

Professional and decorative cosmetics from Italy



Why is it profitable to have business with Cipria MakeUp?





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.





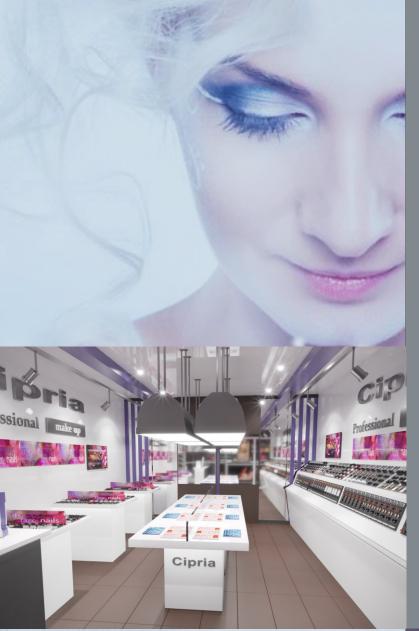
OUR GOAL

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.



ERANCHISE



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.





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.



- 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
- profit from 50 to 200%.





COSTS TO OPEN

Cipria MakeUp store with area 50 m²

5 wall cabinets with drawers, 2 central racks, 1 cash register,

ADDITIONAL COSTS

- Advertising
- Annual software update
- · No license charges
- No entry fees

€ 1,000.00 per year € 500,00 per year



cipria

milano

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PROFESSIONAL DECORATIVE COSMETICS