-4 business days delivery time
-  Return Helper &  aftership for returns

 Free Delivery: 14th May - 16th May
 Fastest Delivery: 10th May - 14th May
 United States ▾

- EU Market – B2B2C business model

UK warehouse → Mother parcel via ProCarrier → Dutch BV → Baby parcels to EU customers.

-  PRO CARRIER Delivery to EU

- intercompanysolutions.com - Dutch BV

