



MARCO SERUSSI
C A M I C I A

CENT POUR CENT
PUR HOMME

BE A FRANCHISEE



THE FRANCHISE...



The first *MARCOSERUSSI* store opened in 2001

Our company's history is linked with the experience and professional skills of its founder : Marc Seroussi, who has worked for 25 years in distribution and marketing.

Entirely dedicated to men, the *MARCOSERUSSI* concept simply means quality at a reasonable price. Our aim is to satisfy the personal needs of our customers by offering them a rich choice and permanent renewal of products at an attractive price.

MARCOSERUSSI puts his expertise and potential at your service. We evolve with the market and know how to follow demand because staying on top, in our trade, means anticipating change. Our dearest will is to give you means to progress along with these changes.

Therefore it's more important than ever to display a strong concept, to be reactive and to offer a quality service. Thanks to its top professional abilities and highly motivated staff, *MARCOSERUSSI* focuses on the customer.

The *MARCOSERUSSI* team



Our philosophy

We, at *MARCO SERUSSI*, all work with the same objective in mind : offering you good value, by the combination of fashion, quality and price.

Our commercial policy means that we endeavour to guarantee you the best products for the best price, thanks to :

- an impressive volume of purchase
- plenty of professionalism and experience in the field of clothing

Our concept

- an original concept dedicated to man : shirts, ties, sweaters, sports shirts, fashion accessories...
- a convivial store that presents the *MARCO SERUSSI* products, a wide range of articles combining fashion and quality at a reasonable price



THE MARCOSERUSSI PLUSES

Products pluses

- frequent new models
- minimal stocks in the stores, but high availability in our central sales office
- a highly competitive price policy
- a wide range of colors (more than 150 references), fashion-trends models. Modern fabrics combining technology and comfort

Franchisees pluses

- affordable store display costs
- a *MARCOSERUSSI* franchisee doesn't have to deal with buyings or stock management, so he can give all the necessary time to managing his store
- no royalties
- no dues
- fast return on investments
- no annual advertising costs based on sales figures
- admission fee : 25 000 euros



The products

Our core concept : men's shirts

- The Italian spirit runs through a range of more than 150 models, all rich in color, fabric and style with top quality finishing touches
- Attractive first prices

But also :

- sweaters made of merino wool, cotton and cashemere : a wide range of shapes and colors
- sports shirts and tee-shirts
- silk-made ties, wether richly colored or in plain fabric or decorated with original designs
- lisle and Lycra cotton socks
- a range of men's underwear, with Lycra cotton boxer shorts

The Stores

- visual identity with strong positioning
- harmoniously managed stores that offer a warm atmosphere to the customer and where he feels welcome. And with display topics that make selling easier.
- constantly actualized shop windows, in order to enhance the variety of our lines of articles
- lay-out that fits each of our stores : wide shelves, fountain shaped tables, podium shaped display shelves in the shop-windows and a cashier's counter in dark exotic wood

Our price policy

MARCO SERUSSI sells at very special prices :

- shirts from 25 euros upwards
- ties from 12 euros upwards
- sweaters from 25 euros upwards

Logistics

Highly effective logistics – including automatic restocking through stock-management software that's specially adapted to our concept – enables our franchisees to maintain direct contact with the central buying office.



11 STAGES TO BECOME A FRANCHISEE

> STAGE 1 :

Send us an application file informing us on your company

> STAGE 2 :

After we've studied your qualifications, we'll visit your premises in order to evaluate your location and sales outlet.

> STAGE 3 :

We'll meet at our head office, where you'll be given a precontractual background paper, as well as a local market researching methodology paper. This meeting will be followed by a visiting tour of our Parisian sales outlets

> STAGE 4 :

Return of the following papers :

- Confirmation by the candidate that he wants to become a **MARCOSERUSSI** franchisee, by returning to us the precontractual background paper
- Return of your market research conclusions
- Projected working account and financial arrangements made by the franchisee

> STAGE 5

- Acceptance of your application
- Acceptance of local market research
- Acceptance of working account and financial arrangements

Capital budget

This budget is based on the average opening cost of a 50 square meters store

ADMISSION FEE	25 000 e HT
LEGAL COSTS	1 000 e HT
DEPOSIT	5 500 e HT
LAY-OUT COSTS	15 000 e HT
COMPUTER TOOL	5 000 e HT
BEGINNING STOCK	18 000 e HT
TOTAL INVESTMENT	69 500 e HT

Franchise : being successful together

Our label's success comes from working with highly motivated professionals with a strong sense of trade relations.

Our animation team which is closely in touch with the network and a marketing team dedicated to our franchisees' interests both add to the reliability of permanent partnership.

Identification to our trademark and products is these teams' main asset. Together, they're enhancing the **MARCOSERUSSI** label's strong and fast-expanding development.

This development is based on chain stores and franchisees, at both the French and global levels, and will soon be able to give a leading position to the **MARCOSERUSSI** concept on the reasonable-price menswear's market. Sense of trade relations.



> **STAGE 6**

- Signing of the franchise contract
- Payment of admission fee : 25 000 euros
- Payment of legal costs : 1 000 euros

> **STAGE 7**

- Advanced order of initial stock
- Store planning
- Contact-making with our various providers (store designer, equipment providers...)

> **STAGE 8**

- Store conversion works

> **STAGE 9**

- Training course (software, cash handling, merchandising techniques...)

> **STAGE 10**

- Furniture, accessories and stock delivery
- Store opening

> **STAGE 11**

- Opening assistance : field-training



Settling, development & creation assistance :

- location searching assistance (30 to 100 square meters premises)
- funding project and projected working-account studies
- setting-up of the funding application file
- store conversion study and estimate
- management and merchandising preliminary training
- setup preparation and opening assistance

Operating assistance :

- model collections presentation, selection counseling
- merchandising and window-displaying assistance and training
- followed-through assistance in terms of management methods, sales control and trading results evaluation
- personnalized advertising assistance and counseling (local ads, SMS campaigns, mailing, on-site advertising...)



MARCO SERUSSI
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TRAINING
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COUNSELLING
FAST-CHANGING COLLECTIONS

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