



MY SPECIAL DAY
Bridal Boutique

BUSINESS OPPORTUNITY 2016

Vision Statement

Within 3 years of inception My Special Day will be the pre-eminent bridal boutique in South Africa. In order to realise our vision we will have 30 branches averaging 20 brides per month.

Our Franchise partners will be successful through the application of best business practice teamwork, decisive right action, a sense of the dramatic and hard work.

We will only offer the most bespoke gowns in an environment of enthusiasm and professionalism.

If this prospect excites you, if you want to be part of this vision and contribute to its fulfillment, then you're for me, and My Special Day is for you.

Mission Statement

At My Special Day it's all about You



My Special Day Bridal Boutique Business Opportunity

- My Special Day opportunity is ideal for people wanting to develop a business which is not linked to economic uncertainty, in fact economic uncertainty lead brides to budget, and there's where we come in...it's just easier and cheaper to hire a gown for R3,000.00 than it is to buy one for R30,000.00.
- South Africa witnesses over 180 000 weddings annually with an average spend of R100 000.00 per wedding. With a Bride, a wedding dress will always sell itself.
- We have identified 30 territories in SA and are looking for outgoing partners to manage the brand in each respective exclusive territory.
- Boutiques can be home based, or retail based depending on your initial ambition levels or start up capital. You can have 30 styles and 100 dresses or you can start with 10 styles and 30 dresses, it's all up to you. At My Special Day, we understand that starting a business is sometimes a complicated and costly process and thus we are comfortable starting you off where you're at.
- The Wedding Industry is a very rewarding business and being part of the "Wedding Dress" you are involved in a very big event in a brides life, It's a lot of fun.

Who is My Special Day? My Special Day is a Bridal Boutique National Franchise Operator that offers brides the opportunity of purchasing and or hiring a designer wedding dress without the designer price tag.

Is My Special Day the opportunity for you? If you believe in you & if you are prepared to apply yourself and if you are genuinely interested in the bridal business, within 90 days you could have a Boutique positioned to generate revenues in proportion to your efforts. This is achievable from a home based boutique, owning your time and owning your future.

Benefits of joining the Company:

- The opportunity to be in business for yourself while having support from head office which is a fully functional exclusive boutique.
- The opportunity to join a rapid growing company in a large industry.
- The opportunity of benefiting from bigger discounts due to Network Growth.
- The opportunity to enjoy the emotional reward of helping people.
- The financial prosperity available to you.

Marketing Potential:

- According to the latest studies in 2013, South Africa witnessed over 180 000 weddings and a bride spending in excess of R11 000 for a Bridal Gown.
- A staggering 2 Billion Rand was spent on wedding dresses alone.



- When interviewed, 3 out of 5 brides would have considered hiring a dress for the fraction of the cost if given the option.
- In fact, 85% of all wedding dresses end up on sale at an average of 20% of their original retail value.

Potential Financial Benefits for you:

***The table below is based on an average rental cost only*

	Home Boutique			Retail Boutique		
	5	10	15	10	20	30
Dresses	5	10	15	10	20	30
Avg. Rental	5000	5000	5000	5000	5000	5000
Gross Profit	25 000	50 000	75 000	50 000	100 000	150 000
Rent	0	0	0	10 000	10 000	10 000
W&E	0	0	0	500	500	500
Bank Charges	200	200	200	350	350	350
Google PPC	2500	3500	4500	3500	4500	5500
Insurance	250	250	250	500	500	500
Cell Phone	500	500	500	1000	1000	1000
ADSL/3G	250	250	250	600	600	600
Dry Cleaning	1250	2500	3750	2500	5000	7500
**Seamstress	650	650	650	650	650	650
Total Costs	5 600	7 850	10 100	19 600	23 100	26 600
Profit	19 400	42 150	64 900	30 400	76 900	123 400

** STD Quote dependent on extra's

* The benefits of retail are always in respect to traffic and footfall, thus the potential of generating more “walk in “ revenues however, the demographic must be in the right LSM group. This is discussed in our initial training programme.

Your Products & Services:

- The client has the option to purchase and or rent a bridal gown
- Purchasing costs are on average 3 times more than the rental.
- Rental cost range average R5000.00 per gown.
- All veils and accessories are for purchase only with veils ranging from R350 to R1125

New Dress Replenishment

As time goes by you may find that you have slowly sold stock. The dress replenishment program allows you to view and purchase your favourite styles as and when required.

You can purchase 1 dress or 10 and these will be delivered to your door enjoying the same discounts offered to you from My Special Days suppliers.



Our method

Personal - At My Special Day Bridal Boutique all consultations are strictly on a personal one on one basis whereby the brides requirements are considered and attended to. The Bride is given the time to try on the wedding dress that's perfect for them in a comfortable and bespoke environment.

Private - My Special Day understands that the time required to find that special wedding dress is important and thus ensure total privacy during the agreed time of consultation. Generally our Brides need 2 - 3 hours to find that perfect gown.

Exclusive - We do not exhibit our wedding dresses to the public on a walk in basis, our wedding dresses are bespoke gowns based on the latest European designs ensuring the brides desires are exceeded by the range and choice we have on offer.

Affordable - Our imported wedding dresses are affordable. Why spend R30,000 on a wedding dress when the bride can love one for the day for less than R5000.

What do you get:

- 3 Day training programme in Somerset West.
- All flights and accommodation included for primary partner.
- Farewell dinner at Waterkloof Wine Estate with Founder Karen McCallum
- Exclusive area (Town Specific)
- My Special Day corporate wear
- The rights to operate under My Special Day Bridal Boutique
- myspecialday email address
- Home Boutique will start at 30 Dresses in 8 different styles in white & Ivory
- Retail Boutique will start at 60 Dresses in 16 different styles in white & Ivory
- Bridal Accessories (which are purchased on an adhoc basis)
- Ongoing operational and business support
- Lead generation programme and CRM management
- Personalised Website which will within 6 months rank at no 1 on Google for your specific area for all searches for Wedding Dress and Bridal Gown.
- Personalised FB Corporate page, linked to Website and social platform
- Marketing material

Total Investment:

Home Boutique – R 178 750.00 all inclusive

Retail Boutique – R 313 500.00 all inclusive



**It is required that you also include an incumbent amount of capital for any shop fitting requirements and income replacement, whether starting a home and or retail based business.

Please bear in mind that the Franchise Opportunity look & feel has been developed with minimal costs and give you an example of the current head office based set-up costs:-

1½ Month rental & deposit (50m2)	R22,000
Painting - Paint & Labour	R 2,500
Rail System & Dressing Room (incl curtains)	R 7,500
Mirror/s	R 3,000
Bridal Couch and single seating (3)	R 6,000
Mannequins (2)	R 1,100
	<u>R42,100</u>

Brand Management Fee

After 3 months from commencement of trade, a fixed brand management fee of R3500.00 per month is payable to My Special Day.

No Royalty fees are charged to the franchise.

What are you required to supply

- Suitable trading space
- Boutique Branding
- Telephone & Internet access
- Great attitude

Regional Workshops & Training Programmes

Every quarter a Regional Training Programme will take place to discuss wedding dress trends, marketing and retail concepts, discuss strategies and develop ideas for a more congruent brand nationally.

Training programme

Day 1 The Bridal Industry. Trends, Fashions & Demographics

Day 2 Business methodology & financial management

Day 3 Sales and Marketing

At the end of day 3 a farewell dinner is hosted by Karen at the world famous Waterkloof Wine Estate in Somerset west.



What's next

Unlike most franchise business's we do not require the full fee upfront, we would prefer that we get to know each other first, and thus at the end of the 3 day programme you can commit to our model knowing full well the personalities, the gowns in our range and a clear understanding of our vision.

The initial fee required for the Introduction to our business is 7.5% of the total fee.

Upon receipt of the fee, you will be scheduled into the upcoming Franchise Training Program which will be confirmed with you.