

# BLOSSOM

MOTHER AND CHILD

## FREQUENTLY ASKED QUESTIONS

### WHAT'S IN STORE?

- THE BLOSSOM MATERNITY COLLECTION CREATED BY OUR MATERNITY EXPERT DESIGNER TEAM, A FULL COLLECTION OF GREAT BASICS, JEANS, WORK AND OCCASION WEAR. BLOSSOM LINGERIE, A SPECIALISED COLLECTION OF MATERNITY AND NURSING LINGERIE AND NIGHTWEAR. DESIGNERS FOR BLOSSOM. INTERNATIONALLY KNOWN DESIGNERS QUEUE UP TO WORK WITH US ON SPECIAL MATERNITY AND BABY COLLECTIONS EXCLUSIVE TO BLOSSOM; WE KEEP OUR COLLECTIONS AND THE PRODUCT OFFERING FRESH AND UNIQUE BY SELECTING DIFFERENT DESIGNERS TO WORK WITH ON EXCLUSIVE COLLECTIONS.
- MOTHER AND BABY PHARMACY INTERESTING PRODUCT MIX OF VITAMINS, AROMATHERAPY, LOTIONS AND BIRTHING AIDS THAT HELP MOTHER AND CHILD STAY HEALTHY AND IN GOOD SHAPE THROUGHOUT THE 9 MONTHS THAT PUTS SO MUCH STRAIN ON THE BODY.
- RESOURCE CENTRE – BOOKS, MAGAZINES AND VALUABLE CONTACTS AND ADDRESSES FOR EVERYTHING FROM NANNIES TO MIDWIFE'S AND STEM CELL BANKS. EVERYTHING FOR THE BABY'S FIRST TWO YEARS: PRAM, BASSINETTE, CLOTHES, EDUCATIONAL TOYS AND PHARMACY PRODUCTS DESIGNED BY BLOSSOM OR SOURCED FROM AROUND THE WORLD.
- GIFTS – BEAUTIFUL PRESENTS FOR THE NEW MOTHER AND CHILD

### WHY SHOULD I CONSIDER A BLOSSOM FRANCHISE INSTEAD OF OPENING MY OWN BOUTIQUE?

THERE ARE SEVERAL REASONS TO CONSIDER A FRANCHISE OVER GOING IT ALONE. WE HAVE DEVELOPED A SERIES OF DIFFERENT SUPPORT NETWORKS YOU CAN TAP INTO FROM START UP SUPPORT TO ON-GOING SUPPORT, BUT HERE A BRIEF EXPLANATION.

- EXPERIENCE...WE HAVE SPENT THE LAST 6 YEARS DEVELOPING AND TESTING A UNIQUE CONCEPT THAT PROVIDES THE BUSY, TIRED, EXCITED AND FASHIONABLE MOTHERS AND MOTHERS TO BE AROUND THE GLOBE A PRODUCT MIX THAT HELPS THEM THROUGH MORNING SICKNESS, STRETCH MARKS AND FASHION CRISIS. OUR COLLECTION ALSO FEATURES STYLES SPECIALLY DESIGNED FOR BREAST FEEDING AND STYLES THAT ARE POPULAR WITH LARGER LADIES IN GENERAL

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- **VENDOR RELATIONSHIPS...** BLOSSOM HAS ESTABLISHED GREAT WORKING RELATIONSHIPS WITH OUR VENDORS OVER THE PAST 6 YEARS. THESE RELATIONSHIPS ALLOW US TO COLLABORATE ON STYLES & PROJECTS, WHICH CAN BE FOUND ONLY AT BLOSSOM. WE ALSO CAN PROVIDE YOU WITH INTRODUCTIONS TO THE MOST SOUGHT AFTER BRANDS. AS YOU CAN IMAGINE BRANDS ARE VERY PROTECTIVE OF THE STORES THEY SELL IN AND CAN BE VERY SCEPTICAL OF NEW BOUTIQUES, ESPECIALLY IN AN AREA SUCH AS MATERNITY. BEING PART OF THE BLOSSOM NETWORK ALLOWS YOU TO BE ASSOCIATED WITH OUR NAMES, RELATIONSHIPS AND PARTNERSHIPS.
- **BUYING SUPPORT...** THE BLOSSOM STORES STOCK THE BEST BOOKS ON BEING PREGNANT AND BRINGING UP CHILDREN AND OUR BUYERS VISIT ALL THE MAJOR FASHION FAIRS AND SHOWROOMS IN EUROPE AND THE STATES TO MAKE SURE WE ARE ALWAYS FIRST WITH THE NEW PRODUCTS A BLOSSOM BABY NEEDS THROUGHOUT ITS FIRST TWO YEARS. WE OFFER A BUYING SERVICE WHERE YOU CAN BENEFIT FROM OUR EXPERIENCE AND TIME LEAVING YOU FREE TO RUN YOUR BOUTIQUE. YOU WILL ALSO BE ABLE TO BUY THE BLOSSOM MOTHER AND CHILD COLLECTIONS AT FAVOURABLE PRICES AND BE ENTITLED TO SPECIAL SEASONAL OFFERS.
- **ON GOING SUPPORT -** AS A BLOSSOM FRANCHISE PARTNER YOU CAN ALWAYS COUNT ON US FOR SUPPORT AND ADVICE. WE ARE THERE TO HELP YOU MAXIMISE ON THE LOOK OF YOUR STORE, THE PRODUCT OFFERING AND THEREBY YOUR TURNOVER. WE PROVIDE YOU WITH ALL OUR SALES KNOWHOW EARNED FROM WORKING WITH PREGNANT WOMEN AND CHILDREN AROUND THE WORLD. WE ENCOURAGE YOUR IDEAS AND INPUT TO TAILOR AN INDIVIDUAL BOUTIQUE TO ITS MARKET; HOWEVER OUR BUYING GUIDES MAXIMISE THE CAPITAL SPENT ON INVENTORY TO ENSURE SUCCESS.

**IS IT NECESSARY TO HAVE PREVIOUS RETAIL EXPERIENCE?** IN ESSENCE NO, HOWEVER IT DOES GIVE YOU AN ADVANTAGE WHEN YOU OPEN YOUR OWN BOUTIQUE BUT OUR EXPERIENCED TEAM IS HERE TO HELP YOU EVERY STEP OF THE WAY. WE ARE COMMITTED TO HELPING YOU BE A LEADER IN THE MARKET; AFTER ALL YOUR SUCCESS MEANS OUR SUCCESS.

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**IS THERE A FRANCHISE FEE?** YES, IT ALLOWS YOU TO OPEN A BEAUTIFUL AND UNIQUE STORE USING THE BLOSSOM LOGO AND TRADEMARK WHERE EVERY DETAIL IN THE CONCEPT IS ALREADY TESTED AND THOUGHT THROUGH.

- LOCATION SOURCING. THE LOCATION IS AN ESSENTIAL PART OF THE CONCEPT AND SHOULD REFLECT THE OVERALL FEELING OF OUR BRAND. WE WILL HELP YOU FIND AND NEGOTIATE THE LEASE FOR THE STORE TO MAKE SURE YOU GET THE RIGHT LOCATION, SIZE OF STORE AND THE BEST PRICE. THE FRANCHISE TAKER OWNS THE LEASE AND PAYS THE RENT, LEGAL COSTS ETC .
- WE HAVE DEVELOPED A BLOSSOM MOTHER AND CHILD SHOP FIT THAT CAN BE ADAPTED TO VARIOUS STORE SIZES AND PRODUCT MIX. WE PROVIDE THE DRAWINGS FOR THE SHOP FIT AND THE FRANCHISEE PAYS FOR THE SHOP FIT. WE WORK WITH HIGHLY ESTIMATED SHOP FITTERS AND ARCHITECTS WHOM WE HAVE NEGOTIATED VERY FAVOURABLE PRIZES WITH AND THE FRANCHISEE WILL OF COURSE GET THE FULL BENEFIT FROM THIS.
- PRODUCT MIX: WE WILL HELP YOU PICK AND MIX THE RIGHT PRODUCTS FOR YOUR MARKET. WE HAVE NEGOTIATED GREAT DEALS WITH LEADING SUPPLIERS WHO WILL GIVE YOU DISCOUNTS YOU WOULDN'T BE ABLE TO GET WITHOUT YOUR BLOSSOM NETWORK.
- VISUAL MERCHANDISING: OUR VISUAL MERCHANDISER WILL BE ON SITE HELPING YOU DISPLAY THE PRODUCTS BEFORE THE GRAND OPENING OF YOUR STORE
- PRODUCT TRAINING: WE PROVIDE PRODUCT TRAINING IN YOUR STORE FOR YOUR SALES TEAM AND WE INVITE YOU TO SPEND A COUPLE OF DAYS IN ONE OF OUR FLAGSHIP STORES TO GET FAMILIAR WITH THE CONCEPT BEFORE OPENING YOUR OWN STORE
- WE WORK WITH ONE OF THE LEADING RETAIL IT SYSTEM PROVIDERS AND CAN THROUGH THEM OFFER YOU A GOOD DEAL ON A TILL AND STOCK CONTROLLING SYSTEM

## **WHAT IS THE NEXT STEP?**

PLEASE EMAIL US TO EXPRESS YOUR INTEREST AND WHICH CITY YOU WOULD LIKE TO OPEN YOUR BLOSSOM BOUTIQUE IN. [INFO@BLOSSOMMOTHERANDCHILD.COM](mailto:INFO@BLOSSOMMOTHERANDCHILD.COM)

THANK YOU FOR YOUR INTEREST AND WE LOOK FORWARD TO HEARING FROM YOU.

THE TEAM AT  
BLOSSOM MOTHER AND CHILD