



**6 REASONS
MILLENNIALS
ARE A PERFECT
FIT FOR OWNING
AN APRICOT LANE
FRANCHISE**



Prepared by:

Apricot Lane
BOUTIQUE



Apricot Lane is an innovative brand with a franchise opportunity like no other. In particular, an investment in an Apricot Lane franchise is a great opportunity for millennials who are looking for an exciting new career. Our emphasis on technology, up-to-the-minute inventory, and flexible ownership requirements are just a few of the reasons that we're well-suited for millennial investors. In this eBook, we'll cover the top reasons that Apricot Lane and millennials go together like peanut butter and jelly!

A FUN AND FLEXIBLE CAREER

Millennials report that one of their top priorities for their careers is to find a job that they find enjoyable. In stark contrast to baby boomers, who seek to learn new skills, millennials understand that finding a job they love means they'll never work a day in their life. Apricot Lane franchisees have the flexibility that allows them to spend more of their time doing what they love.

When you become an Apricot Lane franchisee, you'll be able to make many business decisions on your own. For instance, you'll have the latitude to decide when you'd like to work, and what tasks you'd like to manage yourself versus delegating to trusted employees. If your priority is being able to pick up your kids from school, you can set your own schedule to make sure they don't have to wait for you to get off of work. If you want to be around for an important family event or holiday, you can give yourself those days off. With Apricot Lane, you get to work according to your schedule, not someone else's. You'll even be able to decide for yourself what merchandise you'd like to stock your store with! All of this flexibility means you'll get to build up an Apricot Lane boutique that you're truly proud of, and that you'll be able to spend more time on the things that matter to you.





GIVING BACK TO GOOD CAUSES

Another important factor for millennials is choosing a career that allows them to make a difference. Millennials understand that they're responsible for being the change they want to see in the world. This altruistic outlook is just one more quality that sets millennials apart from previous generations.

Apricot Lane has partnered itself with Agape International Missions (AIM), a charity that works to end human trafficking by starting a fashion accessory line called, 3 Strands Shop. Our franchisees sell 3 Strands bracelets in their stores, and profits from 3 Strands are donated to AIM. We also encourage our franchisees to find other local and national charities to support. After all, we're a franchise brand that's built around the goal of empowering women (those who shop with us as well as those who become franchise owners). It's important to us that Apricot Lane is a force for positive social change. Partnering with us is a great way to run your own business in a fun and exciting industry while also working for the greater good!





AN EXCITING OPPORTUNITY TO JOIN A NEW INDUSTRY

Younger Americans are more open to the idea of starting a career in a new field than older Americans. Working for your entire career in a single industry is a great way to build up a strong body of knowledge and expertise. However, in the 21st century, it's often possible to switch industries without much of a hassle. Businesses like Apricot Lane are always working to make it easier for franchisees of all backgrounds to make a career in fashion!

Oftentimes, our potential franchisees worry that their particular background and skill set doesn't qualify them to run one of our boutiques. However, our comprehensive training program combined with the many resources we've developed take the hassle out of running an Apricot Lane store! Check out what Anne Hogsett, one of our franchisees, had to say:



When I decided a year ago to pursue my dream of owning a boutique, I knew I would need a great deal of help. I was a teacher for 27 years and had no business experience. After researching franchises, I knew Apricot Lane was the perfect match for me! The Apricot Lane franchise has prepared me every step of the way by providing thorough training in marketing, managing, purchasing, and merchandising. The corporate team is AWESOME! They work very hard to make sure I am successful. I feel so fortunate to be a part of the Apricot Lane franchise!



As you can see, even for franchisees like Anne who have spent a lifetime in other fields, running an Apricot Lane franchise is an exciting career switch! The training and support resources we provide are designed to help franchisees from just about any professional background manage their boutique as easily as possible. Don't let a lack of fashion or retail experience hold you back from this exciting opportunity!

TECHNOLOGY THAT'S AS FAST-PACED AS YOU ARE



It's no secret that millennials value efficiency and convenience in their interactions. Younger Americans in general love learning about and shopping with the brands they love through a combination of digital and face-to-face interactions. As an Apricot Lane franchise owner, you can also look forward to utilizing cutting-edge technology to keep your store running smoothly. We utilize a number of software interfaces to make things easier for our franchisees. For instance, our point of sale system is computer-based, and is designed to make it as easy as possible to record sales, making it a snap to track your store's business and inventory. Along these lines, we also provide our franchisees with bookkeeping software that simplifies processes like recording sales, managing tax records, and so forth.

Perhaps the most exciting platform we utilize allows our franchise owners to find and order merchandise from our constantly-updated inventory. We understand that you need to keep your store freshly-stocked with the newest trends. That's why our buyers are constantly keeping an eye on the fashion world, looking for trends that reflect runway looks straight off the catwalk. We make these selections available to our franchise owners through our ordering system, which is updated every week. This enables you to keep your store's merchandise on-point without any hassle!



THE TRAINING YOU NEED

Millennials value on-the-job training in their careers. This isn't surprising – it's important that employers provide comprehensive training in order to get the best results. The same is true in franchising. As a franchise owner, you're not an employee – you're an investor in our company with a vested interest in finding success. That's why we provide you with the training you need to make the most of your investment!

Running a boutique can be complicated. It can take independent business owners years to identify the best policies and procedures, develop relationships with suppliers, and develop a great marketing strategy. One of the key benefits of opening an Apricot Lane franchise is that we've been in business for decades, and we've already figured out how to manage these concerns!

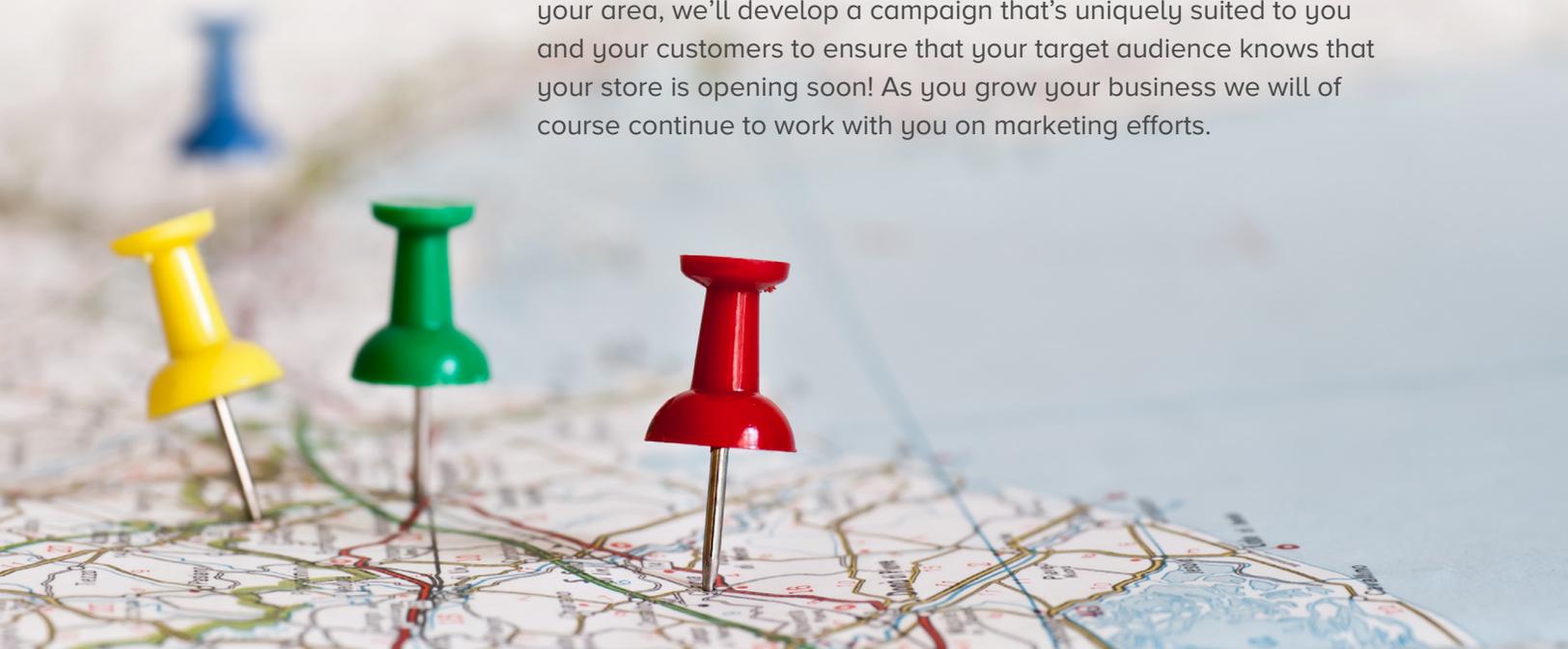
We'll pass on your knowledge and expertise to you through a comprehensive training program. Through a combination of home and classroom training (at our headquarters in Sacramento) you'll learn all the ins and outs of running an Apricot Lane boutique. How to use our software systems, inventory management, and customer relations are just a few of the important skills you'll learn. Best of all, we'll work with you right in your own location for three to five days! During this time, you'll get to apply what you've learned with the guidance of our experts in your own store. We'll also teach you the finer points of visual merchandising, helping to ensure that your store is prepared to wow customers on your grand opening day.

6 KEY SUPPORT TO BUILD A BUSINESS AS UNIQUE AS YOU ARE

Millennials value their individualism, so the prospect of opening just another women's clothing boutique isn't one they're likely interested in. Apricot Lane is on the same page! That's why we'll help you come up with a store design that's just right for you and your space. At Apricot Lane, we don't believe in the "store in a box" concept, and our design experts will work with you to design a layout that's unique to your store. We'll also teach you the visual merchandising skills you'll need to keep your store looking fresh and unique as your business grows.

We'll also help to make sure that you set up shop in the right location. Our real estate experts will help you find a location that's affordable and on the right terms for you. We have plenty of experiences negotiating leases and are happy to work with you through the process of finding a good storefront.

Apricot Lane knows how important it is to get your boutique started off strong. That's why our in-house marketing team will work with you to develop a targeted marketing campaign to spread the word about your new location. With our expert insight into the demographics in your area, we'll develop a campaign that's uniquely suited to you and your customers to ensure that your target audience knows that your store is opening soon! As you grow your business we will of course continue to work with you on marketing efforts.



CONCLUSION

These are just a few of the reasons why Apricot Lane is a great choice for millennial investors who are looking to start an exciting new career in the fashion industry. [Contact us today](#) to learn more about what we have to offer our franchisees!



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