**SALONE FRANCHISING MILANO: SUCCESS STORIES AND ENDLESS OPPORTUNITIES FOR FUTURE ENTREPRENEURS**

* *Doppio Malto: A countertrend success focused on “the value of your time”*
* *Kids & Us: From everyday maternal experiences to an innovative teaching method*
* *Milano Cosmetics: The right price combined with the quality of local products*

*Milan, 27 September 2024* – Over 100 success stories and countless opportunities to become part of them. This is, in short, the formula behind **Salone Franchising Milano**, organised by **Fiera Milano** and open until tomorrow at Allianz-Mico.

The event hosts more than 130 franchise brands, giving aspiring entrepreneurs the chance to meet with some of the most qualified franchisors to either launch a new business or strengthen an existing one.

The opportunities for professional growth and new business ventures are vast, spanning all sectors of commerce—from large retail chains to food, personal well-being, and various services. But it’s not just the variety that stands out: the stories behind these businesses are truly remarkable, often originating from small companies, sometimes from everyday experiences or a keen pursuit of quality. Despite different beginnings, they share a common future: growing into networks set for further expansion.

**Doppio Malto** has embraced a winning growth strategy with the slogan "**a happy place**", redefining the restaurant experience as not just a place for quality food and excellent beer, but a space for leisure. Their venues offer an almost hospitality-like experience, where customers can enjoy **games and entertainment**, creating moments of relaxation and joy. A testament to the success of this concept is the fact that people spend an average of more than three hours at their locations - more than double the typical time spent at a restaurant. This transformation began with Giovanni Porcu’s bold decision to leave his career as a lawyer and reinvent himself as an entrepreneur. In 2016, he took over a small venue in Erba, originally founded 12 years earlier, and expanded it across Italy and internationally. However, he chose to maintain a strong link with Sardinia: all the beers are still produced at the brewery in Iglesias, with an annual capacity of **over five million litres**.

In addition to the eight new openings in 2023, the trend towards internationalisation is strong, with projects and requests from France, Germany, Spain, and Scandinavian countries. Currently, there are 40 venues in Italy, France, and the UK, with a goal of 100 by 2026. Six new locations are planned for Italy in the coming months, with another six in the pipeline for 2025. Expansion is also accelerating in France, with seven new outlets set to open in spring 2025.

**Kids&Us**, on the other hand, was born from the study and passion for English of its founder, Natàlia Perarnau, a Catalan philologist. The Kids&Us method is based on **everyday experiences** and follows the natural process of acquiring a mother tongue, progressing through **listening, understanding, speaking, reading, and writing**. This led to the creation of Kids&Us School of English, founded in Manresa, Catalonia, in 2003. The success of this first school encouraged Natàlia to open more locations across Spain, and the continued validation of the method paved the way for franchising and international expansion. Kids&Us has since expanded beyond Spain, establishing schools in Italy, France, Belgium, and Andorra, as well as other non-European countries. There are now over 600 schools in 10 different countries. In Italy, the first school opened in Rome in 2011, and today there are 94 locations, with 27 of them opening in 2024. The expansion plan aims for 200 schools by 2030. The method can be applied very early, starting from just one year old, and a team of educational experts continuously develops and updates all the materials needed for its effective implementation. The results are impressive, with children achieving language independence much earlier than with traditional methods.

For the first time, **Milano Cosmetics** is a story of growth that’s making waves in Italy. This globally recognised brand in the professional beauty sector is entering the Italian market, tapping into a booming industry. Present in countries like Spain, France, the UK, the US, and Latin America, Milano Cosmetics boasts over 700 hair salons with a turnover of €100 million. This established and continuously expanding brand, which carries the ‘Milano’ name as a mark of Italian quality worldwide, is now ready to make its mark in Italy. All the products used in its salons are **100% made in Italy**, and the company plans to revitalise the hairdressing sector with a turnkey franchise model. The group’s success lies in its offering, which includes elegant store design standards, professional training, and the direct supply of Milano Cosmetics products from the manufacturer. This allows for significant cost reductions, which are also passed on to the end consumer. Product quality is further confirmed by investments in research and development, amounting to 7% of revenues, ensuring the regular launch of innovative, specialised treatments.

The challenges facing the sector, the opportunities for aspiring entrepreneurs, and the stories of successful business management will continue to be at the heart of **Salone Franchising Milano**, which runs **until tomorrow, 28 September** 2024, at **Allianz Mico**.

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