



About us

boutique casa® OUTLET is a trademark of Losini s.r.l.

Registered office:
Via Ca'Solaro 126/A - Favaro Veneto (VE)
VAT: IT03797320276

Showroom:
Via Machiavelli 27/37
Mogliano Veneto (TV)



Contact us:
Tel.: 041 5905081
E-mail: info@boutiquecasa.it
Web: www.boutiquecasa.it



Here is the solution:
boutique products,
at OUTLET prices.



Why opening a boutique casa OUTLET shop?

Because our shops – both direct and franchise – are the only ones that can offer simultaneously:

- Benefits for the final customer:
 - an emotional and captivating environment;
 - ever changing and new products, with high quality;
 - **OUTLET prices**, unbeatable and irresistible.
- Benefits for the franchisee:
 - support by a partner with a 30 years old experience;
 - continuous training and assistance;
 - seasonal collections, always updated to new trends;
 - just in time supplies;
 - no royalty, no entry fee, guaranteed and fixed operational margins.
 - **Buyback of unsold products at the end of each season**



Our job

- Continuous research of:
 - new trends;
 - products with the best quality-to-price ratio;
 - **a lean, flexible and low-cost management.**
- Distribution:
 - direct shops;
 - franchising network.
- Professional assistance to the franchisee:
 - support during the search for the right location and the bargaining of the cheapest rent;
 - drafting of a business plan based on real economic data, in order to guarantee a safe investment;
 - analysis of the retail area, design of the shop's layout;
 - supply of exhibition equipment and promotional materials;
 - training about products, their marketing and visual merchandising;
 - set up of the shops before opening;
 - direct assistance before and after the opening;
 - sales tracking and recurring visits.

Our collections:

- ever changing and diversified in order to match all tastes;
- result of a careful research of new trends all the world around;
- each collection made of hundreds of coordinated products for kitchen, dining room, living room, bed room and bath room.
- thousands of new products every year, selected in order to guarantee the best quality at OUTLET prices..

Location

- shopping malls
- city centers, in cities with at least 40,000

Dimension of the shops

- shopping malls: 100 sq.m. minimum
- city centers: 60 sq.m. minimum

Initial investment

- 300 euro/sq.m. (excluding goods)

Estimated yearly turnover

- from 2,000 to ,5000 euro/sq.m.

Risk-free investment!

We buy unsold goods back
at the end of the season!