

Office

- Est. in 1989 (Milan) and 1991 (Rome)
- Located near the Duomo Cathedral in Milan; in the heart of the Parioli district in Rome
- Consulting market leader in Italy



Expertise

Claudia, luxury goods and fashion expert

Claudia developed a database, "Luxury Goods Worldwide Market Observatory," that has become one of the most valued and studied market sources in the international luxury goods industry.

Our Work

Top industries

1	Financial Services
2	Consumer Products & Retail
3	Telecom/Media/Tech
4	Energy & Utilities
5	Mergers & Acquisitions

Outside the Office

Francesco, life coach

A member of the International Federation for Family Development since 1996, Francesco devotes weekends to helping couples reach a balance between work, personal and social engagements.



"Bain is an informal environment where everyone's opinion is valued. I appreciate that my contribution counts more than my seniority." —**Caterina, associate consultant**



Client Challenge

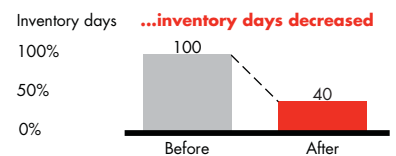
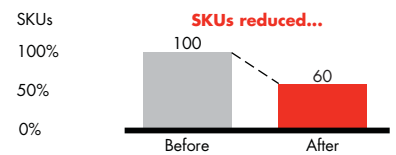
Grocery Co. was struggling to strike a balance between low price and product selection to meet dynamic customer needs.

Recommendations

- Develop new concept store
- Reduce SKUs
- Focus on private label growth

Results

- Decreased SG&A costs by 40%
- Increased EBIT by 36%



Alumni

Franco Baronio, <i>managing director</i>	Banca Popolare
Paolo Bertoluzzo, <i>chief commercial officer</i>	Vodafone
Francesco Conte, <i>managing director</i>	BC Partners
Alessandro Profumo, <i>managing director & CEO</i>	Unicredit Group
Fabio Vaccarone, <i>managing director</i>	Sole 24 Ore System