

eyewearfarm b2b

The World's First Global B2B Marketplace for the Eyewear Industry

Connecting Optical Stores & Eyewear Wholesalers Worldwide

Vision And Concept



Our vision is to create one of a kind b2b marketplace for independent optical stores and eyewear wholesalers world wide. Opening up new partnerships and opportunities for business.

We plan to create a one of a technologically advanced Web, IOS and Android platform for the optical industry, connecting optical retailers with eyewear wholesalers world wide.

Eyewearfarm is set to become the world's only wholesale marketplace for optical industry, helping businesses buy and sell their eyewear products.

The platform will be similar to Alibaba.com with independent optical wholesalers creating their own stores and listing their products available to be bought by optical retailers worldwide.

The independent optical industry is worth 76B (according to our research) and we plan to have business transactions of 100M within the first year.

Projected Numbers

150+

Countries & Regions

90K+

Optical Shops

20K+

Wholesalers

5

Global Offices & Fulfilment Centers

100M

In Yearly Sales

15M

In Yearly Profits

Benefits For
Optical Retailers

Get access to all independent brands from world wide

One stop shop for all independent eyewear brands

- Easy to use website
- Fast deliveries
- Secure payments
- Money back policy
- 1 Year warranty
- Loyalty points and rewards

Benefits For Wholesalers



Get more customers



Expand sales



Global sales reach



Generate extra revenue



World wide presence



Personalised shop and product listings



Show case brand and products



All-in-one AI tools



1-on-1 local support



Get real-time analytical data



Saving on sales rep costs, marketing materials and other running expenses



We guarantee payments

Market & Target Audience

We plan to operate in United Kingdom, USA & Canada, South America, EU (All countries), Middle East, Turkey, Asia, Far East, South Africa, Australia & New Zealand



Market Size Approx Figures For Indpendent Buyers And Sellers

Regions	Retailers	Wholesalers	Approx market value
UK	Approx 5000	Approx 50	£1B / YEAR
USA	Approx 44850	Approx 200	£20B / YEAR
South America	Approx 30000+	Approx 300	£15B / YEAR
EU	Approx 50000+	Approx 300	£15B / YEAR
Middle East / Gulf	Approx 3000	Approx 100	£1B / YEAR
Saudi Arabia	Approx 1000	Approx 20	£500M / YEAR
Turkey	Approx 2000	Approx 100	£1B / YEAR
Asia, Far East, Japan	Approx 50000+	Approx 1000+	£20B / YEAR
South Africa	Approx 2000	Approx 200	£2B / YEAR
Australia & New Zealand	Approx 2000	Approx 100	£500M / YEAR
			TOTAL £76B

- UK (According to GOC)
- USA (According to Vision Council
- South America (Google Research)
- EU (27 Countries - Google Research)
- Middle East / Gulf (Google Research)
- Saudi Arabia (Data Point)
- Turkey (Google Research)
- Asia, Far East, Japan (Google Research)
- South Africa (Google Research)
- Australia & New Zealand (Google Research)



Revenue Model

15% commission per order

Turnover of £100M = £15M commission per year



Financials + Valuation + Investment

The business is valued at £100M, we are giving away 10% of equity of the business at an enterprising value of £0.50p a share, our target is to raise £5M to help fund and grow the business and reach its full global scale potential.

Your Investment Money Used For

BREAKDOWN	
Platform Development Web / IOS / Android	£500,000.00
London Head Office (2 Years)	£500,000.00
IT Support Office India (2 Years)	£200,000.00
Europe Support Office (2 Years)	£250,000.00
USA Support Office (2 Years)	£250,000.00
Middel Eat Support Office (2 Years)	£250,000.00
Far East Support Office (2 Years)	£250,000.00
Trade Shows Paris 2026	£100,000.00
Trade Shows Paris 2027	£100,000.00
Trade Shows Milan 2026	£100,000.00
Trade Shows Milan 2027	£100,000.00
Trade Shows Munich 2026	£100,000.00
Trade Shows Munich 2027	£100,000.00
Trade Shows London 2026	£100,000.00
Trade Shows London 2027	£100,000.00
Trade Shows Dubai 2026	£100,000.00
Trade Shows Dubai 2027	£100,000.00
Trade Shows USA East 2026	£100,000.00
Trade Shows USA East 2027	£100,000.00
Trade Shows USA West 2026	£100,000.00
Trade Shows USA West 2027	£100,000.00
Trade Shows Istanbul 2026	£100,000.00
Trade Shows Istanbul 2027	£100,000.00
Trade Shows Dubai 2026	£100,000.00
Trade Shows Dubai 2027	£100,000.00
Trade Shows Hong Kong 2026	£100,000.00
Trade Shows Hong Kong 2027	£100,000.00
Email Marketing	£50,000.00
Google Ads	£50,000.00
Facebook Ads	£50,000.00
Instagram Ads	£50,000.00
Promotional Material Hard Copies	£50,000.00
Promotional Material Digital	£50,000.00
Working Capital	£500,000.00
	£5,000,000.00

CEO & Founder



Safwan Ul Amin

CEO & Founder

Eyewearfarm is the brainchild of our CEO & Founder Safwan Ul Amin, whose career spans over 20 years in optics industry. He has proven successful track record of new start ups and to this date not even one of businesses has ever failed. Safwan has in-depth knowledge of various aspects of all businesses from retail, wholesale, distribution, ecommerce, warehousing, logistics. He has deep understanding of latest IT technology from ecommerce platforms to server technology, combining that with his business acumen will make him see the global Eyewearfarm project and reality and success. Our CEO & Founder is a highly talented and skillful businessman with a proven track record in various businesses from technology, retail, wholesale, distribution, e-commerce and finance.

MICROCOMP

Software / Web Development Business

Sold For: 50K

OPTICAL LOCUM EXPRESS

Recruitment Business For Optical Sector

Sold For: 75K

SUA OPTICAL LENSES

Wholesale Ophthalmic Lens Business

Sold For: 150K

GNST EYEWEAR

Wholesale Frame Distribution Business

Transferred to DWE

A+L LONDON

Online Retail Jewellery Retail Website

Still Owned

Turnover 100K

www.al-london.co.uk

OPTICAL SUPERSTORE

3 Independent Optician Shops

Sold For: 500K

More companies on next page

More Companies

DWE EYEWEAR

Glasses Wholesale B2B Website

Still Owned

Turnover: 600K

www.designerwholesaleeyewear.com

BRAND DISTRIBUTION

Apparel & Fashion Wholesale B2C Website

Sold For 500K

SPECSHOP

Glasses Retail Store + Retail Website

Still Owned

Turnover: 250K

www.specshopuk.com

SPECSGLAM

Owl Label Eyewear Brand

Still Owned

Turnover: 100K

www.specsglam.com

WESELLANYBIZ

Business Sales Marketplace Platform

Still Owned

Commission: 75K

www.wesellanybiz.co.uk

WESELLOPTICIANS

Optician Practice Sales Broker Service

Still Owned

Commission: 50K

www.wesellopticians.co.uk

Proven Track Record & Necessary Skills

As you can see from the list of successful business owned and operated by Safwan, he has a proven track record of businesses and the capability to see this gigantic world scale project be successful and reach its true potential.

Summary

We are planning to build a one of king platform for the optical industry with unlimited business potential, revolutionizing the way for optical businesses trade. Invest in our business and receive incredible returns on investment. There is absolutely no reason that our business model will not be successful, sales transactions of 100M within two years is a realistic target. With our CEOs wealth of experience in information technology and optics he has the necessary skills and know how to execute this business model to its full potential. We anticipate your shares to triple in value within 2 years so incredible 200% return on your investment.

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If you wish to discuss your investment or have any questions, please contact

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