



## **WHAT WE OFFER**

The opening of a Natuzzi point of sale is a critical issue for a work team, as it requires the Dealer, the Retail Developer and the Company to build together a profitable business project, meeting the Dealer's requirements as well as Brand guidelines. We assist the Dealer in selecting an appropriate location to support the concept, checking visibility, accessibility, traffic, layout suitability and geo-marketing analysis.

To ensure return on investment, a preliminary P&L estimate is developed with the Retail Development Manager to evaluate business sustainability and the necessary financial investments. Once the location is identified and the financial analysis is completed, our architects will draw a detailed design to create a harmonious shopping experience from the layout to the exterior appearance of the building and the definition of the suitable collection, in consultation with the Visual Merchandising team.

To create a Natuzzi environment and the brand's unique shopping experience, our architects will design every architectural element supplied by the Natuzzi Group, called Natuzzi Display System and Point of Promotion materials, to be used in-store to make every point of sale consistent with the concept and the brand. The Product Marketing Department will conceive the most updated collection for each single Store, matching styles, coverings and configuration in the different price ranges, together with coordinated furniture and accessories to create a unique brand image and meet the store's budget targets.