
The 9000th franchisee has joined the Żabka chain The entrepreneur opens a store in Kosina in the Podkarpackie region

Already 9,000 franchisees run their local businesses under the Żabka banner. The 9,000th entrepreneur has just joined the chain and manages a store in Kosina (Podkarpackie voivodship), with a population of less than 4,000. Żabka successfully attracts motivated and committed people with its business model, offering them premises, extensive training, and logistical and marketing support. It is the diversity and uniqueness of the franchisees that are the strength of the chain. Thanks to them, Żabka's offer is available in almost every corner of Poland, also in small towns.

– We are delighted to welcome our 9,000th franchisee. Entrepreneurs running their stores with the Żabka logo play a key role in our chain's development. We are constantly enriching our offer by adapting it to the needs of customers also from small towns, who increasingly value time and convenience. At the same time, we are developing our business model with comprehensive training, modern store management tools and a benefits package. Franchising is the best school for entrepreneurship, and we aim to support franchisees in developing their businesses – says Adam Manikowski, EVP, Managing Director of Żabka Polska.

Jakub Uberman became the 9000th franchisee. Until now, he has supported his wife in running a beauty salon. Previously, he was also a sales manager and sales representative for an agricultural company.

– Joining Żabka was an obvious choice for me, primarily because of the comprehensive support the chain offers at every stage of running a store. The possibility of development and a proven business model were key in my decision. In addition, the recognition of the Żabka brand gives me confidence that I will attract a wide range of loyal customers from the very beginning – says Jakub Uberman, the 9,000th franchisee to run a Żabka store in Kosina.

The potential of small towns

Last year, Żabka chain opened over 1,000 new stores, including 130 in towns with fewer than 50,000 inhabitants. In the Podkarpackie voivodship alone, there are almost 280 stores, including 75 in Rzeszów, and the newly-opened store in Kosin is the first in this locality. Statistical data shows that ladies comprise a vast majority (75%) of those who decide to set up their own business and run their Żabka store in the said voivodship.

Entrepreneurs developing their business with Żabka in small towns and rural areas can count on additional support from the chain. One of the solutions offered is the 'Vehicle for a Start' programme, which provides a car to get to the outlet. This programme is aimed at entrepreneurs who run stores in towns with up to 30,000 people or live in other locations daily. An additional benefit is the relocation package, i.e. monthly financial support for franchisees who decide to move to open a store in a town with a population of up to 50,000.

Benefits of the Żabka franchise



Franchisees joining the chain receive fully equipped and furnished premises. From the beginning of the cooperation, entrepreneurs benefit from substantive, service and technological support. The chain provides innovative solutions such as the Optiplan programme and the Cyberstore application, which enables remote store management via smartphone, including ordering, generating reports and verifying delivery times. Franchisees also receive a comprehensive training package that prepares them to run the store and is tailored to individual needs. Importantly, the chain offers franchisees a unique collective insurance on the market, 'Policy for Business', which, under the terms and conditions agreed with the insurance company, protects them against possible financial failure and ensures economic stability in the event of termination of cooperation with the chain with a negative balance.

More information about franchising with Żabka can be found at: www.zabka.pl/franczyza

Żabka Group was established at the beginning of 2021. It consists of three core business units: Żabka Polska, Żabka Future and Żabka International, which are supported by Strategic Leadership that defines the Group's strategy and development, personnel and financial strategy and is responsible for the synergy of processes within the Group. Żabka Polska focuses on the retail business and is mainly responsible for the operational and commercial aspects of the Group's operations, including the management and development of the modern convenience store chain and the Group's nationwide logistics network. Żabka Future is responsible for accelerating the creation of a digital convenience ecosystem with synergies between its parts and ensuring optimal technology for the Group's multi-directional growth. In turn, Żabka International is responsible for implementing the Group's international expansion. Żabka Group also includes Maczfit, the market leader in diet catering in Poland, and Dietly.pl, the leading e-commerce platform in this segment. The Group's goal is to create and combine convenient and responsible convenience solutions that make everyday life easier for customers. The Group develops its responsibility activities strategically, integrating environmental, social and corporate governance (ESG) factors into its business strategy. As part of its responsibility strategy, Żabka Group has made commitments in the areas of, among others, good nutrition, services that facilitate sustainable living, entrepreneurial development, strengthening organisational culture, corporate governance, circular economy, and decarbonisation. Click here for the 2023 Responsibility Report: <https://zabkagroup.com/esg/#raport-ESG>

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