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Optical Vision Group Expands Canadian Footprint With

Innovative Franchise Concept

The Optical Vision Group is set to revolutionize the eyewear industry in Canada with its expansion of Optical Warehouse/Entrepôt de la Lunette optical stores. Through a carefully crafted franchising concept, the company aims to attract optometrists, opticians and other qualified investors to join its mission of providing affordable eyeglasses to consumers nationwide. With its proven success and unique approach, the Optical Vision Group is poised to make a lasting impact on the optical retail landscape.

AFFORDABILITY MEETS QUALITY

“Our Everything You Need, Simply Less Expensive™ concept, which was developed in Quebec, resonates with glasses wearers in all provinces,” says Daniel Beaulieu, President and CEO of Optical Vision Group. “In and outside of Quebec, we see the public’s anticipation of our arrival in major cities across Canada, and we wish to build a national network to cater to the increasing demand for affordable eyeglasses that we see from coast to coast.”

FRANCHISING OPPORTUNITY

“We have seen an increase of interest in our unique concept by eye care professionals ready to become entrepreneurs,

or eager to expand their existing business. We are also seeing interest from general investors that see the value in optical retail,” states Pierre Charenton, Executive Vice President, highlighting the growing interest in the Optical Vision Group’s franchising opportunity. The low-cost franchising proposition offers potential investors a promising return on investment over a three-year period.

SUPPORTING ENTREPRENEURS AND INDEPENDENT PRACTICE OWNERS

“We offer entrepreneurs a turnkey model that helps them succeed. From site surveys and store buildouts to optometry suites that are equipped with the latest equipment and a tele-optometry setup to maximize eye exam bookings, operators can have the tools and support they need to stay ahead of the competition,” says Beaulieu. “With the addition of our tele-optometry program, developed in collaboration with the world-renowned firm Visionix (formerly Luneau Technologies and Optovue), the Optical Vision Group offers franchisees an innovative way to expand their services, reach a broader customer base, and maximize their revenue potential,” highlights Ted Hahn, Vice President of Business Development.

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NATIONAL EXPANSION AND FUTURE PROSPECTS

“Our high-quality product assortment and offering, which includes a Best Price Policy on all lenses, frames starting at just \$20, and a complete pair with anti-glare starting at \$70, are exciting for independent practice owners who have an option that allows them to be very competitive,” adds Stéphane Beaulieu, an optician and Vice President of Business Development in New Brunswick. The Optical Vision Group aims to build a national network of Optical Warehouse stores, catering to the increasing demand for affordable eyeglasses across major Canadian cities.

The Optical Vision Group’s continued expansion of its Optical Warehouse/Entrepôt de la Lunette optical stores through a franchising concept marks an exciting development for the eyewear industry in Canada. “We look forward to meeting with all the interested entrepreneurs and discussing the possibility of bringing the Optical Warehouse concept to more communities,” says Beaulieu. By offering high-quality eyewear at affordable prices and providing comprehensive support to franchisees, the Optical Vision Group is reshaping the optical retail landscape. As the company grows and expands its network, consumers across Canada can look forward to accessible and affordable eyeglasses without compromising on quality. **OP**



Above, left to right: Ted Hahn, Vice President of Business Development; Daniel Beaulieu, President and CEO; Pierre Charenton, Executive Vice President; Stéphane Beaulieu, OOD, Vice-President of Business Development in New Brunswick.

To learn more about the Optical Warehouse franchise opportunity, please send an email to franchising@opticalwarehouse.ca

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