



Carbotti Sri
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COMPANY PROFILE and SALES CONDITIONS & TERMS

1) Brand background & history

The CARBOTTI handbags factory was established in Martina Franca (Italy) in 1950 as a manufacturer of high-quality women's leather handbags, successfully supplying retailers and department stores with the finest quality available.

Its founder, Mr. Domenico Carbotti, spurred by love for his job and helped by a long time experience acquired in the leather goods field, has made this brand popular all over Italy.

The real strength of CARBOTTI's company is its great flexibility and adaptability to trends that fashion, times and needs impose, without sacrificing tradition and highly skilled handicraft labour. Each product is designed and manufactured in keeping with the best of traditional Italian style and excellence!

The long time collaboration with top suppliers and the great care for each product make CARBOTTI's bags cult items of craftsmanship and "Made in Italy" design.

2) Product strategy

a) Target market

CARBOTTI's target is focused to three main categories:

1. classic and elegant handbags designed for ladies;
2. fashion handbags designed for young women;
3. ceremonv handbags designed for special occasions and events.

b) Product characteristics and product benefits

CARBOTTI's leather factory designs and manufactures high quality handbags which are targeted to the mid-high market thanks to their outstanding style and quality features. All these elements make CARBOTTI's handbags become a unique experience for each woman. All handbags are completely hand made thanks to Italian skilled labour.

The main distinctive feature of CARBOTTI's handbags is their unmatched quality (one of the reasons for the hundreds of enthusiastic testimonials that we got from our international customers) due to craftsmanship and fine materials used. Another remarkable point is our genuine Italian-style design, featuring classic and modern models. All products are made from top quality leathers and materials: kid/calfskin leather, fabrics and metal fittings.

3) Price strategy

The valuable relationships established with many international leather goods and shoe partners have made possible to acquire further abilities and provide superb handbags in a perfect balance of quality and price.

Price ranges from 35 to 60 Euros for fabric handbags, and from 40 to 90 Euros for leather handbags. Volume discounts are available.

Payment can be made by bank transfer, by letter of credit or via Paypal.

4) Sales Conditions & Terms

All prices are in Euros and are quoted ex-works, not including tax and customs duty applicable when **exporting to a customer country**.

All Orders are to be considered as "Order Requests" subject to approval by CARBOTTI, who reserves the right to refuse any Order Request for any reason at anytime.

The Order Request will be usually confirmed, including details about shipment and delivery times.

A minimum (very affordable) order is always required, due to the handmade nature of our handbags.

5) Shipping

All Items are ex-works.

When placing an order you may be asked to enter the subscription code of your favourite freight service to be used for the shipping.

Should shipment be done by a freight service chosen by CARBOTTI, shipping costs will be charged to the customer, as calculated after order placement and included in the "pro-forma" invoice delivered prior to shipping.

CARBOTTI is never responsible for damages that may occur during shipping, just after warehouse departure.

For further information about shipping, please send an e-mail to our Sales Department at info@carbotti.it

6) Marketing strategy

CARBOTTI advertises and promotes its handbags collection on some leading Italian fashion and women's magazines, and supplies customers with nice window signs and posters for display in shop windows.

CARBOTTI's present sales strategy does not involve branded shops, even though this option could be considered later. The company owns an exclusive outlet in Martina Franca. More, about 10 specialty stores all around Italy have a special agreement with CARBOTTI and market mostly and exclusively CARBOTTI's handbags.

Our handbags are sold to select shops and wholesalers in Italy and many other countries, including Germany, UK, Belgium, Netherlands, Norway, Denmark, Cyprus, USA, Canada, South Korea, Japan, Singapore.

All of CARBOTTI's handbags are now protected by the TRUE ITALY Tag, the only way to deliver to Consumers a verifiable guarantee that the product they purchased is an Authentic Italian one. The TRUE ITALY Tag also comes with a Serial Number, identifying each single handbag and making it unique.

The company currently has an Electronic Catalog at <http://www.carbottibaqs.com> (registration required), where buyers can find and discover our collections. Here customers can easily ask for more information about our superb handbags, as well as require samples and place orders.

Feel free to send any inquiries to Mr. Gianni Carbotti (Sales Manager) at info@carbotti.it