

## How Apricot Lane Prepares Franchisees for Business Ownership

Are you looking to break into the fashion industry but aren't sure you have the right experience? If you're passionate about fashion and have the drive to build a small business, don't let your lack of experience get in the way – partner with Apricot Lane! We teach franchisees from a wide range of backgrounds how to open and operate their own clothing boutique using our time-tested business model. Here's a sneak peek at how we prepare our franchisees for business ownership.

### Training to Get Them Up to Speed

A lack of industry experience might get in the way if you were contemplating starting a new business from scratch, but Apricot Lane has already developed highly-efficient processes for running our franchise boutiques

Our franchisees take part in a comprehensive training program in which they'll learn the ins and outs of operations



Franchisees can look forward to ongoing education as they grow their business

We cover everything — from using our technology, to ordering, to inventorying, to finding a great staff

### Resources to Simplify Day-to-Day Tasks

Technology is an important part of the Apricot Lane business model, and an investment in our brand comes with a number of helpful resources

Franchisees are able to log in to their store systems remotely using the [technology suite](#) that comes with their investment – allowing them to manage their business just about any time



Our third-party bookkeeping partner will have secure access to your business' financial information, allowing you to review your financial performance without the hassle of inputting all of the data yourself

A sophisticated point-of-sale system makes it easier than ever to keep track of your day-to-day business, inventory, and more



### Hands-On Support

We're there to support our franchisees before and after their grand opening

Our team is there to provide guidance periodically and as requested

We're constantly researching new trends and offer our franchisees new inventory options regularly, allowing them to constantly update their merchandise

Apricot Lane goes above and beyond when it comes to educating and supporting our franchisees.

**Contact us today** to learn more about how we prepare them for ownership.



Visual merchandising support helps our franchisees keep their stores looking great and attract the attention of potential customers

Our in-house ad agency makes marketing a breeze

