

ApricotLane

BOUTIQUE



BECOMING A FRANCHISE OWNER

What You Need to Know

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ApricotLane
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If you're thinking of opening your own franchise, there are a lot of factors to be aware of. Understanding the relationship you'll have with your franchisor, what will be required of you as a franchisee, and what steps to take to grow your business are important things to understand before opening your doors. This eBook will introduce you to the basics of becoming a franchise owner with Apricot Lane.

FINANCIAL REQUIREMENTS

If you're thinking of opening your own franchise, one important point to consider is the financial requirements set by your franchisor. Franchisors like Apricot Lane require franchisees to demonstrate a set amount of liquid capital, and to pay a small percentage of their annual earnings. In addition to requiring a certain amount of liquid capital to demonstrate that you have the resources to secure a location, purchase inventory, and manage the other requirements of opening your business, franchisors also require an initial franchise fee.

The initial franchise fee is a one-time fee that first time franchisees pay to their franchisor. At Apricot Lane, we are proud to offer a comparatively low franchise fee of \$34,500. This franchise fee is much less than what other franchisors require, and given the high quality of the training and support you will receive, it is a great opportunity for our franchisees.

Some franchisees choose to secure financing in order to cover the costs of opening the business and the franchise fee. Typically, franchisees will need around \$80,000 in capital in order to qualify for financing. While Apricot Lane does not provide financing in-house, we can help our franchisees secure financing by referring them to trusted lending associates.

FRANCHISE DISCLOSURE DOCUMENT

The most important document you will review while deciding whether or not to open a franchise is the franchise disclosure document, or "FDD". The FDD gives you all of the information you'll need about the cost of opening your location, how other franchises have performed historically, and more. It is important to read the FDD carefully, as it spells out everything that will be required of you and the franchisor. You'll be given a copy of the FDD at least 14 days before you sign a contract, giving you plenty of time to review the details.

TRAINING AND SUPPORT

One of the most significant benefits of opening a franchise, rather than starting a business from scratch, is the training and support you will receive. Apricot Lane has years of experience in the fashion industry, and you'll be able to rely on us to provide you with training and support that will help you to grow your business as efficiently as possible.

Apricot Lane implements a comprehensive training program that franchisees will participate in from home, from our headquarters in Sacramento, and from their own stores. Throughout this training period, participants will learn all about Apricot Lane's policies and procedures, and will work with a marketing expert in their store to maximize their location's potential.

One important way that Apricot Lane supports our franchisees is by employing a team of buyers who do constant research on fashion trends. Our merchandise offerings to our franchisees are constantly updated based on their findings, so that they have only the best clothing and accessories to choose from when they stock their stores. This is one way we help our franchisees take some of the guesswork out of staying relevant in the ever-changing fashion industry.



We also include software for managing bookkeeping, and Cambeo, a private intranet that our franchisees use to find resources on marketing, policies and procedures, and more. We can also help our franchisees get involved in e-commerce, using our connections to help develop a web presence that will expand their business beyond the brick and mortar confines of their location. These support systems combined with on-site visits and conference calls ensure that our franchisees are never left without a support system in place if they have a question or a problem that needs solving.

POLICIES AND PROCEDURES

At Apricot Lane, we want our franchisees to feel empowered to make decisions as small business owners. We are always open to feedback from our franchisees to help expand our knowledge of our business. One of the benefits of working with an established brand is that we've seen it all, and based on our experiences we've established policies and procedures that we feel will help our franchisees operate their businesses as smoothly as possible. Following the established policies and procedures that we've developed is one important thing you should expect when you franchise with Apricot Lane. By working within these parameters, we can help our businesses run smoothly and avoid any pitfalls.

BRAND RECOGNITION

Brand recognition is one of the most important assets you can expect to take advantage of when you decide to franchise. Rather than needing to build up a reputation for quality and excellence on your own (which can take years), by opening a



franchise with a well-established reputation that customers will instantly know what your business stands for, and what kind of products they can expect to find. When you open a franchise, it's important to do some research to ensure that the brand you're joining has a positive reputation. Since 2007, customers have trusted Apricot Lane as a reputable source of high-quality fast fashion, and our franchise locations around the country have expanded our brand to communities everywhere. If you're thinking of opening an Apricot Lane location of your own, you can rest assured that our positive reputation would be an asset for you as you open your doors and begin to grow your business.

HELPFUL PAST EXPERIENCE

While we believe that our training and support programs are strong enough to get anyone started, having the right career experience can give some franchisees a leg up when it comes to opening their own Apricot Lane boutique.

Career retailers have the experience to know how to run a store most effectively, and have the management and sales experience to make the most of the support programs we offer. If you're working in retail and are tired of higher-ups deciding how to display merchandise, what merchandise to sell, and what your schedule should look like, consider transitioning to franchise ownership with Apricot Lane to put your skills to use for yourself.

Fashion merchandisers have already worked in the fashion industry, giving them the skills they'll need to make careful selections to stock their store. Instead of helping another business owner or company stay on trend, why not put those skills to use for yourself?

FLEXIBILITY AND FREEDOM

Are you tired of having your work hours dictated by someone else? Do you wish you could be the one to decide when and how often you'd like to be at your job site? If so, greater flexibility and freedom are important benefits of opening your own Apricot Lane franchise. As the franchisee, you can decide when you'll work and who to leave in charge when you're not around. If family is important to you, you can make it a point to be home for dinner every night. You could even go into business with your family members, making your Apricot Lane location a team effort. If your mother has a flair for style, how great would it be to open your business together? When you franchise with Apricot Lane, you'll be able to call the shots.



CONCLUSION

These are just a few important points to keep in mind as you make the decision to franchise with Apricot Lane. Understanding what your franchisor expects from you and what you can expect from them is crucial as you go about making your final decision.

If you'd like to learn more about how Apricot Lane supports its franchisees, the flexibility and freedom you can enjoy, or exciting territories near you, reach out to us today at www.apricotlanefranchise.com or by phone at **707-469-3821**.



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