

Snow Blossom® 梅

Luxury Silk Bedding & Bamboo Collection



Franchise Prospectus



www.snowblossom.co.uk

www.snowblossomfranchise.co.uk



Run your own successful Snow Blossom Business

Thank you for requesting this Snow Blossom franchise prospectus.

I have built up a successful business over the last few years and now I am looking to expand my business through franchising. I will teach you everything you need to know to run your own Snow Blossom business. This will include the technical aspects of running the business as well as how to generate business in your local area.

Silk Products

Our product range includes the following which are responsibly sourced from suppliers with high standards of production, quality control and employee welfare:

Silk bedding – silk filled duvets, mattress toppers, silk pillows, silk blankets, silk covers, sheets, pillow cases, silk bedding for cot bed;

Silk nightwear and clothing;

Silk accessories – eye masks, silk cushions, beauty silk cocoons;

Bamboo fibre bedding and towels





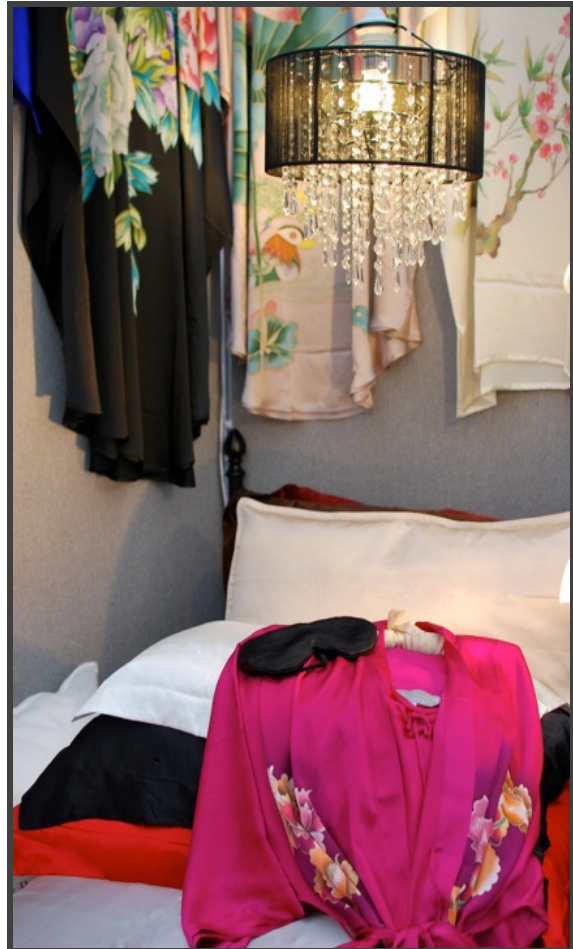
Snow Blossom - Brief Overview

I am Natalie Xiao Bell and Snow Blossom was created by me. I have known about silk ever since being a child.

As a little girl I cultivated silk cocoons and donated them to local communities. I knew about silk filled duvets since being a child as my mother had one as a present from my father. In fact this is the only luxury item she has ever had. She was so pleased by silk's luxurious feel and hypoallergenic nature but had to keep quiet about it during the Cultural Revolution in China (1960s-1970s), as silk was even regarded as bourgeois.

Living in a damp thatched house for many years with no insulation we were subject to the cold of winter and the extreme heat of summer. The silk filled duvet kept us warm in winter and cool in summer - it never failed us.

As I grew older I grew more passionate about silk. I only chose to use silk beddings for my own family that has greatly benefitted.



One of my deepest impressions of Britain is how much people love their homes and gardens and value high quality items for their homes. I decided to introduce the most luxurious silk beddings rather than mass produced products that people generally associate with China into our British families to share with me the wonders of silk and the silky memories of my childhood. With my advantage of understanding both British and Chinese cultures, I pay great attention to the finest details not only in our products which include the welfare of workers in China but also in our services in Britain.'



Prospectus

This prospectus will tell you exactly what this opportunity is all about – a little bit of our history, about the business as it is now and the key benefits you will enjoy as a franchisee. I will also provide details of how much you can earn and what your initial investment will be.

The prospectus should provide you with all the information that you need to help you decide whether this opportunity is one you would like to take further.

Next Steps

The next step in the process is to fill in the form at the back of this prospectus and then arrange a visit to our head office. This will give us both the opportunity to meet each other, give you the chance to see the business first hand – and provide you with the chance to ask any questions that you may have.

Who Am I Looking For?

I am looking for hard working individuals with drive, the determination to succeed and who enjoy dealing with people. This is a business where you have to be able to provide the level of service that our customers have come to expect.

Enthusiasm is the most important thing, most other things I can train and support you to achieve. We want people who really appreciate the Snow Blossom products and can transfer their energy and enthusiasm to others.

If having read through the Prospectus you believe you have the necessary skills and desire to become a Snow Blossom Franchisee, then I will be delighted to meet you.



Our silk comes from around this tranquil environment - the place which produces the best silk in China throughout the history.



Why choose a Snow Blossom Franchise?

Below I have highlighted the main benefits of being a Snow Blossom franchisee which should help you answer the above question.

Proven Business Formula

As a Snow Blossom franchisee you will have the opportunity to build a successful business working for yourself, but with the training, support and experience of an established business behind you. I have a proven business formula which will form the basis on which you operate.

The earning potential for a Snow Blossom franchisee can be seen in the earning potential section of this prospectus.

The other great benefit to owning a business is that you could have a valuable asset that you can sell in the future.

Flexible Business – Work Hours that Suit You

I will show you the best and most cost effective way to run your business that fits around your lifestyle. I understand that flexible working is an important part of running your own business.

Large Exclusive Territory

Each franchisee is given an exclusive large territory to work within. This means that only you can operate and market within your chosen area.

The size of your area means that you have the opportunity to build a sizeable business over the coming years without being restricted by a small territory which would limit your potential.

Proven Lead Generation

Snow Blossom has a proven business formula for generating leads and business.

The key area which covers this is contained within your training and operations manual and includes target markets, sales activity, lead generation tools and lead conversion. This also includes repeat business income too. The Snow Blossom website is focused on the customer's need and is a source of information as well as directing them towards enquiries and bookings.



Credibility and Use of Company Brand

As part of the franchise agreement you get to use the Snow Blossom processes, systems, name, logo, website, history and stationery. This gives you credibility and confidence to go out into the market place and get off to a good start. It also enhances your position in the mind of potential clients that they are dealing with an established and reputable company.



Training and Ongoing Support

Ongoing comprehensive training and support will be given to franchisees, this combines on the job and office based training.

You will have dedicated support directly from the people who have successfully built the business.

The quality of support and guidance is key to enable you to run a successful business.

Assistance with Raising Finance

Finance packages are available for prospective franchisees if required. A business plan template has been developed which is then amended to suit your particular circumstances. This can then be shown to any High Street Bank or Lender either by yourself or with our assistance. This approach helps secure the lowest finance rates available.

Low Overheads

Each franchise is designed to operate from home with the main equipment requirements being a computer, printer, mobile phone and internet access. This means that you have very low overheads so you can maximise your profit whilst delivering a flexible service.



Snow Blossom Market Opportunity

Company Background and Marketplace

Snow Blossom was established in 2005. After learning from a young age the luxurious feel and hypoallergenic nature of silk, I decided to introduce the most luxurious silk beddings into our British families rather than mass produced products that people generally associate with China. I really wanted to share the wonders of silk and the silky memories of my childhood. With the advantage of understanding both British and Chinese cultures, I pay great attention to the finest details, not only in our products, which includes the welfare of workers in China but also in our services in Britain.

Snow Blossom presents to you an exquisite range of hand filled pure mulberry silk duvets, silk pillows, silk mattress toppers, silk sheets, silk duvet covers, silk pillowcases, silk blankets, silk bedding for cot bed together with our range of silk dressing gowns, silk nightwear and silk accessories. Our range of silk bedding means a different experience and a unique level of comfortable sleep!

A special feature of Snow Blossom is the high level of repeat business (over 50% of turnover) demonstrating the very high level of customer satisfaction.

Our **experience and expertise** together with our proven lead generation strategies is one of the main reasons for our continued growth. We are now in a position to expand our operation further through a franchise network of individuals.





What did customers say about Snow Blossom?

'I purchased silk duvets and pillows from Snow Blossom last year. It is one of the best things I have done to help my daughter's eczema and keep her cool, itch and allergy free at night. The products from Snow Blossom are absolutely GORGEOUS!!'

- Caroline 23/05/10

"If I had not experienced the superb standard of service, and quality of the product as I have from you, I would not have believed it was possible, especially in these times. You and your business deserve the highest praise, and I know you will have long continuing success."

- Mary from Lincolnshire

"Just a quick note to say thank you for sending the duvets so quickly. They are beautiful and we are already enjoying comfortable sleep under the summer one. We have tried various duvets over the years and have found them all to be hot and sweaty, so these are a great relief. I also love the storage bags they come in - what a lovely design! I will definitely tell my friends as I'm delighted to have solved my sleeping problems."

-Jane from Perth

"My recent discovery of Snow Blossom and its director Natalie Bell was indeed fortuitous. Natalie has been excellent, explaining everything relative to her range of silk bedding in details, even to the origins and production of silk and its many advantages over other materials. I have purchased silk sheets, pillowcases, pillows and mattress topper -all exquisitely made and filled in 100% high grade mulberry silk. The pillowcases and sheets are so luxurious - I believe even the Chinese Emperors could not have slumbered in more splendour! In general terms I am already beginning to appreciate the many health benefits of pure silk bedding and will certainly invest in a Snow Blossom's duvet."

-Roy from Newcastle-Upon-Tyne



Why Franchising?

Franchising is a fantastic way to start and run your own business with the support of the franchisor behind you. A franchise reduces the risk of failure.

Starting a new business always carries a risk – new businesses are vulnerable. The degrees of vulnerability vary depending on:

- Knowledge
- Skill
- Financial resources
- Relevant abilities

Many who start up their own business lack some or all of these qualities. Many fail because they cannot learn quickly enough before the money runs out. With a franchise this risk is substantially reduced – because you are buying the experience and expertise of the franchisor. This will help you avoid making the same mistakes that they have made during their trading life. And because you become part of a successful business, you will be able to take advantage of their knowledge and link into the relationships that they have developed over the years.



Other Franchise Benefits

You are selling an established product with a turnkey business plan and format for you to operate. This includes the brand, systems and processes, lead generation and marketing assistance plus help raising finance if required.



The Training Process and Ongoing Support

Snow Blossom has spent several months developing their franchisee training programme and Operations Manual. It has been designed to consider somebody with no experience and give them the required skills and knowledge to operate their own Snow Blossom Franchise.

Initial Training

The initial training takes place over two full days and includes:

- Snow Blossom overview and the market place

- Setting up and running your own business

- Technical and product training

- Sales and marketing

- Administration and reporting

This training gives you sufficient knowledge to confidently begin trading as Snow Blossom within your exclusive territory.

Ongoing Bespoke Training and Support

Once you have had your initial training from Snow Blossom it doesn't stop there. Ongoing bespoke training is available if you want more advanced training or just some refresher training to go over anything again.

Snow Blossom also provides comprehensive telephone and e-mail support. This ensures you are never left on your own and support is available whenever you need it.



Snow Blossom Franchise Earning Potential

The potential part time earning figures for a Snow Blossom franchisee can be seen below.

Year*	Profit
1	£22,000
2	£28,000
3	£35,000

The above shows the potential earning figures for the first three years working part time. If you decide to work in the business full time then the figures should be higher.

* These figures are potential earning figures. No guarantee of actual earnings can be given





The Franchise Package

The cost of the Snow Blossom Franchise is £6,995 (+vat). There are no monthly management fees to pay.

NB. All VAT is reclaimable if you register for VAT

The Snow Blossom franchise includes the following:

Full training which covers all aspects of running a Snow Blossom franchise.

Trading under the Snow Blossom brand name.

An exclusive territory for you to trade in.

Permanent ongoing head office support

Complete start-up package – including stationery and sales literature.

Operations and resource manual.

A dedicated & integrated web presence and e-mail.

£2500 worth of stock

150 Letterheads

Business Cards

Invoice Pads

Sales Presentation

Sample Pack

Display Banner and Boards





Next Steps

Who are we looking for to join us at Snow Blossom?

We are looking for hard working individuals with drive, the determination to succeed and who enjoy dealing with people. Attitude is the most important thing, most other things I can train and support you to achieve.

We want to work with people who believe in excellent service and want to deliver this to customers. The characteristics we are looking for are as follows:

- Keen to run your own business
- Good with people
- Able to work hard for yourself
- Able to drive
- Honest and reliable

Taking your Application Further

If having read through the prospectus you believe you have the necessary skills and desire to become a Snow Blossom franchisee then you are ready to take your application further.

The next steps are to answer any questions you may have regarding the franchise and then arrange for you to come and view the Snow Blossom operation first hand.

Please fill in the brief form on the next page or do it online at the Snow Blossom Franchise Website www.snowblossomfranchise.co.uk, the quickest way is to fill it in is online but if you decide to fill in the form on the next page please post it back to:

Snow Blossom
PO Box 359
Sale
Cheshire
M33 5XT

Alternatively please ring Julie Roden on 0161 905 2666.

Further Enquiry Form

Personal Details

Name :

Address :

Post Code :

Home Phone Number :

Mobile Number :

Fax Number :

E-Mail :

Date of birth :

Nationality :

Marital Status :

Are you in good health? :

Where did you hear about the franchise? :

Ideal franchise location :

Best time to call :

Home Office Equipment

Computer :

Laptop :

Fax :

Printer :

Software Packages :

Brief Career Summary (last five years)

Current Occupation :

If in business how long have you been trading? :

Have you got a criminal record? : YES NO

(if yes please expand on)

Have you ever been bankrupt? : YES NO

(if yes please expand on)

Have you sufficient capital to invest in the franchise

and working capital? : YES NO

Would you need additional finance to invest in the

franchise? YES NO

How many hours a week are you willing to work in

the business? :