

FRANCHISE PROPOSAL

....."where beautiful homes begin"

It's more like Christmas!

That's what our customers say about our store. There is always something new and different from anything that they have ever seen before. They keep coming back time and time again, as they are frightened they will miss something as our products are constantly changing.

It's the same for you as owner of the store. Every time you receive a new stock delivery from your suppliers it's like opening presents at Christmas. Always exciting with lots of surprises.

A Barbara's Home, Gift and Fashion (BHG&F) franchise is more like buying yourself a present than buying a business. Come and visit us and you will see what we and our customers find to be so exciting.

Not your usual gift store

Enter a Barbara's Home, Gift and Fashion store and you will immediately notice the difference. You feel at home with great colour coordinated displays with different and unusual products and friendly, helpful service and advice. There is no comparison, no pressure selling, just our unique way of doing things.

What do our customers like about us?

We are yet to find a customer who does not find BHG&F to be one of their best shopping experiences. For most it is impossible to appreciate the store on their first visit. As they wander around the store they continually see products that they would love to have in their own homes or give to that special person. They cannot believe the choices available to them with most products never seen before. Customers return time and time again looking for products missed on previous visits and for new products that arrive all the time. One of their favourite lines is "I'll have one of everything please!"



Why should Barbara's Home, Gift and Fashion be your business?

We offer many advantages compared to other businesses. These include:

Name and Image

Our proven name and image is the starting point to your successful business. Our name says it all and soon becomes recognised in your area for products that are so different from anywhere else. We have something for everyone and can satisfy any taste, décor or price range. You will be the envy of family and friends as an owner of a BHG&F Store.

Expanding Market

In a world where everything becomes more and more generic, where one size fits all, where there is no choice of colours or products, a BHG&F store is an exciting oasis in the desert of shopping experiences. Combine this with increasing demand for something different and you will find that the ongoing potential for your store is unlimited.

Easy to Operate Business

A BHG&F franchise is an easy to operate business. It can be run by one owner or as a partnership reducing the number of employees required. No prior experience is required as we teach you everything you need to know to efficiently and profitably run your business.

Production Selection

There are literally tens of thousands of different home décor, gift products and fashion accessories that you could buy for your store. Which ones should you buy, who do you buy them from, how much should you pay and what quantities should you buy?

As a BHG&F franchisee we select your opening products with you and then show you how to replace them. We do not stifle your creative spirit and encourage you to ensure that your store remains unique in its range of stock. You can select the stock that best suits your store as you have flexibility in your choice of products.

Help of course is only a telephone call away. You will soon find that buying your products is one of the most pleasant experiences of running your store.

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Product Merchandising

One of the secrets of our success is the way that we display our products. It creates and enhances customer interest and provides a basis for add-on sales. We show you how to create your own displays and during the first year of your franchise will visit your store every month to assist with store presentation and product displays.

Group Buying Power

You will immediately benefit from the buying prices and settlement discounts that we have negotiated with our suppliers. As our group continues to grow we will obtain even lower prices and more product exclusivity. You will be able to buy direct from our suppliers without us profiting in this area.

Comprehensive Training

Our comprehensive training programme teaches you everything that you need to know to successfully run your business. Nothing has been left to chance. The programme includes local marketing and promotion, product know-how, stock rotation, orders, customer sales and service, product merchandising and store presentation, administration and accounting.

We teach you everything that you need to know.

Ongoing Support

One of the hardest things about owning a business is having no one to support you and give you advice when you need it. As a BHG&F franchisee we will be with you every step of the way.

There will be a programme of regular visits, franchisee meetings and newsletters to ensure that you are kept up to date with the latest home and gift products, systems and procedures etc. You are encouraged to participate at every meeting as we welcome your comments and suggestions. Our detailed Business Operations manuals provide day-to-day support.



Group Marketing and Promotion

We have established an Advertising Fund for the purpose of promoting the BHG&F franchises throughout Australia. Franchisee contributions will be used for a range of items including Yellow Pages, television and direct mail brochures to ensure that your customers are kept aware of your business. We encourage your participation in the effective use of the Fund.

Web Site

We are creating a state of the art web site to promote your business. It features a wide range of products with a separate page to promote you and your location.

Product Brochures

A promotional brochure will be produced at no cost to our franchisees, paid by the Advertising Fund and our suppliers. It will be used to remind your customers of our exciting range of home and gift products including seasonal promotions.

Store Location and Fit-Out

We assist you to find your premises and help negotiate the lease terms and conditions. We are also responsible for the fit-out and establishment of your store. We allow you to pay for this work directly, so we do not profit in this area.

Exclusive Territory

Your franchise includes an exclusive area that is clearly defined in your franchise agreement. No other BHG&F store will be opened in your area.

A Profitable Business

A BHG&F franchise offers you a high return on your investment. A Profit & Loss Budget is available on request.



The Franchise Package

We offer a turnkey franchise package that includes everything that you need to get started, including the total fit-out and establishment of your store. The package can cost in the range of \$180,000 - \$300,000 approximately the average being \$250,000 plus GST and includes the following:

Store fit-out, fixtures and fittings	}	
Signage	}	
Equipment - see separate list	}	
Initial stock (\$75,000) average	}	
Printing and Stationary Pack	}	
Advertising Launch if required	}	We allow for everything
Uniforms (Aprons)	}	(except the unseen)
Training and Operation Manual	}	
Franchise Fee	}	
Legal Fees (if required)	}	
Accountant fee (if required)	}	
Working Capital	}	
Insurances	}	

The Next Step

We hope that you have found this information pack informative and interesting and would like to find out more about becoming a BHG&F franchisee. We now invite you to meet with us, inspect our store and ask all of your questions.

YOUR SUCCESS IS OUR BUSINESS

For further information or to arrange a meeting please call:

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