

## CREATORS AND DEVELOPERS OF RETAIL BUSINESS

We are Italian and we have been making Brand, Concept and Commercial Formats around the world since 2004.

The company is born to meet heterogeneous, complex and ever-changing business needs, developing strategic projects for retail, hospitality and franchising by proposing sustainable and winning business models.

**Our mission is to create an happy purchasing experience in everyday life for many people and to ensure a better profitability in the daily business for many entrepreneurs and investors. We create value for a sustainable development.**

We make works in Internationally performing optimization and restyling actions on individual

uncoordinated activities or existing chains.

We build franchising systems, from brand identity definition to the organization of replicable operating models looking at brands for expansions, especially in Europe and the MENA region: from investors to turnkey project.

Our services meet the goals of growth, repositioning, consolidation, improvement of procedures, innovation and beauty and we guarantee in-depth analysis, highly personalized solutions, knowledge of the international market and confidentiality.

Our offices are in **Italia, Dubai, India and Iran.**

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**DESITA**  
DESIGN FOR BUSINESS

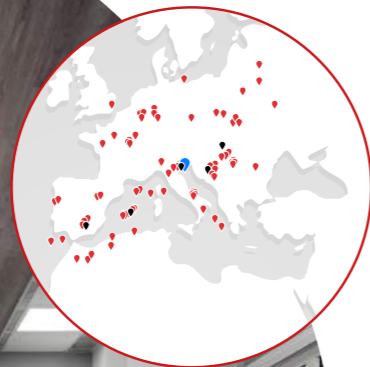
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MASTERS OF  
LAUNDRY STORES DEVELOPMENT

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DETERGO 2018

World n°1 American self-service laundries chain.



Since 2014 Alliance Laundry System choose DESITA for the European expansion of its brand Speed Queen, the world n°1 American self-service laundries chain. To date DESITA has supplied more than 300 laundries and is finalizing the Speed Queen restyling.

## 300 LAUNDRIES IN 4 YEARS

### FROM CONCEPT TO DEVELOPMENT

#### ANALYSIS

In-depth analysis, knowledge of the international market, highly personalized solutions and confidentiality are our must.

#### CONCEPTS & BRAND

We care about every single **creative**, functional and executive aspect of the concept, with brand and store consistency.

#### FORMAT

To realize replicable operating models, we create methodologies, procedures, manuals and code lists.

#### FRANCHISING

Design and optimize **strategies**, operations and international development.

#### MARKETING & COMMUNICATIONS

We manage and coordinate marketing and communication plans by using both strategic and operational aspects.

#### PURCHASING, SUPPLY & LOGISTICS

**Coordinate and handle** suppliers to ensure timing and quality in accordance with the design process.

#### TURNKEY

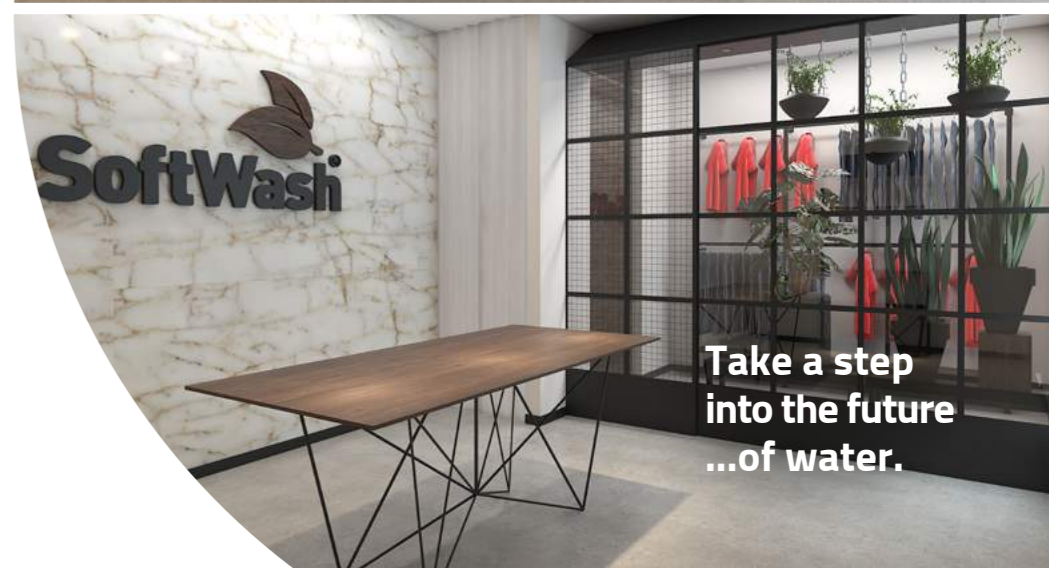
Assistance on site from A to Z to deliver the **best quality** results respecting project, budget and timing.

DESITA GUIDES  
YOUR BUSINESS  
TO SUCCESS

**CONTACT US**



With Soft Wash, by Alliance Laundry System, DESITA flips the **paradigm** of the old laundry into the new "water - green boutique" concept.



**Take a step  
into the future  
...of water.**