



BRD partner for the franchise and retail development

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BRD: About us

BRD Consulting is a leading management consulting firm specialized in Retail Business Solutions and the Development of Sales Networks for the Franchise and Retail Industry

BRD Consulting provides the highest value of professional services directly and through business alliances for the optimization of the following areas:

- Best Site Location
- Retail Management Solutions
- Marketing
- Training
- Technology
- Financial Services
- Real Estate

Our group of professionals develops new successful business concepts both in Italy and abroad. **BRD** supports the development and growth strategies for the successful market positioning of food and non food brands in Italy and abroad.

Mission and Abilities

BRD Consulting is a retail and franchise consulting company focused on developing sales networks.

BRD Consulting delivers special services with high added value, both directly and through business alliance, supplying the best location, training, technology and financial services available on the market.

We give support to the enterprises in developing sales networks or to increase single retail centres and we provide full assistance to plan and manage the trade values even more necessary in dealing with the continuous changes of business market.

Our strategy is to dialogue with all company skill level and proficiency business experiences. This makes easier the process of Know how sharing and the achievement of the goals.

Mission and Abilities

The essence of successful partnership is the alignment and communication. Our success is to develop commercial networks direct or indirect, working with franchisees, franchisors and master franchisors and interact with banks and financial institutions to inward the investment promotion and enterprise development.

BRD is committed to provide the highest levels of business support and expert assistance to its clients and assisted numerous companies in retail and franchising to strength their business concepts both domestically and internationally.

Our aims is support at any stage of development in order to assist customers to guarantee long term business expansion. **BRD** is qualified as an important reference on the market.

Thanks to the high level experience of our business partners **BRD** offers the following services: execution of developing plans, growth and expansion strategies, best location. Our high quality business package ensures the highest satisfaction for our customers.

Mission and Abilities

BRD is always looking for the best solution properties to be at one step ahead of the market. **BRD** evaluates in advance the feasibility of the real estate project and has a specific and professional Knowledge in European law for Real Estate.

The highest value of our **BRD Consulting** is to create performance indicators and geographical interactive models to support strategic decisions in the commercial network to help customers' business growth.

BRD provides the best strategic planning and business plans development as well as a complete consultancy service for both start-up and established franchisors. We are able to provide direction by developing and overseeing marketing programs for the brand/s.

We make market research to anticipate competition and market trends, translating consumer attitudes into new branding directions.

We grant a track record of success in coordinating and aligning brand strategy with the corporate marketing plan.

Mission and Abilities

BRD opened more than 500 Shops, Retail Centres, Supermarkets and Hypermarkets, establishing numerous Italian and International brands to accomplish quality and continuous improvement.

Retail Development Division of **BRD** has the ability to create business chains and brands, both for large brand and new business concepts.

BRD is in the spotlight of prestigious business magazines.

BRD is the only company which attended the most important trade shows, conventions, conferences in retail and franchising all over the world in 2009, achieving the same goal in 2010. We aim to introduce our highly qualified services, International Geo marketing and innovative Business Tools for the retail and franchise sectors.

With our franchising and retail incentives we can offer our investors the best solution.

Mission and Abilities

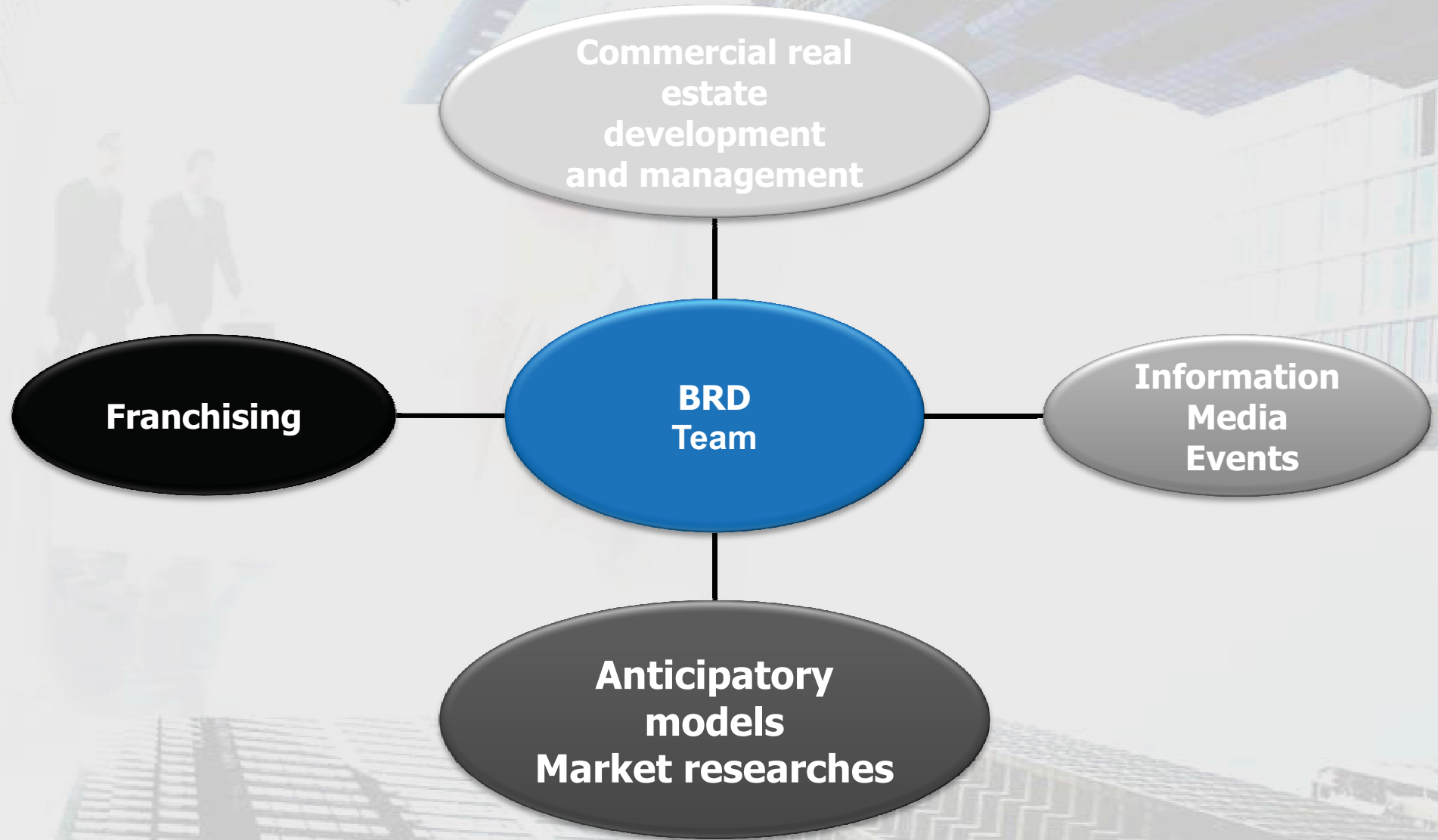
We anticipate current market changes and we can reduce the business risk of our clients in accordance of the changing business environments. We provide outstanding value to our clients through our industry knowledge, technical and functional skills, and association with best-in-class implementation resources.

The Retail Development Division of **BRD Consulting** aims to increase the commercial real estate tools to perform extensive long-term strength. BRD supplies a constant supervision of the market change in order to meet the demand of its clients, converting the most of qualitative assessments in analogous business data for management resources.

Starting from the franchisee that is looking for the best franchisor in its home market, we assist the companies in their affiliations and to open direct sales outlets. Moreover we are able to provide credentials to evaluate the best use and the real value of its Commercial Real Estate.

Capitalize on new opportunities!

BRD Team



BRD is composed of three levels of competence to allocate its services, each of which contributes to the value added of the entire activity

Senior consultants

They are the partners of our company, dealing with the primary activities, giving a superior value added, including commercial relationships:

- ❑ Partnership development & franchising;
- ❑ Anticipatory Models and Market analysis (geoanalysis and geomarketing);
- ❑ Real estate development and connected activities

BRD is composed of three levels of competence to allocate its services, each of which contributes to the value added of the entire activity

Operating Area and BRD Point

It's represented by national collaborators which are providing assistance and direction by developing and overseeing marketing programs to anticipate competition and market trends:

- ❑ Research of news and information;
- ❑ Market researches, network monitoring, research of commercial estates;
- ❑ Research of affiliates and territorial verifications

BRD is composed of three levels of competence to allocate its services, each of which contributes to the value added of the entire activity

Partner

The partners are divided according to the area in which they operate and the activity sector they manage. With them **BRD** collaborates or works in joint venture. They all work under **BRD**'s supervision thus sharing strategies and methods:

- ❏ Real estate and managerial activities;
- ❏ Software, solutions and GIS online/off-line system-related activities;
- ❏ Innovative formation, e-learning;
- ❏ Credit, Project Financing, other sectors

BRD and the Networks life cycle

The network process in the retail and franchising conception is complex and requires a proactive and detailed approach towards its partners.

BRD is able to offer the best business solutions through a high experienced assistance at any stage of development for a long term business growth.

BRD is recognised as one of the most important leading authorities in the retail and franchise business .

You can be assured that you are receiving the best service available with BRD Consulting.

BRD and the Networks life cycle

Every entrepreneurial idea dealing with an organized network of areas has its own life cycle that works as it follows:

Business Idea & Planning

Analysis of the feasibility of entrepreneurial ideas and business planning



Development strategy

Definition of the development methods with analysis of the competitors



Best site location

Choice of the best location Compared to the developing strategy and/or the costs/opportunities



Management and formation

The life of a dealer and the human resources that make it work



Opening and Launch

The dealer opens and puts itself on the market



Real estate activity New Franchisee

Real estate research, Licences and permissions, research of franchising affiliated



Verification and Improvement

Competitors react, Clients change idea A critical state emerges



Conveyance or transformation

The dealer needs a transformation, or must be shut down or it's mature or has to be granted



The life cycle begins elsewhere or has a new life



BRD Consulting

Tel. +39 0746 218517

Fax + 39 0746 295872

info@brdconsulting.it

www.brdconsulting.it
