



## BELLISSIMA LTD, SARAJEVO

<b>Project title</b>	Sale of the capital and business expansion on the regional market of Bellissima Ltd.
<b>Sector</b>	Textile industry
<b>Location</b>	Vogošća Municipality, Sarajevo
<b>Location description</b>	Bellissima doo is placed in industrial zone Vogošća. Company is located 1km away from the highway, 400m from the main road and 30km from the Sarajevo Airport.
<b>Company description</b>	<p>Bellissima was established in 2002 and it is 100% private company owned by Ćatić Harun. The main activity of Bellissima is production, retail sales and wholesales of textile products. Number of employees in Bellissima is 54. Bellissima portfolio of products includes clothing for modern and elegant women. Facilities possessed: commercial building, 2 commercial units and 1 residential area.</p> <p>Basic financial information:</p> <ul style="list-style-type: none"> <li>• Revenue in 2014: EUR 1.901.418</li> <li>• Revenue in 2013: EUR 2.266.825</li> </ul> <p>Structure of sales in 2013: domestic market 88% and export 12%.</p> <p>Current market position:</p> <ul style="list-style-type: none"> <li>• 10 retail stores in BiH and 6 franchise shops all over the BiH</li> <li>• Retail store in Zagreb (Croatia) established in 2010 and 2 franchise shops across the Croatia, retail store in Poreč established in 2015</li> <li>• 1 franchise shop in Netherland</li> <li>• 4 franchise shop, with potential for further expansion in Serbia</li> <li>• 1 franchise shop, with potential for further expansion in Montenegro</li> <li>• One franchise shop with huge potential for further expansion in Kosovo</li> </ul>
<b>Project status</b>	Business idea



<b>Project description</b>	<p>This project proposes sale of the capital and business expansion on the regional market of Bellissima Ltd. Bellissima has ability to produce in a very short time and with low costs clothes which has high quality and which will be on a good position at the Middle East market. Bellissima has cooperated with famous fashion designers from the entire region and it is clearly ranked brand in large shopping centres.</p> <p>Balance statement data 2014:</p> <ul style="list-style-type: none"> <li>• Fixed assets: EUR 3.410.774</li> <li>• Current assets: EUR 774.078</li> <li>• Total assets: EUR 4.184.852</li> <li>• Capital: EUR 2.150.536</li> <li>• Long term liabilities: EUR 1.530.579</li> <li>• Short term liabilities: EUR 1.209.748</li> <li>• Total liabilities: EUR 4.886.185</li> </ul>					
<b>Estimated total investment cost</b>	4 000 000 EUR					
<b>Inputs required from foreign partner</b>	<table border="1"> <thead> <tr> <th data-bbox="500 835 784 867">Value</th> <th data-bbox="792 835 1500 867">Description</th> </tr> </thead> <tbody> <tr> <td data-bbox="500 867 784 1476">4 000 000 EUR Investor provides 100% of total investment value</td> <td data-bbox="792 867 1500 1476">                     Investment expenses:                     <ul style="list-style-type: none"> <li>• 1.406.000 – Early payment for a part of long-term loan</li> <li>• 204.500 – Early payment for a part of short-term loan</li> <li>• 153.400 – Auto dressmaking studio</li> <li>• 51.100 – Software</li> <li>• 153.400 – Arrangement of the building</li> <li>• 520.900 – Raw materials</li> <li>• 460.200 – Buying production hall</li> <li>• 76.700 – Passenger car</li> <li>• 51.100 – Employment of new professional staff and training, management and production</li> <li>• 153.400 – Opening 3 stores in Croatia</li> <li>• 153.400 – Opening 3 stores in Serbia</li> <li>• 255.700 – Opening 3 stores in the Middle East</li> <li>• 204.500 – Marketing</li> <li>• 155.700 – Payment of dividends</li> </ul> </td> </tr> </tbody> </table>	Value	Description	4 000 000 EUR Investor provides 100% of total investment value	Investment expenses: <ul style="list-style-type: none"> <li>• 1.406.000 – Early payment for a part of long-term loan</li> <li>• 204.500 – Early payment for a part of short-term loan</li> <li>• 153.400 – Auto dressmaking studio</li> <li>• 51.100 – Software</li> <li>• 153.400 – Arrangement of the building</li> <li>• 520.900 – Raw materials</li> <li>• 460.200 – Buying production hall</li> <li>• 76.700 – Passenger car</li> <li>• 51.100 – Employment of new professional staff and training, management and production</li> <li>• 153.400 – Opening 3 stores in Croatia</li> <li>• 153.400 – Opening 3 stores in Serbia</li> <li>• 255.700 – Opening 3 stores in the Middle East</li> <li>• 204.500 – Marketing</li> <li>• 155.700 – Payment of dividends</li> </ul>	
Value	Description					
4 000 000 EUR Investor provides 100% of total investment value	Investment expenses: <ul style="list-style-type: none"> <li>• 1.406.000 – Early payment for a part of long-term loan</li> <li>• 204.500 – Early payment for a part of short-term loan</li> <li>• 153.400 – Auto dressmaking studio</li> <li>• 51.100 – Software</li> <li>• 153.400 – Arrangement of the building</li> <li>• 520.900 – Raw materials</li> <li>• 460.200 – Buying production hall</li> <li>• 76.700 – Passenger car</li> <li>• 51.100 – Employment of new professional staff and training, management and production</li> <li>• 153.400 – Opening 3 stores in Croatia</li> <li>• 153.400 – Opening 3 stores in Serbia</li> <li>• 255.700 – Opening 3 stores in the Middle East</li> <li>• 204.500 – Marketing</li> <li>• 155.700 – Payment of dividends</li> </ul>					
<b>Form of cooperation with foreign partner</b>	<table border="1"> <thead> <tr> <th data-bbox="500 1476 784 1507">Financial</th> <th data-bbox="792 1476 1500 1507">Technical</th> </tr> </thead> <tbody> <tr> <td data-bbox="500 1507 784 1675">                     - Financial support 4 000 000 EUR - Share in the capital 30% ownership                 </td> <td data-bbox="792 1507 1500 1675">                     Technical and/or marketing expertise, access to new technologies, etc.                 </td> </tr> </tbody> </table>	Financial	Technical	- Financial support 4 000 000 EUR - Share in the capital 30% ownership	Technical and/or marketing expertise, access to new technologies, etc.	
Financial	Technical					
- Financial support 4 000 000 EUR - Share in the capital 30% ownership	Technical and/or marketing expertise, access to new technologies, etc.					
<b>Supporting information available</b>	For additional information about this project, please contact FIPA either by e-mail: <a href="mailto:fipa@fipa.gov.ba">fipa@fipa.gov.ba</a> or phone number: +387 33 278 080.					