



Leafy 
Couture

Franchise Prospectus

www.leafycouture.co.uk



Background

Leafy Couture was established in 2006 when Sarah Richardson, the company's founder started out her journey from her mum's basement. She initially set up her home studio, offering all aspects of floristry to clients in the local and surrounding areas. The business grew and became more established, it wasn't too long before Sarah needed to relocate into larger premises and expand her team.

Leafy Couture is situated in the beautiful surroundings of Creskeld Hall, which is nestled in the heart of Yorkshire countryside. This is where you will find their stunning workshop and headquarters. Over the last 16 years Sarah has trained with leading designers and creatives both in the UK and the US. Sarah as a college level tutor has been training and mentoring budding students from all over the world. The business also has a large social presence across well-known social platforms. In addition to this Leafy Couture runs a very successful online flower school.

The business has continued to grow year upon year, with many enquiries coming from all over the UK. Due to the success of the business and with the ever-increasing enquiries, Leafy Couture decided to franchise the business as they want to share the floral love and give others chance to bloom.

A message from Sarah

Welcome to Leafy Couture,

I am super excited to be able to offer our franchise opportunity to like-minded people. We are very passionate about what we do and as such we are looking for individuals who share the same ethos to join our dynamic team.

This is your chance to be part of our floral world and to be fully trained on how to create and deliver all aspects of floristry for weddings, events and workshops alongside myself and my wonderful team. We will show you how to deliver beautiful blooms the "Leafy" way.

We are looking for aspiring florists who have a keen interest in floristry and those who are ready to take the next step on their floral journey.

As a member of the franchise network, you will build your own business under our name and brand with full training, ongoing support and guidance from us. We will not only train you in all aspects of floristry we will also give you the know-how on how to run a successful floral business.

I can't tell you how excited I am to share this journey with you and to spread flowery love and joy to all!

Sarah

Founder, Leafy Couture





Franchise Overview

As a franchise owner, you will have the opportunity to own a Leafy Couture Franchise in your dedicated area. Under the Leafy Couture name and branding you will be offering all aspects of floristry including weddings, events, sympathy flowers, occasion flowers, floristry workshops and courses. You will also have access to the Leafy Couture online flower school.

Training

Full Training will be provided by Leafy Couture on all aspects of operating the business. You will be responsible for marketing your own franchise with guidance and training on how to do so.

Opportunity

Leafy Couture is one of the UK's leading suppliers for weddings, events and training. As part of this exciting franchise opportunity you will get the chance to experience it all!

Premises

Initially, you may want to work from home then as the business grows, consider moving to commercial premises.

Start up Costs



Franchise Fee &
License

£15,000

This includes initial training and launch package

Management
Service Fee
(MSF)

**£250
per
month**

This is payable from month 3 onwards

Further Training

There will be no additional training fees due in year one as any training required in the first year is already included in your initial fee.

From year two there will be further training required, this is to enable our network to keep up to date with current trends.

NB: Further training will be compulsory to a maximum of £1,500 per year.

Some additional working capital may be required, this is largely dependent on your individual circumstances and financial position whilst the business grows.

A complete breakdown of the investment and sales expectations will be supplied to qualified applicants. Details of the Franchise Package will also be supplied at such point.



Earnings Potential

While every effort has been made to ensure the profitability of a Leafy Couture franchise, individual earnings are also dependent on your personal efforts and tenacity. We have provided some basic information within this document, along with an enquiry form.

Enquirers will be provided with income projections to enable them to discuss the opportunity in detail with their professional advisors. We strongly recommend that you seek advice, conduct a thorough evaluation of your preferred location and draw up a business plan.

YEAR 1

Estimated:

£46,400 turnover

£27,678 profit

YEAR 2

Estimated:

£86,900 turnover

£45,568 profit

YEAR 3

Estimated:

£95,590 turnover

£50,124 profit

Please note these figures are based on the current operation and are for illustration purposes only. The figures are not guaranteed and may vary based on the time and effort you apply to the business. The figures above have been based on a franchise owner giving the business their full-time attention and on following our business model and procedures.

Figures and projections will be discussed in more detail at the initial meeting with qualified candidates

The Ideal Candidate



You might be a complete beginner, or maybe you already have previous experience in floristry and want to take your business to the next level. Whilst previous experience is certainly an advantage, it is not essential, as full training the Leafy way, will be given to suitable candidates. Most importantly we are looking for self-motivated candidates who are determined, hardworking, enthusiastic, and passionate about working in the floristry and events industry.

If you feel you fit our criteria for success, please complete the preliminary Enquiry form provided with this document.










Location

We are seeking franchise owners in various locations throughout the United Kingdom.



Franchise Benefits



-  Cash positive
-  Training and mentoring from the business founder, Sarah Richardson and her team
-  A large exclusive territory
-  High earnings potential
-  Ongoing support
-  A chance to be in business for yourself but not by yourself
-  Use of the Leafy Couture brand and Logo
-  Advantage of our group buying power
-  Inclusion in our social media platforms

Training

We provide all new franchise owners with a comprehensive in-house and remote training programme, covering all aspects of running a Leafy Couture franchise.

Franchise owners will be taught Leafy proven methods including; how to market the service effectively within their location and how to create and deliver floral creations using tried and tested methods.

The initial training will be delivered at Leafy Couture's Yorkshire workshop and will begin prior to the launch of your franchise. In addition to this you will have the benefit of joining us for an exclusive behind the scenes experience, where you will learn first-hand what it takes to deliver and create beautiful weddings, events and classes.

You will also have access to the Leafy Couture online document suite which will include training materials and images.



Ongoing Support

As you build your business and encounter new challenges your Franchise Manager will be on hand to provide continuing support and guidance. The franchising team at Leafy Couture will do everything they can to help you reach your business goals.

Although you will be supported along every step of the way, you should be aware that this franchise will not deliver immediate wealth. The best franchise owners are those who are prepared to grow their business in their location and provide excellent levels of service. In time, the financial structures laid down will allow you to reap the rewards of your hard work and our transferred expertise.

"A chance to be in business for yourself but not by yourself"



The Franchise Package

Training

- 12 days full training with the company founder and her team
- Floristry training
- Business training
- Access to the online Leafy Couture flower school
- Opportunities to shadow the Leafy team behind the scenes at wedding's and events

Support

- Close support from Head Office for the lifetime of your franchise agreement
- A launch programme tailored for your area
- Access to private franchisee members Facebook page

Marketing

- Your own exclusive area
- Access to Leafy Couture media files, documents and templates
- Your own page on the Leafy Couture website
- Managed social media package
- Initial supply of promotional materials
- Franchisee photoshoot

Starter Pack

- Floristry toolkit
- Initial supply of branded products
- Introduction to approved suppliers with the benefit of group buying power





Legal Agreement

Leafy Couture franchise owners secure the rights to operate the Leafy Couture service in an exclusive area. These rights and responsibilities are drawn up in the franchise agreement.

This legal agreement clearly sets out the roles of both the Franchisor, and the franchise owner.

Branding

The Leafy Couture brand, image and trading style has been developed by the Franchisor.

As a franchise owner you will trade under this brand name. As the network develops, you will benefit from strong national and regional promotional activity and a coherent professional identity.



Financial Details

Disclaimer: The financial details of this franchise will only be disclosed with pre-qualified applicants, during which time full details of income and business costs will be provided.

How to Proceed

What Next?

Naturally, neither party can make any decisions at this early stage. You need further details and professional advice, whilst we need to know more about you. The franchise owner plays a fundamental role in the expansion of the Leafy Couture network. We therefore need to apply a careful selection process.

Aptitudes

While Leafy Couture (Franchising) Limited will provide training in all aspects of the operation, you will still need to consider your aptitudes and suitability for this franchise business.

We are entrusting franchise owners in representing Leafy Couture and investing time and energy in their businesses. Naturally, we want to get it right. We have a clear idea of the attributes that make a person well suited to this franchise opportunity and we are prepared to do what it takes to find the perfect candidate.

Successful franchise owners will have demonstrated people skills and enjoy working in the world of floristry. They will display determination and high energy levels.

This is a challenging and fast-moving environment, so a prompt and level-headed response to problems is essential, along with a customer care mentality and strong communication skills. You will be passionate about customer service and enjoy building long-term relationships with clients.



The Enquiry Process



Stage 1

Begin by completing and submitting the **Preliminary Enquiry Form**. Completion of the form places you under no obligation

Stage 2

Applicants who meet the criteria will be invited for an exploratory meeting. At the meeting you will be presented with further financial projections, preview systems and discuss possible locations.

Stage 3

Following the meeting, you will need time to consider the opportunity, review figures with your professional advisors, talk to your family and review the market potential in your preferred location. You may also have further questions to ask us.

Stage 4

If after your consultations, you wish to apply for a Leafy Couture franchise, you will be required to complete an Intent to Proceed agreement and pay a 20% refundable deposit to reserve your chosen territory location.

We can't wait to hear from you...