



MILAVITSA

Franchise 2024

Facts about MILAVITSA



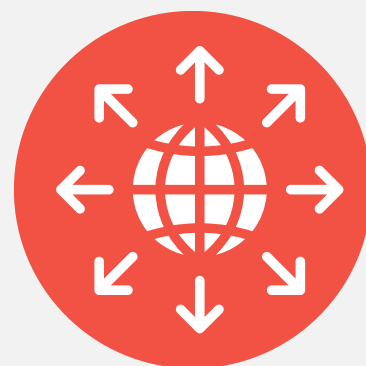
The first store **in 1992**



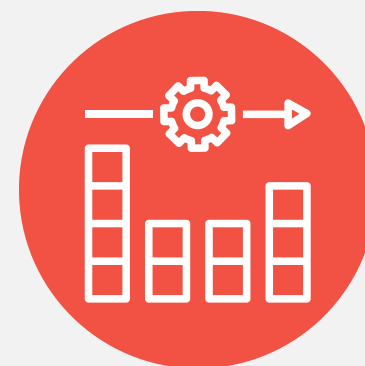
The **biggest lingerie manufacturer** in
Eastern Europe



Production since **1964**



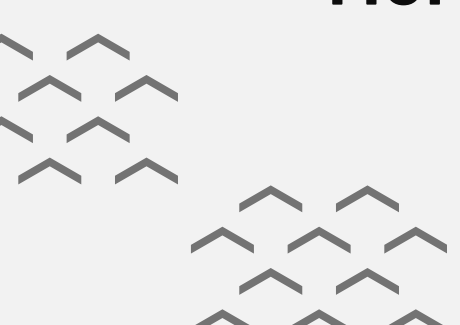
More than **500 stores** in 2024



The production volume is more
than **6 million pcs. per year**

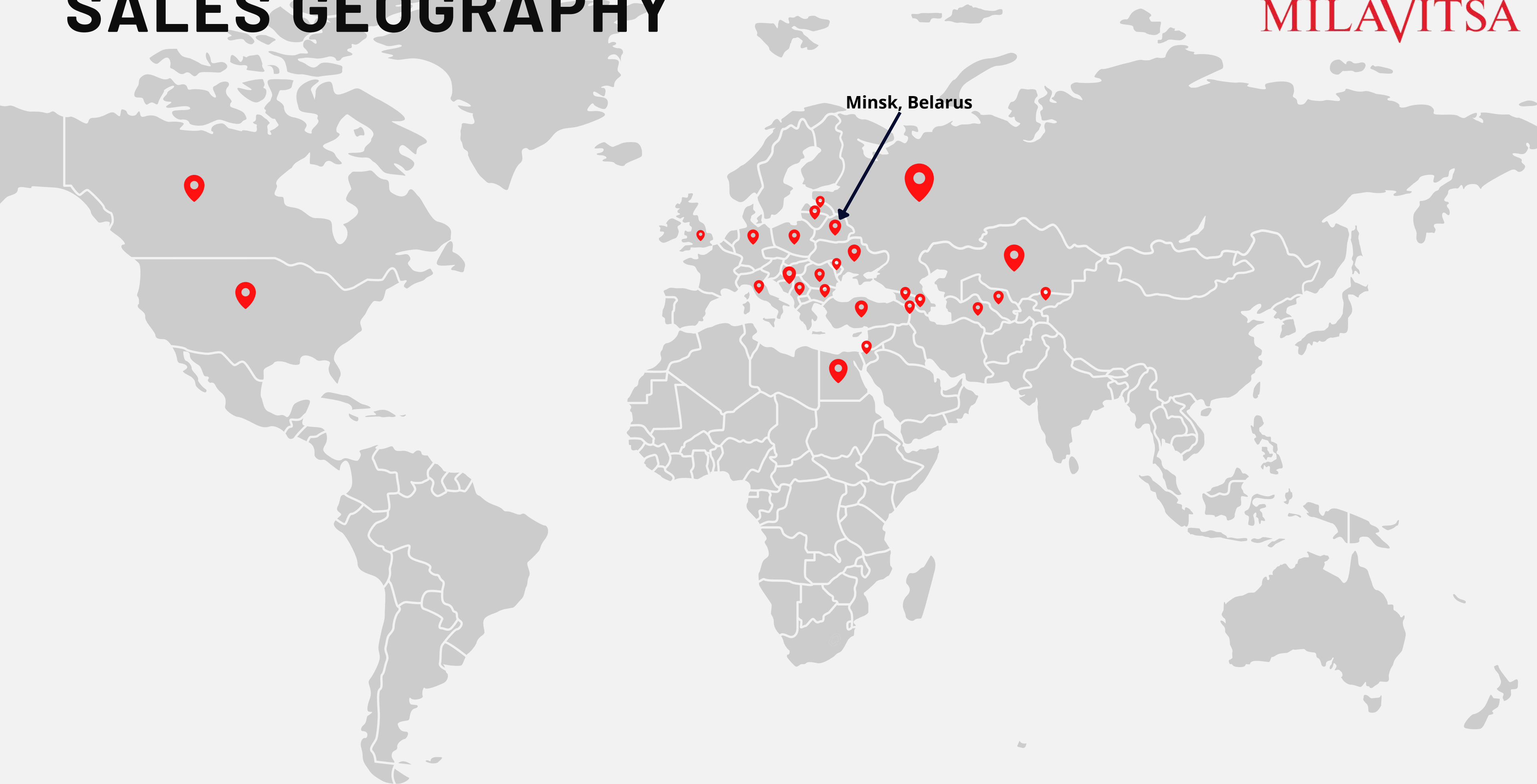


The brand's presence in
35 countries



SALES GEOGRAPHY

MILAVITSA

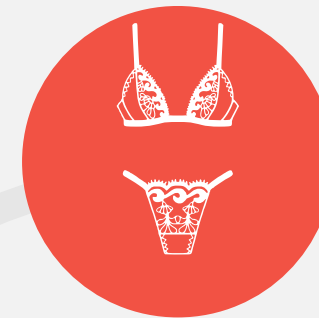


TRADEMARKS IN THE FRANCHISE



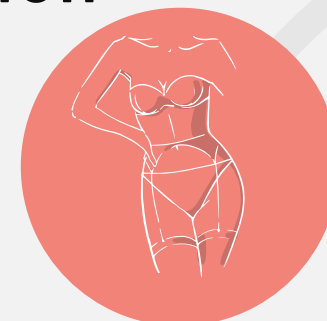
Basic underwear for everyday wear with an average price level (year-round availability in a free warehouse, pre-order twice a year)

Milavitsa "Classic" collection



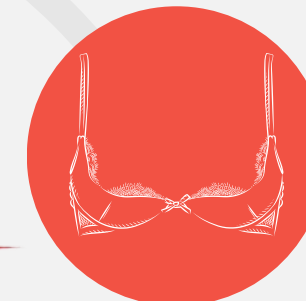
Milavitsa "Fashion" collection

Mid-price segment models updated twice a year, reflecting current fashion trends in the field of design (pre-order - twice a year)



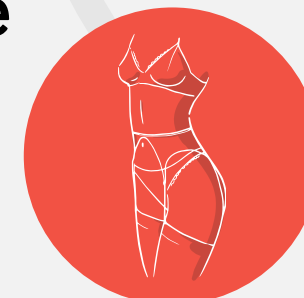
Milavitsa and Alisee "Swimwear" collection

Seasonal models for the bathing season (pre-order - June)



Alisee

The French brand of the premium segment, updated twice a year, using exclusive materials (silk, viscose) and original accessories, embroidery, lace, various jewelry (pre-order - twice a year)



Aveline

The economy segment of underwear with a wide dimensional and full scale (intended for wholesale sales, sales in department stores, markets, supermarkets)

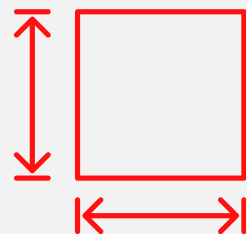


PRODUCT RANGE ADVANTAGES

MILAVITSA



Availability of a warehouse of **free balances** for testing sales



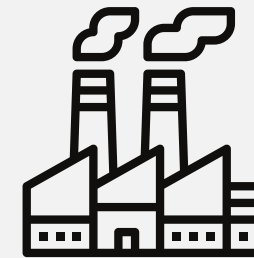
Wide size range from **65AA to 120F/95KLM** (special orders up to 120 KLM)



Product portfolio of more than **600 models** (Classics, Fashion, swimwear, shapewear, premium line, budget line)



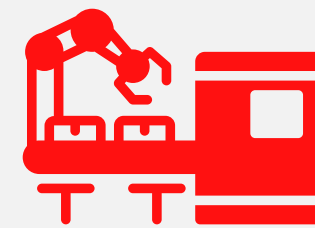
Three brands of different price categories in one franchise



Production at **own factory** in Belarus



Raw materials and accessories from major **global suppliers**



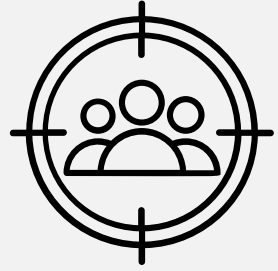
Highly qualified specialists and modern equipment



Year-round demand for products

TARGET AUDIENCE

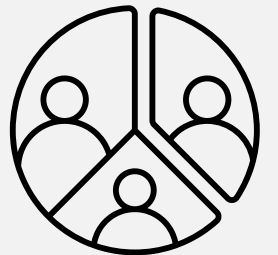
MILAVITSA



Target audience: **women 35+**



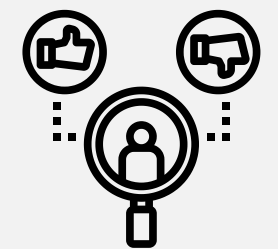
Income level: **average**



General segmentation: **a woman who values comfort and quality**



Size range: **large fullness group prevails**



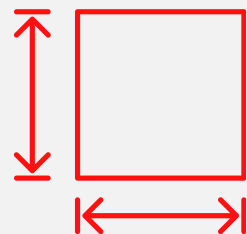
Preferences: **classic solutions and functionality**



ASSORTMENT ADVANTAGES



Availability of a warehouse of free balances for testing sales



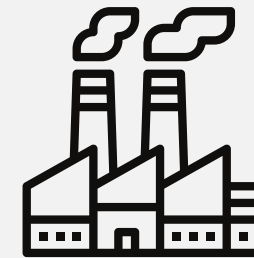
Wide range of sizes from 65AA to 120F / 95KLM (special orders up to 120 KLM)



Product portfolio of more than 600 models (Classic, Fashion, swimwear, shapewear, premium line, budget line)



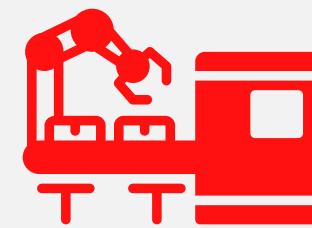
Three brands of different price categories in one franchise



Production at our own factory in Belarus



Raw materials and accessories from major global suppliers

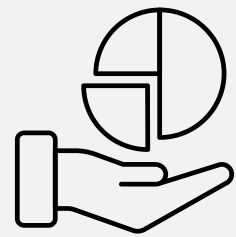


Qualified specialists and modern equipment



Year-round demand for products

FRANCHISING ADVANTAGES



No lump sum payment



No royalties



Efficient supply logistics (from a warehouse in Minsk)



Providing advertising materials and marketing support



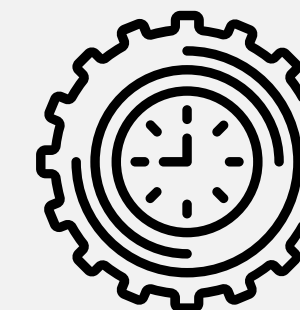
High brand recognition among customers



Ready-made brand book and merchandising book



Availability of a large assortment of finished products in stock



Transparent mechanism of work and payments

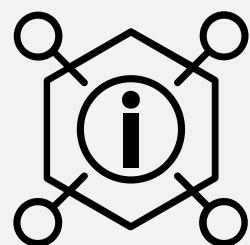
FRANCHISE OFFER



Developed standards and store design



Consultations on product range matrix and TOP sales



Access to the company's information resources (warehouse of available balances, merchandising and brand book)



Marketing support and merchandising consultations



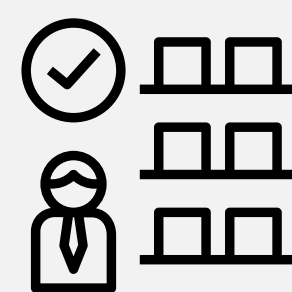
Selling products directly from the manufacturer at the lowest prices



Opportunity to participate in pre-orders for future years (without MOQ)



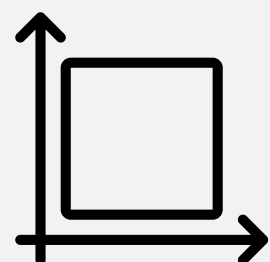
Assistance in training employees (conducting trainings)



Provision of additional assortment (women's and men's knitwear)

BRAND STORE "MILAVITSA"

MILAVITSA



Area: from 40 to 120 m²



Staff: 1-2 sellers per 20-25 sq.m. of retail space



Product filling 70-80 pcs. per 1 sq.m.



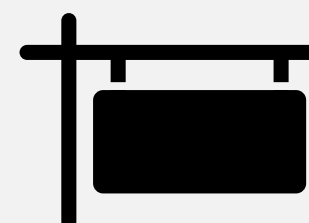
The presence of display cases not less than 3 m in length



Location both in a separate building and on the territory of modern shopping centers no higher than 2 floors



Availability of a separate entrance to the sales area



Possibility of placing a MILAVITSA sign above the entrance group

INITIAL INVESTMENT

The initial investment in opening a Milavitsa store depends on the country, size of the store and concept of the store, and ranges from **30,000 to 90,000** euros.



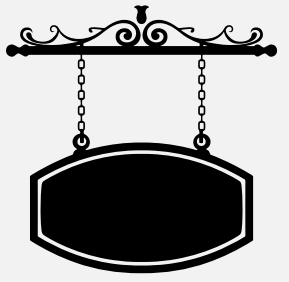
Costs of purchasing goods (minimum 2000 pcs. for the first shipment - 6000€)



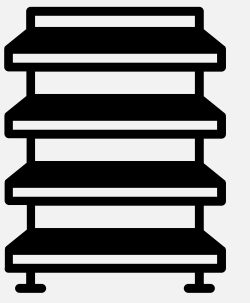
*** Costs for technical equipment (PC, software, cash register, video surveillance, music equipment, etc.)**



*** Costs for renovating a store in accordance with Milavitsa standards (floor, walls, ceiling, lighting)**



*** Costs for the "Milavitsa" sign - ~2000€;**



*** Equipment costs (racks, brackets, shelves, hangers, racks, etc.) - ~150 €/meter;**



Costs for printed products (catalogues, banners, etc.) - ~1000€



Marketing Investment Costs

*** The costs are one-time.**

PAYBACK (60 SQ.M. STORE)



Approximate expenses for opening 1 Milavitsa store for the first 18 months of operation

Purchase of goods for 18 months (including reserve for 3 months)	Signboard*	Equipment costs	Printing costs	Renovation of premises	Costs of technical equipment	Rental costs for 18 months (rental rate 30€/meter)	Salaries of staff for 18 months (3 persons)	Utility payments for 18 months.
~70,000€ (14,000 pcs.)	~2000€	€150x60m ² = 9000€	1000€	€100x60m ² = 6000€	~1500€	30€x60m ² x18m onths= 32400€	500€x3persons x 18 months = €27,000	€100 x 18 months = €1800

Total approximate costs for the operation of 1 store for 18 months (taking into account one-time opening costs and insurance stock for 3 month) will be - €150 700**

*When opening a store, the brand will provide a compensation package. The amount of the compensation package depends on compliance with all equipment standards (sign, retail equipment, advertising campaign).

**Business model varies by country, city, store size and location.

PAYBACK (60 SQ.M. STORE)



Approximate income from opening 1 Milavitsa store in the first 18 months of operation

Estimated sales by month (pieces)	Quantity
1 month	200 pcs.
2 month	300 pcs.
3 month	500 pcs.
4-18 months and beyond	720 pcs/month
Total for 1 year	~11 800 pcs.

$$11\ 800\ \text{pcs} \times 5\text{€} (\text{average price}) \times 3 (\text{minimum markup} - 200\%) = 177\ 000\text{€}$$

$$177\ 000\text{€} \times 0.94 (6\% \text{ tax under simplified tax system}) = 166\ 380\text{€}$$

$$166\ 380\text{€} - 150\ 700\text{€} = 15\ 680\text{€}$$

$$15\ 680\text{€} \times 0.87 (13\% \text{ income tax}) = 13\ 641\text{€}$$

Net profit from operating 1 store for the first 18 month will be - 13 641€**

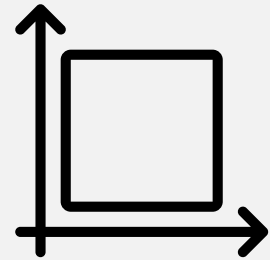
**Business model varies by country, city, store size and location.

CONCEPT OF THE STORE "MILAVITSA"



CORNER "MILAVITSA", SHOP-IN-SHOP

MILAVITSA



Area: from 15 m²



Staff: 1 salesperson for the entire sales area



Product filling 70-80 pcs. per 1 sq.m.



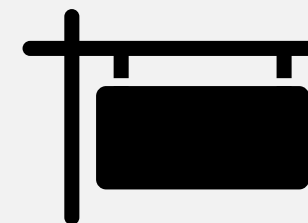
Multi-brand store



Not geographically separated from the general sales area



Self-service principle, availability of fitting rooms



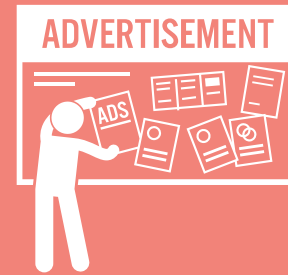
Each equipment module is marked with the MILAVITSA logo.

MARKETING



Posting information about the commercial facility on the official Milavitsa website (www.milavitsa.com)

01



Provision of image advertising materials in digital form (in the format required for the printing house)

02



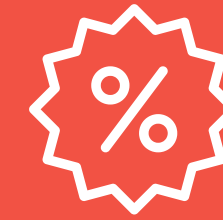
Providing consulting support in the process of selecting premises for the Milavitsa retail format and in conducting a study of the facility's potential

03



Provision of a sketch design of the layout of the premises, including sketches of the image design of the trading hall and entrance group (signage, storefronts), source files for the image design of the store, recommendations for conducting an advertising campaign in support of the opening

04



Partial compensation for the costs of registration of a retail outlet, which is presented in the form of an additional discount for subsequent orders of goods (in the amount of no more than 2000 euros)

05



Providing a complete brand book and merchandising concept for opening branded outlets in accordance with brand standards

06

Free support, presentations in the Mi2b system

THE PROCEDURE FOR OPENING A MILAVITSA STORE



1

STUDY OF THE REGION (1 STORE PER 100 THOUSAND POPULATION)

2

PROXIMITY OF AT LEAST 2 KM FROM EACH OTHER

3

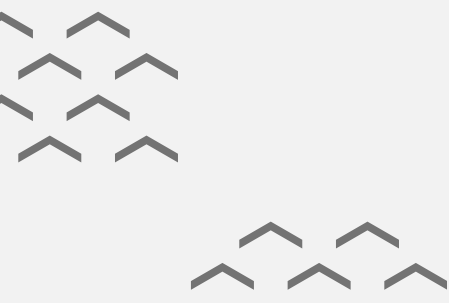
SUBMISSION TO JSC MILAVITSA OF AN APPLICATION FOR OPENING A MILAVITSA SHOP

4

PROVISION OF A RENT AGREEMENT OR AN AGREEMENT OF INTENT TO RENT PREMISES

5

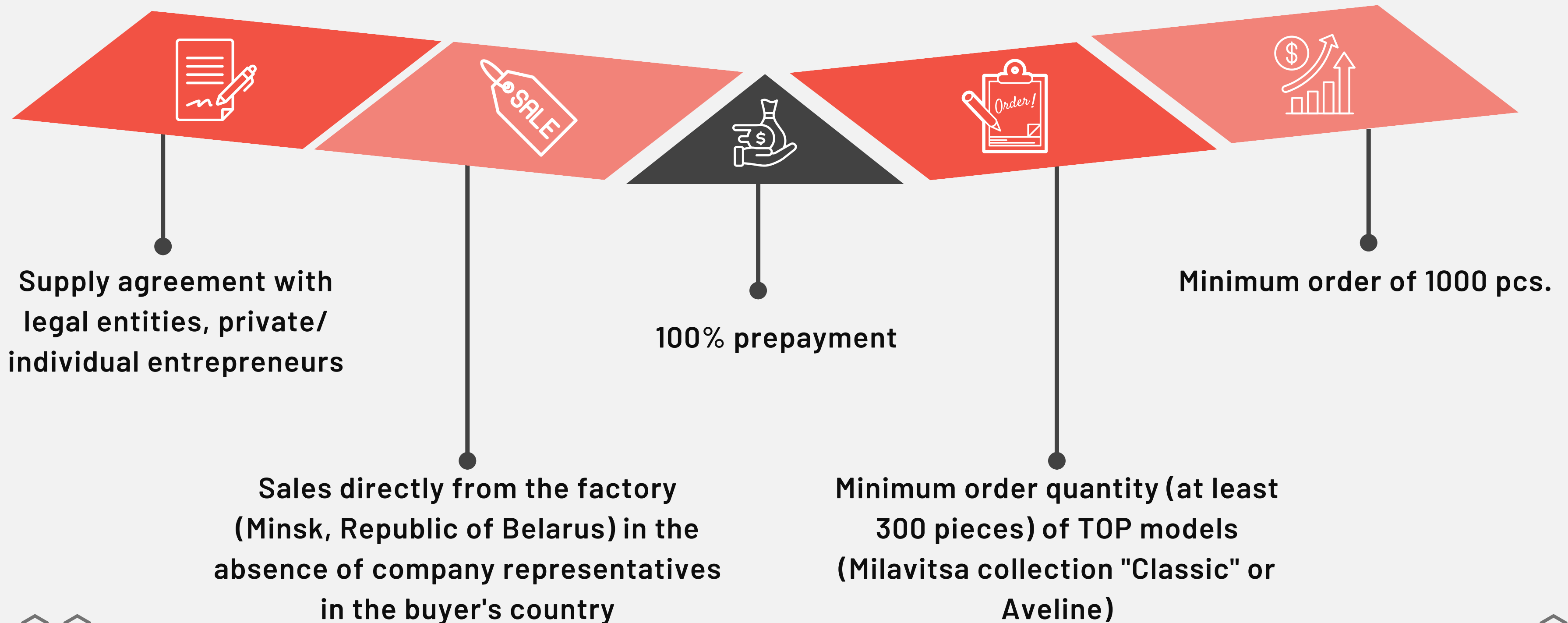
APPLICATION REVIEW PERIOD IS 5 WORKING DAYS



TERMS OF ORDER AND DELIVERY



The payment currency is EURO (based on the specifics of the market, we are ready to discuss other options).



AVERAGE PRICES IN EUROS

	Milavitsa Fashion	Milavitsa Classic	Alisee	Aveline
Bra, Euro	8-13	9-11	18-21	6-8
Underpants, euros	6-8	3-5	10-12	2-4
Other assortment, euro	11-16	9-10	16-21	-
Swimwear (set), euro	19 - 22		25 - 27	-

* In terms of brand and collection, the price depends on the design of the model and the materials used.



CONTACTS



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