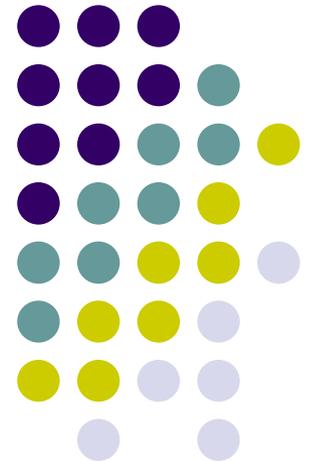


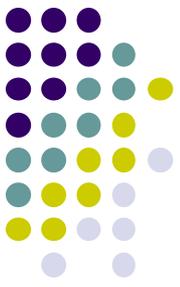


# ***SASSI GIFTS***

***On the move so  
you don't have to!***

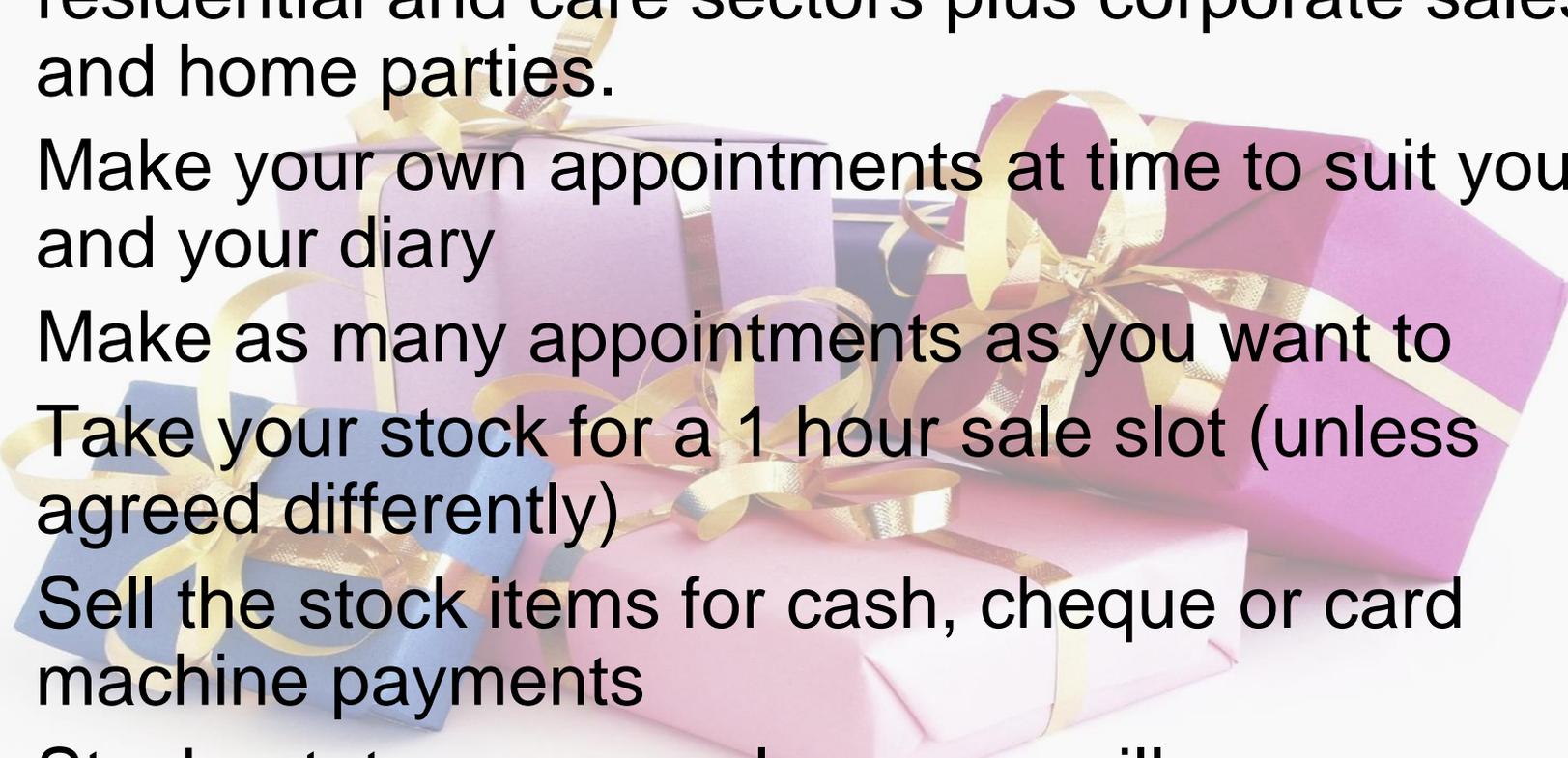
**FRANCHISE INFORMATION**



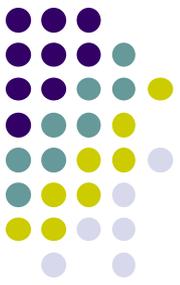


# How Sassi Gifts works

- You will have a set agreed area – selling into residential and care sectors plus corporate sales and home parties.
- Make your own appointments at time to suit you and your diary
- Make as many appointments as you want to
- Take your stock for a 1 hour sale slot (unless agreed differently)
- Sell the stock items for cash, cheque or card machine payments
- Stock rotates every sale so you will carry different gifts every sale

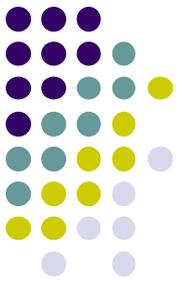


# What support do you get being a franchise of Sassi Gifts?



- Phone and Email contact with the two directors of the business.
- Accounts set up with major gift suppliers so you can select gifts, knowing we have selected the best quality products
- Assistance with selecting gifts we know are 'best sellers' as well as help with pricing.
- Once you are confident with selecting gifts for your client base you will have accounts set up to allow you to choose first hand what stock you wish to purchase
- Easy to understand invoices for your stock orders
- A closed group on facebook to exchange ideas and sales as well as a weekly update email from head office.
- Joining an established brand with in some major care home groups making the door opening so much easier.
- A great opportunity to join a growing friendly business, allowing you to work the hours that suit you in a really enjoyable job.
- A team of people marketing Sassi Gifts to increase market awareness by social media, events and awards
- NO HASSLE... any issues with stock (which is rare as we deal with quality suppliers) is handled by us at Head Office. You just let us know if something has not arrived or is damaged and we deal with the suppliers regarding credits for you, so you have no need to worry.

# What else you need to know about Sassi Gifts...

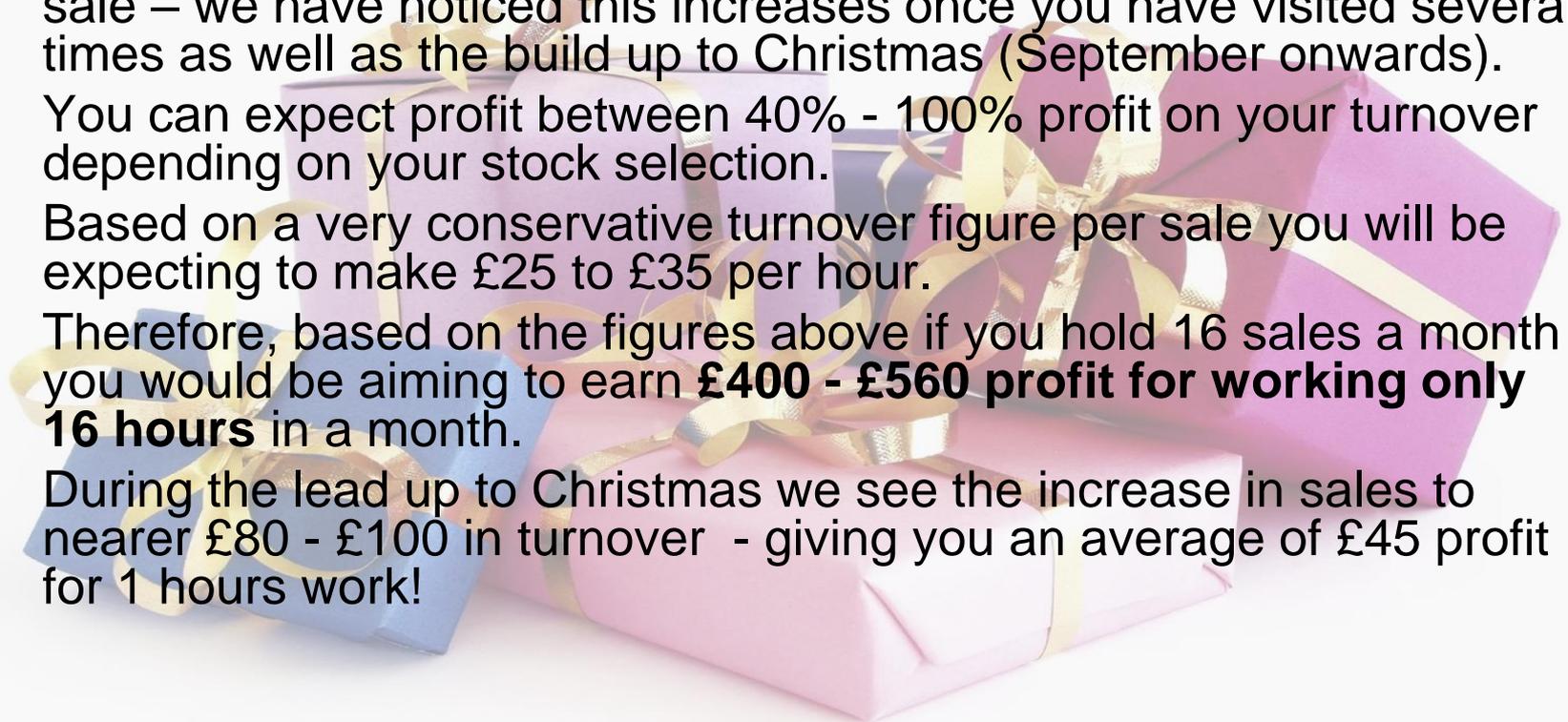


- You can open up an email to suit you such as 'sassigiftsswindon@hotmail.co.uk'
- You can open a facebook page and sell items this route.
- We run a head office website which is being updated in May 2016 to enable people to enquire and make purchases from the website, any orders that come in within your set area will be passed to you and you will have the option to supply those items and keep the profit adding to your opportunity to make money.
- You will be working with directors of the business who still go out and conduct some sales so we understand what sells well, what works to open doors and networking about our brand and service.
- Once you have joined we know you won't want to leave but if something changes in your circumstances then you can rest assured we DO NOT charge for you to cancel your contract, we just ask that you pass over your contacts so we can contact them and let them know we will be finding someone new to visit them

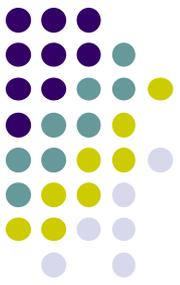
# How much can I expect to earn from my franchise?



- The simple answer to this is as much or as little as you want to, dependant on how many clients you want to have on your books.
- An average sale would produce between £50 to £70 turnover per sale – we have noticed this increases once you have visited several times as well as the build up to Christmas (September onwards).
- You can expect profit between 40% - 100% profit on your turnover depending on your stock selection.
- Based on a very conservative turnover figure per sale you will be expecting to make £25 to £35 per hour.
- Therefore, based on the figures above if you hold 16 sales a month you would be aiming to earn **£400 - £560 profit for working only 16 hours** in a month.
- During the lead up to Christmas we see the increase in sales to nearer £80 - £100 in turnover - giving you an average of £45 profit for 1 hours work!



# We have 2 Franchise Options to suit peoples budgets:



**1) £99 — Start up** For this cost we will produce your contract confirming your area, ensuring no one else will be working the agreed area but yourself. We will open up the supplier accounts and sending you all training packs and templates. You can purchase company formatted business cards and flyers via head office (cost confirmed depending on qualities and we would expect you to order business cards in your first month) or we can arrange for our logo set template to be sent to a Vistaprint account so you can order your own marketing materials in our company approved format. You are then responsible for all calls, emails and marketing to the homes in your area.

**2) £150 - for this price you get a kick start to your business making homes aware you have started a franchise:**

- 100 business cards
- An email marketing campaign to the homes in your area (where we can get email addresses)
- Email marketing campaign to head offices of homes in your area

**All of our Franchises benefit from group purchasing power with suppliers, which are reviewed on a regular basis.**

# On-going costs and support Sassi Gifts Franchise



**As a Sassi Gifts Franchise all options have the following included:**

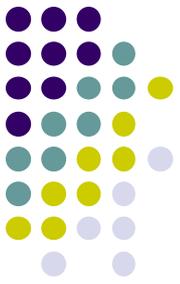
- Starter and training pack
- Email and phone support whenever needed
- Closed Facebook Page to exchange best sellers
- Weekly newsletter
- Benefit from Marketing and Advertising to increase the awareness of our brand.
- We work with a company who can build your own website page for only £350! Normal cost is £1500.
- We have a specialised Media Consultant who will market your area in the local press with contacts in the industry for only £150 for franchises of Sassi Gifts
- There is a 20% commission charge on each order you place, when you receive your stock you price it up and in most cases you can double the cost of the item if not more and still be lower than the high street prices! (This charge is to maintain marketing, advertising and administration of Sassi Gifts UK Ltd ensuring brand awareness across the UK)

# Awards

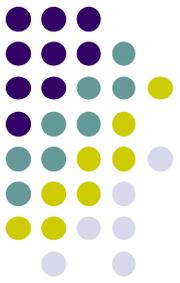


**We are so proud of the fact we have been nominated and shortlisted two awards in 2016 - Family Friendly Franchise Awards and Best Business Women Awards. As we grow we aim to be able to add to this list ensuring our brand is known for its quality and service.**

# Picture of a Sassi Sale



# Story from a franchise...

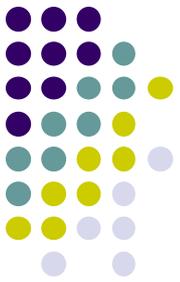


- Tina Goodhart, joined the Sassi Gifts in September 2013 and is a joint director in the business.

I knew I had to call around care homes to build my client base but this did not worry me as I know the more work you put in at the start the easier it would get, I now have over 30 care homes on a cycle. I love every part of this job from the choosing stock, receiving it, pricing it up to having cups of tea and meeting people at the sales!

The enjoyment on peoples faces who can't get to the shops when they can browse and shop if they want to and then to find affordable gifts that won't break the bank is fantastic.

This is a dream job, it fits in well with my children and you can earn really good money, knowing you are providing affordable quality gifts. There is no pressure in any part of this job and I look forward to being part of Sassi Gifts as it grows across the UK.



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