



CELITA
GROUP

AMBITIOUS®



COMPANY OVERVIEW

CELITA
GROUP



COMPANY NAME: INDÚSTRIA DE CALÇADO CELITA, LDA.

BRANDS: AMBITIOUS

TURNOVER: >17 MILLIONS € (YEAR 2017)

WE PRODUCE 2000 PER DAY

COMPANY SIZE: TWO FACTORIES WITH 6000M² IN TOTAL

180 EMPLOYEES



THE COMPANY

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- WE ARE A GROUP DEDICATED TO THE MANUFACTURE OF QUALITY MEN'S FOOTWEAR.
- THE COMPANY WAS CREATED IN 1994 WITH THE COMMITMENT TO BE AT THE FOREFRONT OF THE MEN'S FOOTWEAR INDUSTRY.
- WITH TRADITION, KNOW-HOW AND EXPERIENCE IN THE MANUFACTURE OF FOOTWEAR AND, ON THE OTHER HAND, IN INNOVATION, WE HAVE SHAPED OURSELVES AND MARKED A PLACE IN THE FOOTWEAR MARKETS.
- OUR GOAL IS TO ESTABLISH NEW RULES IN MEN'S FOOTWEAR, WE CREATE ATTRACTIVE AND DIVERSIFIED SHOES THAT CHALLENGES THE LIMITS OF CONVENTIONAL DESIGN.

THIS IS THE ESSENCE OF THE COMPANY THAT IS PRESENT IN EVERYTHING WE DO.



COMPANY HISTORY

CELITA
GROUP



CUTTING AND SEWING
STRUCTURE OF WORK:
SUBCONTRACTING.

1994
DATE OF FOUNDATION

2008 YEAR OF TRANSFORMATION:
CREATION /DEVELOPMENT/ ASSEMBLY.
TECHNICAL KNOWLEDGE.
DESTINATION: INTERNATIONAL MARKET

2010 BEGINNING OF INTERNATIONALIZATION:
EUROPE
AMBITIOUS WAS CREATED

2012 NORTH AMERICA:
CANADA
USA

2013 ASIA:
CHINA
SOUTH KOREA
JAPAN

2015 MEXICO
SOUTH AMERICA:
COLOMBIA



COMPANY GROWTH

CELITA
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- I.C. CELITA WAS CREATED IN 1994 BUT THE BIG TRANSFORMATION HAPPEN BETWEEN 2008 AND 2010.
- AT THIS TIME WE MADE A STRONG INVESTMENT IN HUMAN RESOURCES AND MACHINERY, WHICH ALLOWED US TO START PRODUCING SHOES FROM THE DESIGN UNTIL THE PACKAGING STAGE.
- THE GROWTH WAS EXPONENTIAL AND IN 2010 WE BEGAN OUR PROCESS OF INTERNATIONALIZATION WITH EUROPE BEING THE MAIN FOCUS.
- AT THE END OF 2016, AND DUE TO THE INCREASE ON OUR BUSINESS VOLUME, WE CREATED A NEW PRODUCTION UNIT THAT DUPLICATE OUR PRODUCTION CAPACITY.
- CURRENTLY THERE ARE SHOES PRODUCED IN OUR FACTORIES IN APPROXIMATELY 50 COUNTRIES AROUND THE WORLD.



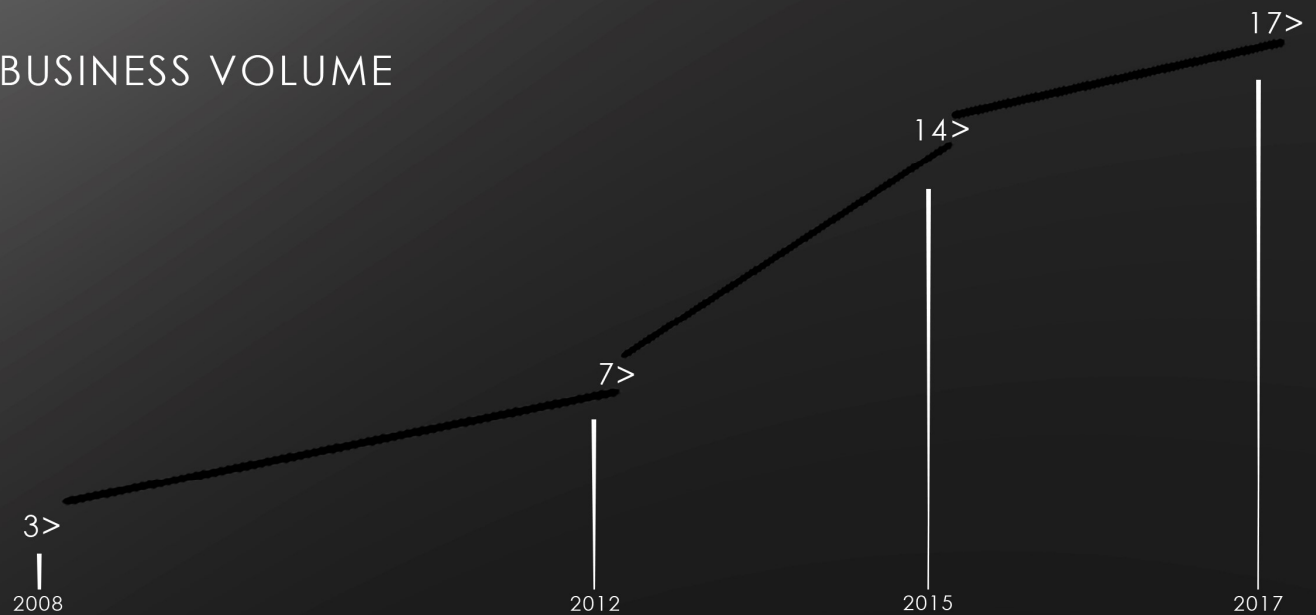
COMPANY GROWTH

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OVER THE YEARS THE COMPANY GROWTH HAS ALWAYS BEEN MADE WITH COLLECTIONS DESIGNED BY US AND WITH FOCUS ON THE PRIVATE LABEL BUSINESS.

BUSINESS VOLUME



UNIT: MILLIONS €



RESEARCH AND DEVELOPMENT

CELITA
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WE HAVE THE COMMITMENT TO BE AT THE FOREFRONT OF THE MEN'S FOOTWEAR INDUSTRY. THAT IS ONE OF THE PURPOSES FOR OUR EXISTENCE. FOR THIS REASON WE ARE FOCUSED ON CONTINUING THE EVOLUTION OF OUR COMPANIES. THIS EVOLUTION GOES THROUGH:

- 3D PRODUCT DEVELOPMENT
- EFFORT TO HAVE THE MOST ADVANCED MACHINERY
- AUTOMATIC CUTTING MACHINES (ALTHOUGH OUR PRODUCTION IS STILL ABOUT 90% MECHANIZED)
- A STRONG AND CONSTANT COMMITMENT IN DESIGN AND COMMUNICATION



DESIGNING THE FUTURE

CELITA
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FOR CELITA GROUP, AND TAKING INTO ACCOUNT THE CURRENT PARADIGM OF THE FOOTWEAR SECTOR, THE MAIN ORIENTATIONS AND OBJECTIVES IN THE SHORT / MEDIUM TERM ARE:

1. MAINTAIN THE CURRENT CUSTOMERS / MARKETS.
2. WE EXPECT THAT IN THE NEXT 2 YEARS WE WILL BE ABLE TO ENTER AT LEAST 6 NEW MARKETS.
3. IN TERMS OF PRODUCT / BRANDS:
 - CONTINUE WITH THE GROWTH AND GLOBALIZATION OF AMBITIOUS
 - PRESENTING LATER THIS YEAR THE NEW BRAND WE ARE WORKING ON AND CONSOLIDATE IT AS SOON AS POSSIBLE. SUIT RUNNERS





CONTACTS

CELITA GROUP

RUA CIDADE DE GUIMARÃES, 187
4800-858 SÃO TORCATO - PORTUGAL

TEL.: +351 253 543 098

FAX.: +351 253 543 099

EMAIL.: CELITA@MAIL.TELEPAC.PT

WWW.AMBITIOUS-SHOES.COM

