

e vissero tutti bambini e contenti

# OUR FRANCHISING



### The brand Bimbus

Bimbus is cheerfulness, brightness, fun. A colorful world that conquers everybody thanks to the quality of the proposals and to the exclusive suggestions in matter of fashion. The collections are designed according to the needs both of children (0-14 years old), who are always on the move and of mothers who seek a modern, yet practical and versatile style that can be easily matched. The Bimbus garments stand out for originality and attention to details and are ideal to be worn in many different situations: at home, at school, at the park with friends or even for special occasions. The Bimbus collections are distributed in Italy and abroad through 110 mono-brand stores and almost 500 multi-brand boutiques.

Born initially under the flag of the Coin Group, Bimbus was acquired in 2003 by Preca Brummel and has become soon the main protagonist in the children's wear field, thanks to a strong activity of re-launch. Investments of support, in this sense, have been considerable and aimed both at the awareness's increase, as well as at the definition of more forward-looking and competitive trade policies. The complete restyling of visual identity and the renewal of collections, designed both for "day by day" use and special occasions, allow to introduce new communications activities: thanks to these measures and to the well-tested tranchise formula, Bimbus is everyday more and more deep-rooted throughout the country and has become one of the most appreciated brands by mothers and children in matter of style, fitting and value for money.

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### **Bimbus Stores Features**

Catchment area	• At least 20.000 inhabitants	Cite al Geo
Location / Siting	<ul> <li>Downtown</li> <li>Best commercial streets</li> <li>Shopping center/mall</li> <li>The location will be evaluated by a Preca Brummel manager.</li> </ul>	Azaro Ban Roos
G.L.A.	· 90 - 150 Sq/mt	
Warehouse surface	• 15-20 Sq/mt	
Shop Windows	· At least 2	
Sector	<ul> <li>Children's wear</li> <li>0-3 years &gt; apparel, layette, underwear and newborn shoes</li> <li>4-14 years &gt; clothing, accessories, underwear</li> </ul>	

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### **Basic Information**

#### Activities starting dates:

It possible at the beginning of the sales season:

- from 30 August to 30 September
- for the Fall/Winter season
- from 20 February to 20 March for the Spring/ Summer

#### Complete furniture:

Estimated cost of furniture is around  $\bigcirc$  400,00 per square meter. Some important features to be considered:

- interior structure of the shop
- possibility to use the existing trames
- different outside personalization
- linear measurement

Following points are not included in the above mentioned costs:

- Alarm system
- possible building works
- air-conditioned system
- lighting project and lamps
- · floor

Preca Brummel S.p.A., making use of its professional team, will send to the Franchisee an interior and outside (doors windows and signs) project. The Franchisee will be provided with the lighting project (lux required in all the areas) by Preca Brummel, but it shall be installed by local firms. The Franchisee has the possibility to make use of local firms also for some building works ( flooring, frames and signs installation, false ceiling realization, electric plans etc) following the Preca Brummel standards.

#### Employees:

To be evaluated depending on the store size.

#### Turnover:

From 2.000 to 5.000 €/sq, accordingly to the location and to the store size.

#### Opening activities:

- Preca Brummel S.p.A. supports the shop opening with advertising materials.
- The Trade Marketing team will support the Franchisee in order to plan all In-Store and local communication activities.















## Agreement Conditions

#### Guarantees Requested:

Duration:

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• 40.000 € bank guarantee has to be delivered to Preca Brummel S.p.A. within 30 days before the store opening date.

<ul> <li>Open - Ended</li> <li>Contract resolution is possible on both side advance notice.</li> </ul>	es 3 years later the signing date providing a 6 months
Sell out pricing:	
<ul> <li>The Franchisee, to get a good re</li> </ul>	sult, will follow the company selling and prices policies.
Orders:	
of the b.e.p.; consequently the first two ord the economic and commercial Store require (2 season: Fall/Winter and Spring/Summer)	and Spring-Summer) > Preca Brummel will prepare a simulation ers will be set including a product selection that satisfy both ements and allow a good selling activity. For the first year I the Franchisee will be allowed to return part of the un-sold buse 10 % of the original order, all exceeding goods will be returned). In risks.
	will order an appropriate and representative products marketing instructions and the requirements of the local market.
<ul> <li>Deliveries of goods:</li> <li>Spring/Summer &gt; starting from January</li> <li>Fall/Winter &gt; starting from June.</li> </ul>	y (sometimes Springs preview can be available from December).
Order payment effect:	
<ul> <li>payment at 30/60/90/120/150 days, invoid</li> </ul>	ce date.

Store Insurance:

It is required by the Franchising agreement and it has to be delivered before the store opening date.
 The Franchisor will present an insurance policy to the tranchisee aimed at covering various risks related to the store activity.

#### Training:

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 Training courses are held both in the opening phase and during the normal operations of the store and they are organized in the Preca Brummel headquarter or in shops or in other location indicated by Preca Brummel. The training are aimed at improving the sales abilities, management and fitting of the store, this create an important competitive difference between us and our competitors.

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- Preca Brummel chooses the most important media channel (press, posting, direct mailing) according to the institutional communication strategic goals. Moreover every season the Franchisor supply the following materials in order to give more a more visibility to the shop and brand awareness:
  - Pop materials and material for windows fittings.
    - Different promotional materials.
  - Customized free of charge gadgets for children.
  - Catalogues.
  - Fidelity cards.



Catalogue Example

Newslwetter Example

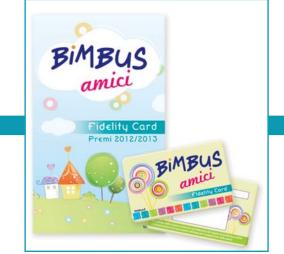


Digital Marketing Example









Sms Example

Fidelity Card Example





#### Visual Merchandising:

- Communication materials for the interior Store Set-up and displays.
- Realization of a "visual merchandising book" to make easier the shop set up and to improve the store image.
- The books can be consulted through the Preca Brummel Company website www.bimbus.com.

#### Local Advertising:

- All the activities related to local communication, directed to increase and strengthen the brand awareness on the territory, have a primary importance. The choice of the communication channel can be changed following customers needs and its location.
- All the choices regarding the communication tools and the graphics to be used have to be shared and approved by Preca Brummel marketing team.

#### Restocking:

In addition to the seasonal orders, Preca Brummel S.p.A. gives to its Franchisees a modern "reassortment platform" that allow the integration/refilling of the order with other items available in the Preca Brummel central warehouse during the sales season.

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