

**INDUSTRIES:** CONSUMER GOODS AND RETAIL

**SERVICES:** EXECUTIVE SEARCH INCUBATION AND BUSINESS DEVELOPMENT RETAIL ROLL-OUTS



## ABOUT THE CLIENT

The client is a well-known French luxury footwear designer brand.

## PROJECT BACKGROUND

The company was looking to launch its premium products to target the affluent class in India through boutique stores. It chose to enter through a joint venture partnership and needed to identify the right partner.



## TECNOVA'S APPROACH AND SOLUTION

Tecnova identified and finalized the Indian partner for the client, in line with the retail FDI norms. Further, we developed the business plan and assisted the client in roll-out of retail stores through location identification, selection of local vendors for fit-outs, IT architecture set up.

We also assisted the client in setting up the legal entity, obtaining regulatory approvals and recruiting top executives. Moreover, Tecnova enabled the client to focus on business development by providing accounting and MIS support by cash flow structuring and cash management services.

## BENEFITS

- Today the brand has two boutiques in India, in New Delhi and Mumbai

