

Prepared by:

Apricot Lane
BOUTIQUE



**FROM CORPORATE EMPLOYEE
TO BUSINESS OWNER
LIVE A FULFILLING CAREER**

Business ownership is a dream of many, but it's not always easily realized. Owning a business involves finding your niche in the right industry, identifying efficient processes, building relationships with suppliers, not to mention developing a strong rapport with potential customers. Apricot Lane greatly simplifies business ownership, making it easier for our franchisees to work for themselves rather than someone else. In this eBook, we'll show you how leaving your corporate career to become an Apricot Lane franchisee can help you achieve the personal freedom you want.

THE MANY BENEFITS OF OWNING YOUR OWN BUSINESS

If you've been working a corporate job, you might look at successful business owners with envy. And who could blame you? People who work for themselves are able to set their own priorities, enjoy the majority of the profits when their business does well, and don't need to work through a human resources department for simple requests like taking a sick day or scheduling a vacation.

Owning an Apricot Lane franchise comes with all of these benefits and more. Our franchisees can decide for themselves when they'd like to work, which tasks they'd like to delegate to others, even which styles they'd like to stock in

their stores. In fact, they enjoy even more benefits than most entrepreneurs: we've established a system that allows them to order merchandise, deploy marketing campaigns, and grow their business all with our support. Some people worry that opting to franchise means you'll be tied down to a franchisor's system without the freedom to do things your own way. However, our franchisees often find that our system enables them to spend even more time on important things like growing their business and spending time with family.



WHY A CLOTHING BOUTIQUE?

There are virtually endless types of businesses you could go into, so why open a clothing boutique? There are lots of great reasons! For one thing, Apricot Lane is a different kind of clothing boutique. We don't sell mass amounts of every style like fast-fashion retailers. Rather, our franchisees have access to a wide range of styles – updated regularly – and they order the ones they think their customers would love. They order only small quantities of each style, and when they're sold out they likely won't be coming back. This model has established Apricot Lane as a boutique that's more in line with high-end designer retail: our stores are places where unique and exclusive treasures can be found. Our customers know that if they see something they love, they need to act fast because it likely won't be on our racks for long. If you're interested in fashion, ours promises to be a fun opportunity to work in an engaging business.

Apricot Lane further stands out because we seek to empower women. Our boutiques have long been favorite destinations for mothers and daughters to shop together, and we encourage our franchisees to give back by donating to charities, like 3Strands, that support women. Of course, there are plenty of financial reasons to invest in a clothing boutique as well. It's true that online shopping has meant significant competition for many brick and mortar stores, but there's still a strong demand for boutiques like ours. Customers in the market for clothing love to be able to see, touch, and try things on

before they buy – this is evidenced by Gen Z's preference for shopping in stores, and the fact that 80% of apparel purchases still happen in stores. A further benefit of brick and mortar stores that customers love is that they can take advantage of knowledgeable sales associates.



HOW APRICOT LANE CAN HELP

If you don't have any entrepreneurial experience you might wonder if you're qualified to open your own clothing boutique. The truth is that our system is so simple, you don't need to be an expert in retail or fashion to leverage it to your advantage. We help franchisees from all backgrounds run their own business by providing them with a number of resources.



COMPREHENSIVE INITIAL TRAINING

All of our franchisees participate in an initial training program both online and at our headquarters. Throughout the course of your training, you'll learn concepts like...

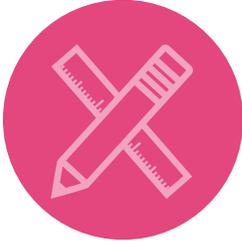
- How to use our online ordering system and other proprietary systems
- The basics of visual merchandising
- Strategies for building customer loyalty
- How to manage your records, receipts, and so forth

By the time your training is complete, you'll return to your location ready to get started. Of course, our support doesn't end there.



LOCATION SCOUTING ASSISTANCE

Finding the right location is key for any new business, especially a clothing boutique like ours. We work with our franchisees to help them find storefronts in areas that are convenient for their target customers and that have agreeable leasing terms. We've opened many new Apricot Lane franchises over the years, so we know what our franchisees should look for in terms of monthly rent, square footage, and other considerations. Best of all, once we've found the right location, we'll work with you to build it out and set it up with the right fixtures for a beautiful, thriving clothing store.



GRAND OPENING AND ONGOING MARKETING

Every new business needs a strong grand opening marketing campaign to introduce themselves to their community. This can be a daunting task for an independent business owner: decisions like which channels to use, how to design materials, identifying a voice and tone, can all be stressful. Making the wrong choice could mean that your message doesn't effectively reach your target customers. A key benefit of partnering with Apricot Lane is that we have extensive experience in marketing. When a new franchise opens its doors, our experts work hand-in-hand with franchisees to develop highly effective campaigns. We already have a cache of ready-made marketing materials, saving you valuable time and money, and we're experts on identifying which channels will most effectively grab the attention of your potential customers.



SUPPORT THROUGHOUT THE LIFE OF YOUR BUSINESS

Independent owners often struggle when it comes to keeping their businesses on the right track. When they're not performing well, it can be a challenge to identify what needs to be changed. They can always enlist the help of a business advisor, but their services can be costly. Apricot Lane franchisees, on the other hand, can look forward to taking advantage of our advice and guidance. We set them up for strong performance by working with them to set goals and develop a plan of action for meeting those goals. Of course, we're available for smaller-scale help as well, by answering questions and checking in on your progress. Either way, you have a seasoned team behind you at all times.



HOW TO GET STARTED

If this sounds like an exciting opportunity to you, the first thing to do is get more information. A good deal of the investment information is outlined on our website, so visiting us online is a great first step. Once that's done, you should feel free to contact us either to move forward in the process or just to get more information. We'll set up a time to talk, learn more about you, and give you more detailed information about our brand. If it seems like we'd be a good fit, we'll get you started on the path to becoming an Apricot Lane franchisee.



Ready to learn more about
owning your own business?

Contact us today
to get started.

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