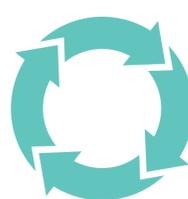


# LOCATION SELECTION PROCESS



When you open your own Apricot Lane Boutique, choosing the right location is key. After all, it's important that your store is located conveniently for the client base you'll serve. Here's a brief rundown on what to look for in a good location and how we help our franchisees select the right location for their new Apricot Lane Boutique.



## WHAT TO LOOK FOR IN A GREAT LOCATION

SALE

- Plenty of foot traffic in the area
- A high population density
- Near other businesses to help increase the number of potential customers for your franchise
- Plenty of visibility and signage so your customers can find you easily



## THE PROCESS OF SITE SELECTION



### INITIAL MEETING

- Finding the right location for each of our boutiques is so important to us that we come to you. Before you sign your franchise agreement, we'll meet with you in your area to scope out your territory for ourselves.
- This combined with our customized Apricot Lane Site Selection Model, will help us determine how many stores a market can support and the strongest possible locations to choose from in your area.



### CAREFUL ANALYSIS

- Once we have a possible location in mind, we'll conduct further analysis to make sure that it has plenty of potential for growth.
- We'll take factors into consideration such as census data, the presence of other retailers, sales forecasting models, and so much more.
- Our analysis will help our team, along with potential franchisees, narrow down the best areas to open up shop in your territory.



### FINALIZE A LEASE AGREEMENT

- Once we've settled on the location and you've signed your franchise agreement, we'll finalize your lease!
- Our real estate representatives will even work with landlords to make sure you get the best deal possible.

When you franchise with Apricot Lane, we take the headache out of finding the right location. Compared to other franchisors who rely on simple demographic data, we go above and beyond for our franchisees when it comes to finding just the right storefront. Contact us today to learn more about the process of becoming a franchisee!

Give us a call at **707-469-3921** or visit us at **[apricotlanefranchise.com](http://apricotlanefranchise.com)** to get started!

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