

# BEZZU

## Industry

Fashion and IT

## Client Description

Bezzu is positioned to disrupt the Fashion industry across the globe. A web-based solution for fashion boutiques across the globe to market their products to worldwide audience.

## Customer Requirements

Quickly and effectively launch and manage a sales force to win market share in the Boutiques in multiple territories across the US and Europe.

## SFI Solutions

SFI entered into an agreement to develop setup their organizational structure then manage their sales force. SFI developed all compensation plans, quota assignments, recruited, trained and managed sales teams in multiple regions across the US.

## Results

SFI will hire, train and manage 200 sales executives in multiple territories in the US and over 300 sales executives throughout Europe. The goal is to establish Bezzu as the international choice for online purchasing for fashion minded individuals.