



Victoria sas – Montesilvano (Abruzzo – Italy)

Year of Foundation: 2012

Selling points: 1

What Gusto Italy sells

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The company's main line of business is the production of

- Pre-cooked Italian specialties like pasta and pizza. The use of only best ingredients and a proprietary special processing, make possible to keep intact the flavor of freshly cooked pasta and pizza.
- Top quality ice creams in according the best Italian tradition.

The company also sells a wide choice of Italian wines and olive oil from Abruzzo.

Gusto Italy mission in the world

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Gusto Italy intends to develop its brand in foreign markets making it a byword for healthy and simple, but delicious, Italian food to eat either at Gusto Italy simple restaurants or as take away.

The superior quality of Gusto Italy food will be the winning asset which, coupled with the cosy ambience of the Gusto Italy restaurants, will grant a successful development of Gusto Italy brand around the world.

How to achieve its mission

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In order to achieve its mission Gusto Italy is planning to establish a commercial partnership in the form of an exclusive franchise with a master franchisee who will be entrusted with the development of a wide network of Gusto Italy selling points managed by sub-franchisee operating along the organization lines set by Gusto Italy.

How Gusto Italy intends to sell its products

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Gusto Italy plans to sell its products through a chain of cosy but simple small restaurants, all of them having the same layout and serving the same specialities.

All the relevant settings from the back area to the sitting area are listed below:

- pasta and pizza counter;
- cash counter;
- back counter area;
- refrigerated display window for ice cream;
- neon sign;
- pasta cooker with four small metal canisters (1);
- special oven for pizza (2);
- sorbet processor (3);
- tables and chairs (4);
- negative temperature fridge;
- Freezer (1)
- Blast (1)
- positive temperature fridge;
- negative temperature ice cream display.



Support services

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Besides the layout elements, Gusto Italy provides support services to facilitate the opening of any selling point and the best management of them.

Namely:

- premises planning of equipment at discounted prices;
- staff training and coaching;
- management software (at a price);
- advertising.

The master franchisee should:

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- secure sufficient space in a refrigerated warehouse to store the good received by Gusto Italy;
- make available a small space where to perform the last processing activity related to ice cream;
- organize the delivery service to the selling points;
- buy all the equipments and machines necessary to secure the orderly and timely carrying on of the business;
- supervise all selling points

The proposed line of business is a particularly interesting for the master franchisee because:

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- The initial investment required is not conspicuous and is rendered even more interesting because of special discount.
- The management costs are low as specialized staff is not needed (no cook is required).
- The net return of the investment is high compared to similar business.

