



cipria

| m i l a n o |

Professional and decorative
cosmetics from Italy



Why is it profitable to have business with Cipria MakeUp?



Made in Italy



Organic goods



No animal testing



High profit



Training



Support



cipria

| milano |

Cipria seeks to expand its horizons and increase the value of its own brand in the world beauty industry.

THE BEAUTY INDUSTRY IS IN CONTINUOUS GROWTH!

Cipria MakeUp Project is a network of stores with a unique concept developed and implemented in line with the latest trends in the beauty-industry. The goods created with care for the health and beauty of your skin are designed for professional makeup and have attractive price. Minimum 50 square meters of space area is recommended to open the Cipria MakeUp store. Location is in places with high-traffic of buyers, such as shopping streets or shopping centers. Our exclusive offer is based on large profits from sale of wide variety of goods and accessories for makeup.





CIPRIA — WITH CARE FOR THE TENDER BEAUTY OF YOUR SKIN

OUR GOAL

Cipria MakeUp is a successful distributor of decorative cosmetics since 2009. The success formula of Cipria stores is constant development, the company growth, and unique knowledge of the beauty-industry. The manufacturer's central office is located in Milan – the capital city of fashion and new trends.

Cipria MakeUp Project is designed to break the stereotypes, to set new trends and develop the beauty industry. Cipria established itself as a company, capable to be a cosmetology standard for many years.



CIPRIA – PASSION IN COLOR

OUR GOODS

The company main advantage over the main competitors is the quality of the product being created. We seek to create a wide range of goods and accessories that embody all the desirability of the consumer about an ideal product that will emphasize beauty and care for health of your skin.

The current product catalog of Cipria MakeUp satisfies all customer requests and takes into account the preferences and characteristics of clients of different ages. Today, this is 900 products, including 600 basic colors, textures, and effects.

In Cipria MakeUp stores, each customer can select the product they like. The prices are democratic, since cosmetics immediately comes from the manufacturer to storefronts, bypassing the intermediate stages. This allows us to reduce expenses and implement the product not more expensive than in the main competitors.



FRANCHISE



Cipria MakeUp Project is a stores chain of a single unique concept developed in line with all the industry's innovation trends. The proposed cosmetics are designed with care for health and beauty and has competitive price.

BOUTIQUES

The sales location is designed so that the customer can test the product before buying. Elegant and contemporary design, surrounded by bright colors creates unique atmosphere. The location of the promotional displays in beauty market creates the effect of products continuous presentation. Demonstration stands with illumination displays goods available for sale.

The space is maintained so that nothing interferes with the client during the cosmetics selection.

Cipria MakeUp stores are designed for premises from 50 to 100 square meters. This data can be adjusted to the specific conditions of the sales area.



INTRODUCTION



STORES LOCATION

The Cipria MakeUp stores location must be strategically circumspect. The most appropriate will be the large trade centers, outlets or popular pedestrians, so-called "shopping streets". From our own experience, we were convinced that in addition to the image, the product, the management and the staff, the store location is very important. The wrong choice will fall short of expectations.

During a franchise contract conclusion, we favour the large cities, without disregarding small cities with a population of about 30-50 thousand people. This is important for successful and quick start of the project.

Minimum area of sales area is 50 square meters.

TRAINING

No experience is required in this area. The store personnel will be trained and supervised by our professionals.

SUPPORT

Our patent holder will receive assistance at all stages:

- when searching and choosing a suitable location, construction or renovation of the premises. The plan will be fully developed by our technical specialists, that monitor its progress;
- During the equipment layout stage. The qualified personnel will deal with this until the store opening.

OUR PROPOSAL

- design and consultancy at the stage of trade area preparation;
- staff selection and training;
- workspace design;
- provision of a full set of exhibition furniture;
- software, optical panel, fiscal recorder, computers;
- initial stock of products and accessories;
- packaging materials;
- advertising and opening ceremony;
- brand, master-makeup classes from Cipria MakeUp;
- profit from 50 to 200%.

START YOUR BUSINESS

total for

€ 39 900

COSTS TO OPEN

Cipria MakeUp store with area 50 m²

- 5 wall cabinets with drawers, 2 central racks, 1 cash register, 152 window-cases _____ € 21 900
- Software, computer, optical panel, fiscal printer, cash drawer _____ € 2 900
- LED-sign, packaging and promotional material _____ € 1 500
- Delivery of the initial assortment of goods and accessories _____ € 13 600



ADDITIONAL COSTS

- Advertising € 1,000.00 per year
- Annual software update € 500,00 per year
- No license charges
- No entry fees



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SUCCESSFUL
BUSINESS



PASSION –
IN COLOR



PROFESSIONAL
DECORATIVE
COSMETICS