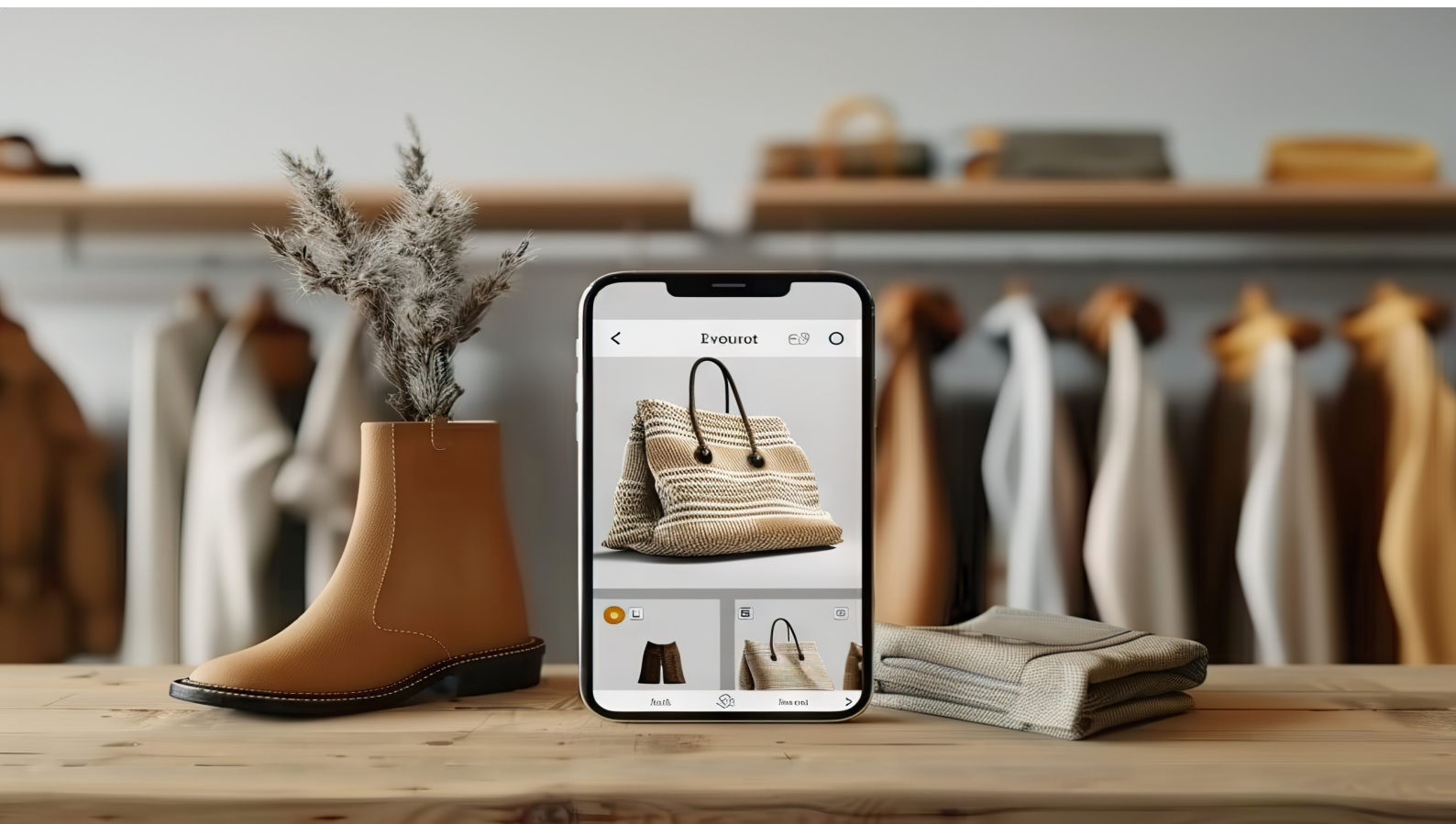


拥有 20

年历史的意大利快时尚零售

150 家



MERGERSCORP

20

公司是一家历史悠久的意大利快速时尚零售商，成立于 2000 年代，总部位于意大利。该公司在经济实惠的时尚领域开展业务，提供具有强烈意大利设计特色的潮流服饰和配饰。

公司的成立源于一个年轻而充满活力的团队的愿景，他们始终关注现代女性的需求，通过创意、设计和潮流意识的适当平衡，将想法转化为成品。

其主要优势在于客户与零售店之间建立了信任和发现的关系，在这种关系中，客户可以得到质量保证、极具竞争力的价格、与生产直接联系的所有好处，以及持续的促销和不断的“快闪”系列。

如今，公司已成为快速时尚领域的佼佼者，并拥有一支致力于发现新兴市场趋势的潮流侦察员和造型师团队。

生产合作伙伴由意大利和国际供应商平均分配，由从面料加工到最终成衣完成的一体化供应链提供支持，并通过选定的合作伙伴与内部设计团队密切合作。

公司的使命是以平易近人的价格提供始终如一、经久耐用的优质产品，同时保持“意大利制造”的鲜明特征。

强有力的市场定位

- 意大利快速时尚领域的知名企业
- 在低成本大众市场和高端品牌之间平衡定位
- 与不断变化的时尚趋势保持一致

可扩展的零售网络

- ~意大利各地约 150-170 家门店（直营店、特许经营店和分店）
- 久经考验的特许经营模式，实现快速扩张
- 综合全渠道业务（零售+电子商务）

具有吸引力的财务状况

- ~€80M-€100M 年收入范围
- 高效运营的精益成本结构
- 产品更新频繁，库存周转率高

提供多样化的产品

150

TARGET PRICE

\$ 29,000,000

GROSS REVENUE

\$ 80,000,000

EBITDA

\$ 4,979,629

BUSINESS TYPE

时尚零售商

COUNTRY

意大利

BUSINESS ID

L#20261028

- 核心类别
 - 女装（主要部分）
 - 加长尺码/曲线系列
- 向邻近细分市场（如内衣、基本款）扩展

商业模式

- 以潮流为导向的设计模式，频繁推出新系列
- 高频率推出产品，促进顾客重复光顾商店
- 全渠道战略：
 - 实体店网络
 - 电子商务平台
 - 社交媒体驱动的客户参与

- 强烈的意大利时尚定位
- 快速的产品生命周期（快速时尚模式）
- 极具吸引力的性价比
- 种类繁多，SKU 深度大
- 完善的特许经营基础设施

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