



BIMBUS

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 franchise 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	<ul style="list-style-type: none"> At least 20.000 inhabitants
Location / Siting	<ul style="list-style-type: none"> Downtown Best commercial streets Shopping center/mall The location will be evaluated by a Preca Brummel manager.
G.L.A.	<ul style="list-style-type: none"> 90 - 150 Sq/mt
Warehouse surface	<ul style="list-style-type: none"> 15-20 Sq/mt
Shop Windows	<ul style="list-style-type: none"> At least 2
Sector	<ul style="list-style-type: none"> Children's wear 0-3 years > apparel, layette, underwear and newborn shoes 4-14 years > clothing, accessories, underwear



Basic Information

Activities starting dates:

If 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 € 400,00 per square meter.

Some important features to be considered:

- interior structure of the shop
- possibility to use the existing frames
- 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:

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

Duration:

- Open - Ended
- Contract resolution is possible on both sides 3 years later the signing date providing a 6 months advance notice.

Sell out pricing:

- The Franchisee, to get a good result, will follow the company selling and prices policies.

Orders:

- First two commercial seasons (Fall-Winter and Spring-Summer) > Preca Brummel will prepare a simulation of the b.e.p.; consequently the first two orders will be set including a product selection that satisfy both the economic and commercial Store requirements and allow a good selling activity. For the first year (2 season: Fall/Winter and Spring/Summer) the Franchisee will be allowed to return part of the un-sold goods (the Franchisee will keep in its warehouse 10 % of the original order, all exceeding goods will be returned). This operation will reduce financial start-up risks.
- Following seasons > The Franchisee will order an appropriate and representative products selection considering the Preca Brummel marketing instructions and the requirements of the local market.
- Deliveries of goods:
 - Spring/Summer > starting from January (sometimes Springs preview can be available from December).
 - Fall/Winter > starting from June.

Order payment effect:

- payment at 30/60/90/120/150 days, invoice 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 franchisee aimed at covering various risks related to the store activity.

Training:

- 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.

IT System:

- All shops are provided with an IT system. Total amount of it is 5,000 € and it is hired by the franchisor. The assistance (yearly) and installation costs (una tantum) will be at the Franchisee charge.

Marketing fee:

- The marketing materials (which are different every season) can be directly ordered by the franchisee through the Preca Brummel web platform. The Franchisor requires to the Franchisee an yearly contribution equal to 1% on the total amount of goods bought during the year as partial coverage of the advertising campaign and marketing materials costs.

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How to manage a Bimbus Store

Corporate Communication:

- 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 gadqets for children.
 - Catalogues.
 - Fidelity cards.



Catalogue Example



Digital Marketing Example



Bill Posting Example



Newsletter 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.

[Area personale](#) | [Esci](#)
 Carrello € 0,00 - 0 pz.

Riassortimenti

Trova il tuo prodotto

Filtra

In Vetrina

Promozioni

Novità

▼ **Primavera 2012**

Brums
Bimbus
Mek
Suomy
Tutto

IB - Neonato nursery maschio	IC - Neonato nursery femmina
ID - Neonato moda maschio	IE - Neonato moda femmina
IF - Mini maschio	IG - Mini femmina
IH - Junior maschio	II - Junior femmina

Tutte le linee

► **Estate 2012**

► **Continuativo**

HAI BISOGNO DI AIUTO?
Siamo a tua disposizione.

☎ Chiamaci
0331988202

✉ Scrivici
servizio.clienti@precabrummel.com

IB - Neonato nursery maschio - Bimbus

3,1

FREE
CON UNA SPESA SUPERIORE A **50 EURO**,
LE SPESE DI SPEDIZIONE SONO GRATUITE

Filtra per:
Tema
Funzione
Taglia
Occasione d'uso
Invia

<p style="font-size: 0.8em;">123085 0 GIUBBINO NYLON INTERNO JERSEY 1211BAA001 € 10,40</p>	<p style="font-size: 0.8em;">123085 0 GIUBBINO NYLON INTERNO JERSEY 1211BAA001 € 10,40</p>	<p style="font-size: 0.8em;">123086 0 COMPLETO JERSEY 2PZ C/GHETTINA RIGATA 1211BEM001 € 7,50</p>	<p style="font-size: 0.8em;">123087 0 COMPLETO 2 PZ C/SALOPETTE INTERLOCK 1211BEM002 € 9,20</p>
<p style="font-size: 0.8em;">123087 0 COMPLETO 2 PZ C/SALOPETTE INTERLOCK 1211BEM002 € 9,20</p>	<p style="font-size: 0.8em;">123088 0 COMPLETO 3 PZ FELPINA C/ T-SHIRT 1211BEM003 € 12,50</p>	<p style="font-size: 0.8em;">123089 0 COMPLETO 2 PZ INTERLOCK TAGLIO RAGLAN 1211BEM004 € 7,50</p>	<p style="font-size: 0.8em;">123089 0 COMPLETO 2 PZ INTERLOCK TAGLIO RAGLAN 1211BEM004 € 7,50</p>
<p style="font-size: 0.8em;">123089 0 COMPLETO 2 PZ INTERLOCK TAGLIO RAGLAN 1211BEM004 € 7,50</p>	<p style="font-size: 0.8em;">123090 0 COMPLETO 3 PZ FELPINA C/ST TIGRO 1211BEM005 € 13,80</p>	<p style="font-size: 0.8em;">123091 0 COMPLETO 2 PZ INTERLOCK C/ST TIGRO 1211BEM006 € 8,30</p>	<p style="font-size: 0.8em;">123092 0 COMPLETO 2 PZ FELPINA C/STAMPA 1211BEM007 € 8,30</p>



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