**MEDICCI Cosmetic Concept**

**The first and the only beauty and health area in the CMS**

**Exclusive treatments from the world's leading brands**

**Individual approach to each client**

**WHY MEDICCI Cosmetics**

- Many years of experience.

- Modern company style, application of new business technologies.

- We will be investing heavily in creating a very attractive and well-designed space.

- The use of modern marketing methods.

- We have experience in maintaining mutually beneficial long-term relationships.

- A wide range of products, affordable prices.

- Exclusive brands and high quality service.

- Impeccable service and exceptional attention to each customer.

**Company profile**

Brand Name: MEDICCI Cosmetics

New cosmetics shop is located in the most popular tourist spot in Kislovodsk on Kurortny Boulevard. Within a radius of five hundred meters there are iconic and important sights of the city: the Main Narzan baths, Narzan Gallery, color-music fountain, the restaurant "Vysota"by Arkady Novikov.

It is also a great advantage that the store is within walking distance of all other existing MEDICCI GROUP stores and projects.

Thus, the new project will operate in a ready information field, which will greatly facilitate the flow of new customers to the right target audience and provide a quick and effective "promotion".

Design concept

The store is located in a historical building of the last century, and therefore for the interior design was chosen the idea of style @fusion with antique components and details, with elements of the so-called "re-sort "style, with modern trends in Pop Art.

We offer a unique selection of global brands.

Target audience: Women aged 25-55, with income above the average.

Average purchase receipt: 11,000-15,000 rubles.

**Marketing strategy**

There is a clear vision and strategy by which we seek to achieve our goals.

Our plans are not to rest on our laurels: rapid expansion is an important part of our strategy, and directly on creating a professional chain of stores with a range of products available to a wide variety of customers.

**Solid partnership**

At MEDICCI Cosmetics, we value our partners as much as our customers. We strive to form long-term, mutually beneficial business relationships.

Some of the brands that are also featured in our health and beauty space MEDICCI Cosmetic: