



tenten.online

COMPANY PROFILE



COMFORT, AND CARE
FOR THE ONES WHO MEAN THE MOST

THE FOUNDATION OF TENTEN

More than 60% of children suffer from foot problems, mostly caused by badly fitted shoes.

TenTen Shoes was created with one goal in mind: **supporting** kids as they grow starting with their feet. Healthy feet are essential for active, happy childhoods. And as every parent knows, kids never stop moving.

With this in mind, TenTen developed a line of thoughtfully designed, technically advanced shoes that help **eliminate foot problems** in early childhood without compromising on style or fun.

Backed by more than **58 years of experience** in footwear innovation, TenTen brings together quality, creativity, and proven techniques to create shoes that feel like barefoot walking supporting natural movement and healthy development from the very first step.

A black and white photograph of a man and a young girl running away from the camera on a paved path. The man is on the left, wearing a dark t-shirt and shorts, holding the girl's hand. The girl is on the right, wearing a light-colored t-shirt and dark shorts. The path is lined with trees and foliage, and the scene is captured from a low angle, emphasizing their movement.

A LITTLE BIT OF
OUR HISTORY

A NEW ERA OF SHOPPING

What started in 1967 with **Mr. Hagop Hakimian** in Beirut grew into a trusted name in children's footwear. With a focus on quality, innovation, and fit, Tenten began by **designing and producing** shoes for infants, toddlers, and youth — quickly becoming a household name in Lebanon.

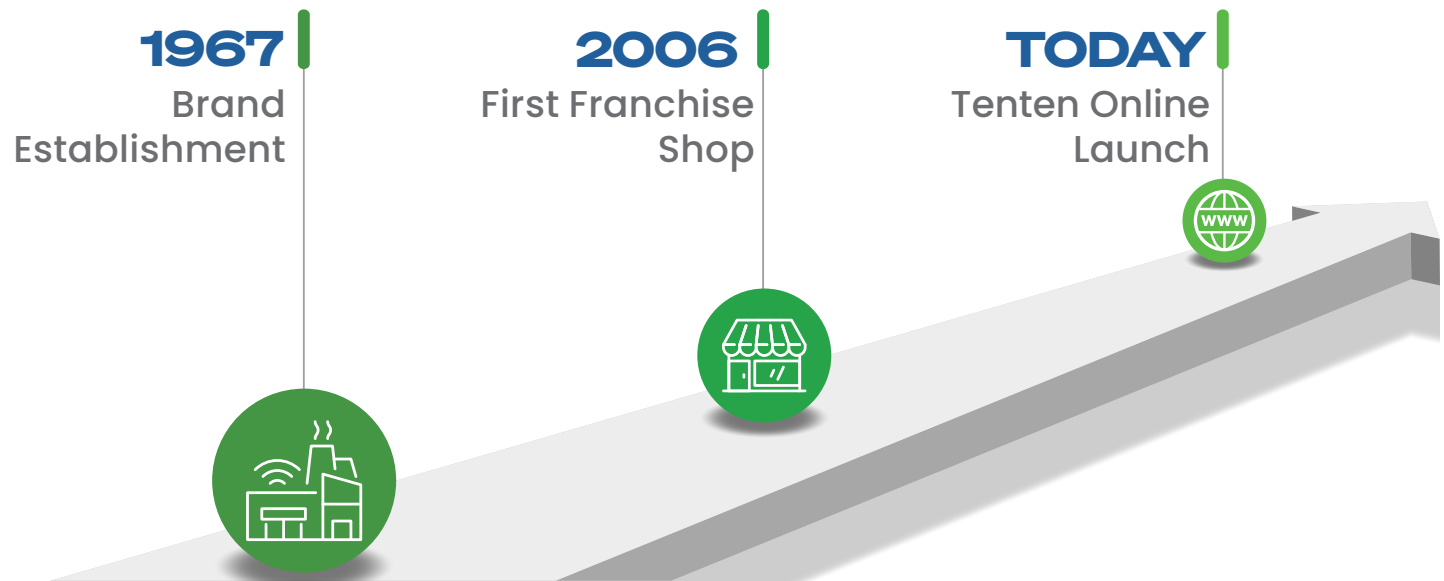
Tenten **built a reputation** for blending comfort, durability, and style, made for kids on the move. By continuously updating its collections and keeping prices accessible, Tenten earned the loyalty of thousands of families, **becoming a pioneer** in the Lebanese footwear market.

BROWSE. CLICK. DELIVERED.

A major milestone came in 2006, when the first Tenten franchise officially launched. Since then, the brand has expanded to 48 franchise locations, growing its retail presence across Lebanon and beyond.

With the shift toward digital commerce, the Tenten Online **website** and **mobile app** were launched as a dedicated e-commerce platform – operating separately from the franchise stores.

Through this platform, customers can browse collections, check availability, and place orders directly, enjoying a seamless and modern shopping experience.



SHOP THE WEBSITE OR DOWNLOAD THE APP

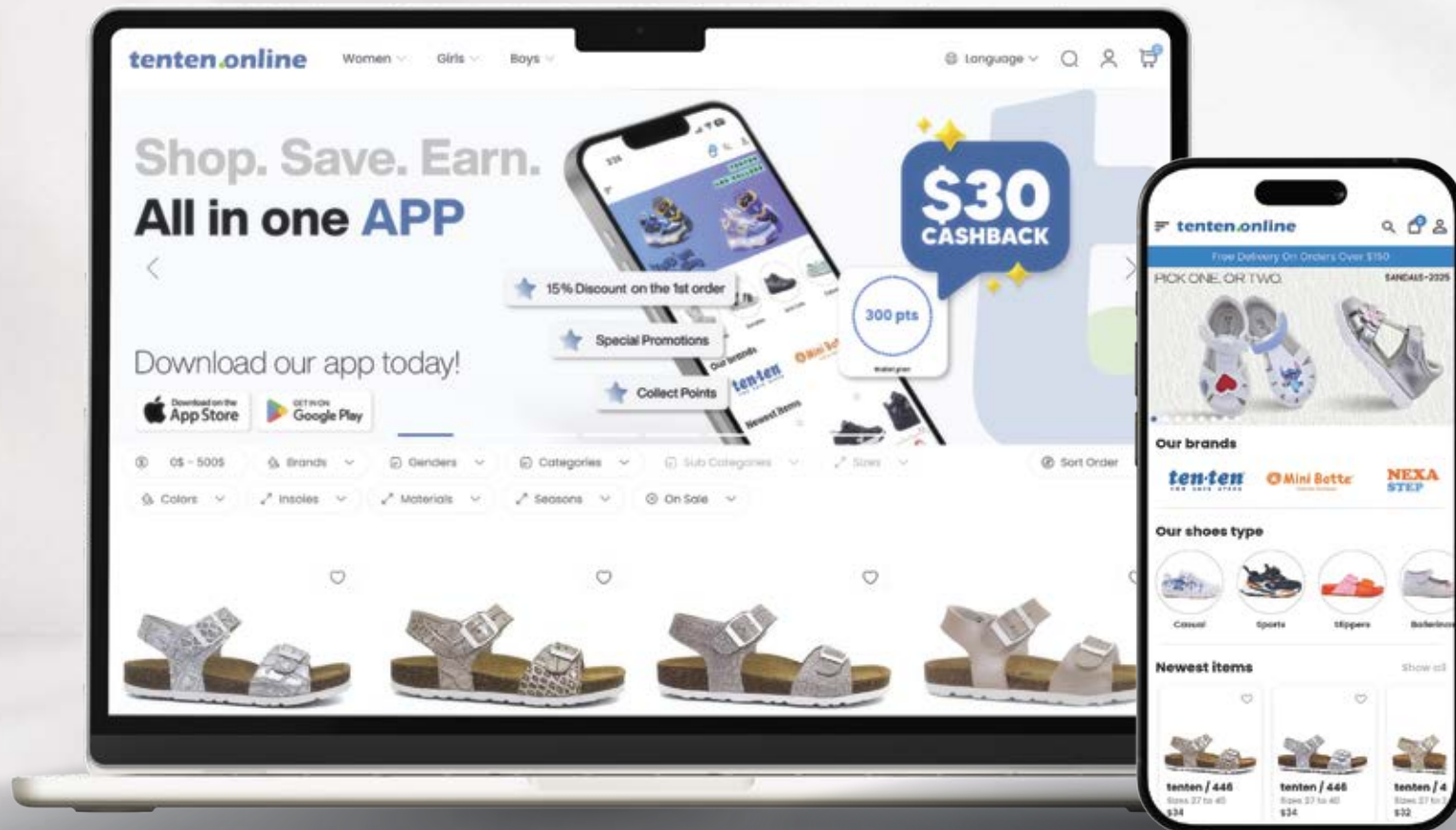
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GET IT ON
Google Play



Download on the
App Store



FRANCHISE THE TENTEN ONLINE PLATFORM

Your Market. Your Collection. Our System.

The Tenten Online app and website are fully developed and ready to be franchised.

Each franchise partner can operate the e-commerce platform in their **own country** – **independently** from Lebanon. Collections, stock, and pricing can be fully tailored to local needs, seasons, and customer preferences.

What you get:

- A tested and scalable e-commerce system (app + website).
- Independent stock control, POS sync, and your country's currency setup.
- Full back-end access to manage your country's operations.
- Technical support and brand materials included.

EXPLORE THE APP



LOGISTICS MADE EASY

To streamline delivery, Tenten Online collaborates with **iCarry**, a trusted logistics partner, to ensure fast and reliable shipping across multiple countries.

The unified e-commerce system allows vendors to manage their business efficiently, without extra commissions or setup fees. Orders are processed centrally, providing customers with a smooth and consistent shopping experience.

An integrated POS stock management system, synced in **real time** with the website, gives vendors full control over inventory, pricing, and local settings – all through one connected platform.



TENTEN: TRUSTED BY ORTHOPEDIC SPECIALISTS

Key features recommended by
orthopedic experts:

- Maximum flexibility in both body and sole.
- Wide toe box for natural foot positioning.
- Good grip with no pressure points.

When it comes to **first-walker** shoes, health and comfort are essential. A good toddler shoe supports **natural movement** and **healthy** foot development.

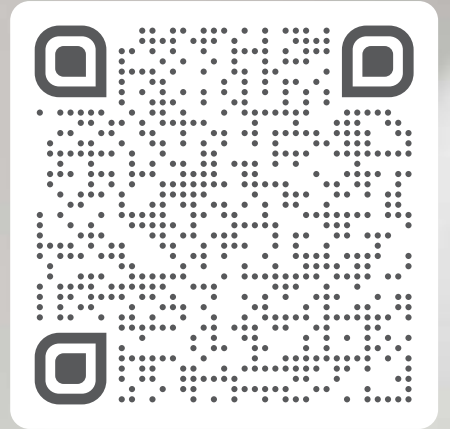
Tenten designs its shoes with these standards in mind, helping little ones take confident, comfortable first steps.

A black and white photograph of a retail display for sneakers. The sneakers are arranged in a grid of 20 individual display cases, organized into four rows of five. The cases are recessed into a light-colored wall, and each case is illuminated from above. The sneakers vary in style, including low-top, mid-top, and high-top models in various colorways. The text "HERE'S WHAT WE'RE ABOUT" is centered over the middle of the grid.

HERE'S WHAT
WE'RE ABOUT

SCHOOL SHOES

Designed for daily comfort and support, our school shoes combine durability with a clean, classic look, perfect for active days in and out of the classroom.

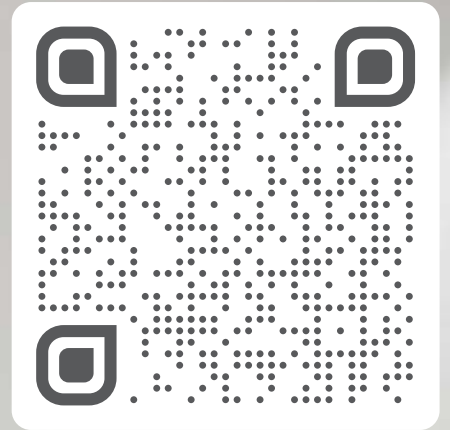


SCAN TO EXPLORE
THE FULL COLLECTION



BOOTS

Perfect for colder days, our boots offer warmth, support, and tough soles, keeping kids comfy and ready for every step, rain or shine.

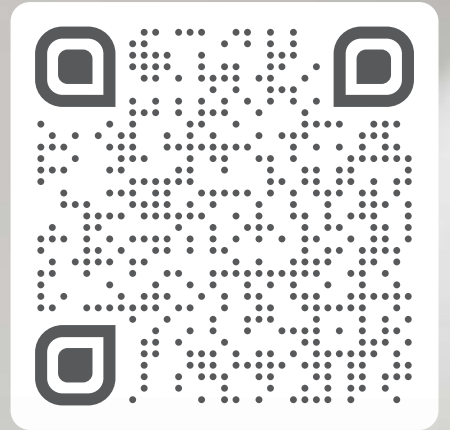


SCAN TO EXPLORE
THE FULL COLLECTION



CASUAL SHOES

A full range of casual styles designed to suit every step, from low to mid to high cuts, each pair offers the right balance of comfort and design for everyday wear. Perfect for school days, weekends, and everything in between.

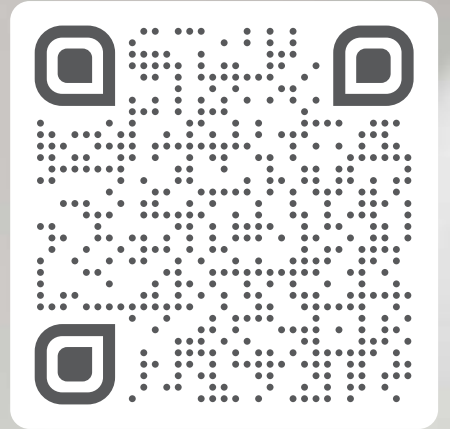


SCAN TO EXPLORE
THE FULL COLLECTION



HIKING SHOES

Hiking shoes designed for outdoor fun and daily movement, water-resistant, sturdy, and easy to wear. Perfect for exploring, walking, and staying active in all kinds of weather.

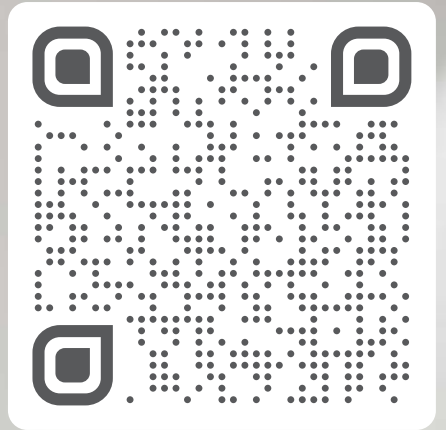


SCAN TO EXPLORE
THE FULL COLLECTION



SPORT SHOES

Made for movement — featuring cushioned insoles, easy Velcro straps, and secure spin locks for a snug fit. Lightweight materials and breathable fabrics keep feet comfortable, while vibrant colors and durable soles make them perfect for everyday play and sports.

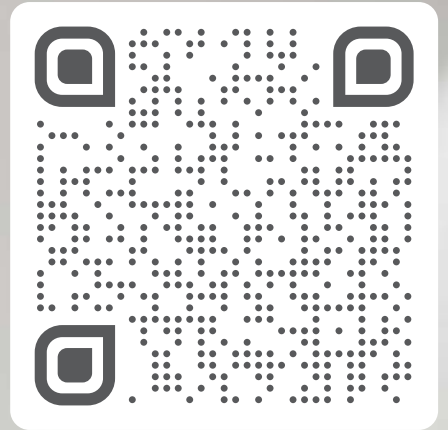


SCAN TO EXPLORE
THE FULL COLLECTION



ROLLERS

Why choose between fun and function? These light-up sneakers transform into roller shoes with a removable wheel and feature rechargeable LED soles for extra excitement. Designed with spin locks and flexible uppers to keep up with every move.

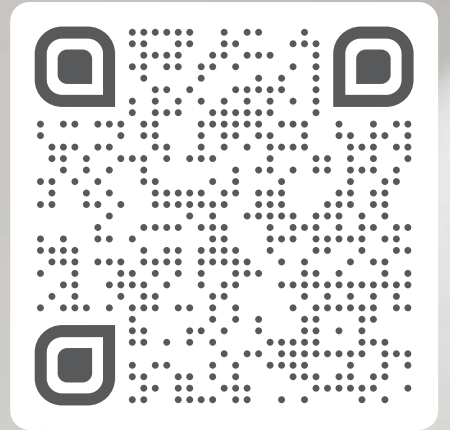


SCAN TO EXPLORE
THE FULL COLLECTION



SANDALS

From breezy open styles to sturdy closed-toe designs and classic cork soles — our sandal range covers every sunny-day need with comfort, character, and a fit that feels just right.



SCAN TO EXPLORE
THE FULL COLLECTION



BALLERINAS

Soft, flexible, and easy to wear , our ballerinas are designed for both everyday moments and special occasions. With secure straps and delicate details, they offer a sweet look without compromising on comfort.

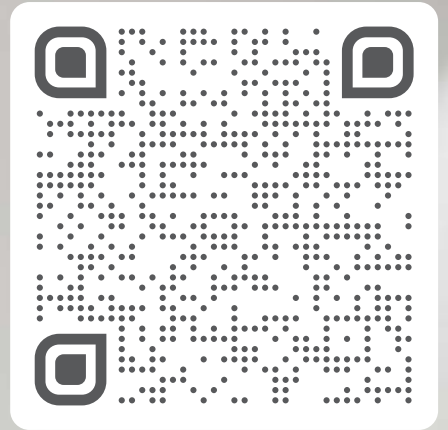


SCAN TO EXPLORE
THE FULL COLLECTION



SLIPPERS-INDOOR

Cozy up with our playful indoor slippers — from fun, lightweight clogs to plush, warm styles for chilly days. Easy to slip on and made for pure comfort at home.



SCAN TO EXPLORE
THE FULL COLLECTION



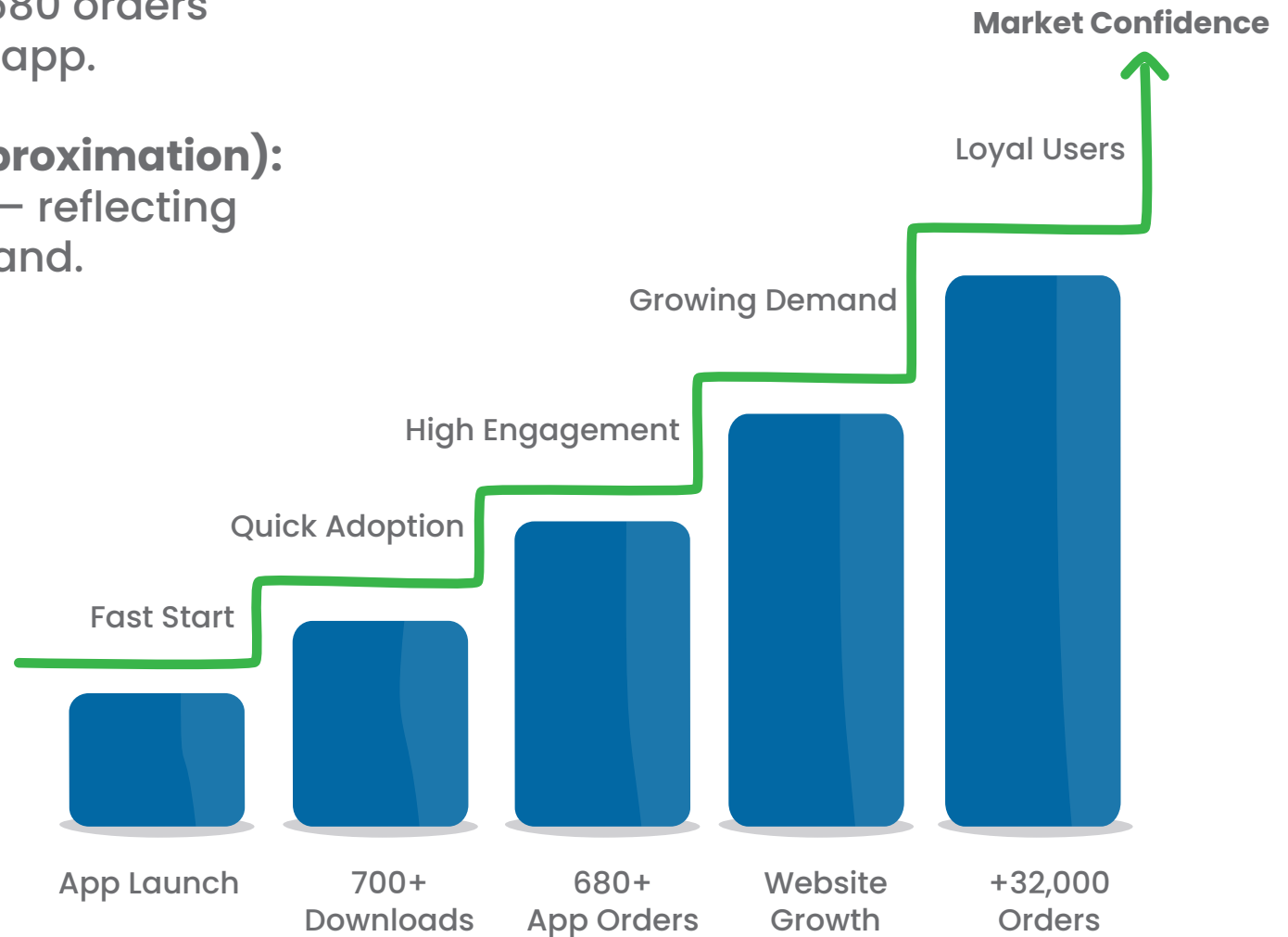
APP & WEB HIGHLIGHTS

Less Than a Month of Launch:

700+ downloads and over 680 orders placed through the TenTen app.

On the Website (Yearly Approximation):

+32,000 orders completed — reflecting strong and consistent demand.



A black and white photograph of two people in business attire shaking hands. The person on the left is wearing a light-colored suit jacket over a white shirt. The person on the right is wearing a dark suit jacket. Their hands are clasped in a firm handshake. The background is blurred, showing what appears to be a window with a grid pattern.

LET'S GROW
TOGETHER

SWOT ANALYSIS



STRENGTHS

- Affordable pricing & competitive shipping.
- Medical insole advantage.
- Diversified manufacturing (Lebanon, China, Spain).
- Recognized by Lebanese diaspora.
- Wide product diversity (hiking, sport, casual, school, sandals).
- Broad market coverage (premium to budget).
- Proven e-commerce & logistics model.
- Fast adaptability in design & production.



WEAKNESSES

- Limited awareness beyond Lebanese community.
- Need to build trust in new markets.
- Smaller marketing budget vs. competitors.
- Limited global retail presence.

SWOT ANALYSIS



OPPORTUNITIES

- Rising demand for affordable kids' footwear.
- Growing interest in health-focused shoes.
- Franchise expansion potential worldwide.
- Increasing reliance on e-commerce.
- Partnerships with retailers & online platforms.
- Access to untapped youth markets.



THREATS

- Strong global competitors with brand loyalty.
- Market saturation in footwear.
- Rising raw material & production costs.

FRANCHISE MODELS

Three tailored franchise models designed to fit different levels of investment and growth.



Entry Partner

Shop-in-Shop

- Easy entry model
- Order products directly
- Integrated into existing retail locations



Retail Partner

TenTen Shop

- File opening fee: \$5,000
- Seasonal orders up to \$100,000
- Full access to TenTen product range
- Franchise rights to the TenTen brand name



Exclusive Partner

Warehouse Model

- Free App & Website
- TenTen brand exclusivity
- Minimum yearly orders: \$1M
- File opening fee: \$10,000
- Free media exposure & marketing support

LET'S CONNECT

Your next step in digital retail starts here.



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TenTen Online



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Magguie el Hajj st, Bauchriyeh -LB



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A large, stylized graphic on the right side of the image. It consists of a white, rounded, cross-like shape with a green, rounded, leaf-like shape at the bottom right. The background is a solid blue color.

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SIMPLY SHOPPING BETTER
