

At your side.
brother[®]



Your Business Plan with the PR-600IIC

PERSONALIZATION-EMBROIDERY BUSINESS



**PR-600IIC Professional
Embroidery Machine**

OPPORTUNITIES

THE RIGHT OPPORTUNITY...

Like most of us, you've probably thought about the independence, satisfaction and financial rewards that stem from owning your own business. Maybe you've even investigated the possibility, only to be deterred by high startup costs, rigid franchise requirements and "opportunities" that seem too good to be true.

Sound familiar? If so, then perhaps it's time for you to consider starting your own personalization/embroidery business.

Consider what it would be like to transform everyday items such as shirts, caps, robes and totes into custom embroidered gifts, corporate apparel, uniforms and personal souvenirs. You probably own some of these yourself:

- *Polo shirts or denim button-downs bearing the logo of the company you work for.*
- *Team names embroidered on your children's jackets and athletic bags.*
- *Baseball caps embroidered with the names of places you've visited.*
- *Baby gifts, such as personalized blankets and bibs.*
- *Other personalized gifts, such as monogrammed towels, robes, napkins or quilts.*

And there are hundreds of other examples. Creating personalized - embroidered items might just be the lucrative, proven opportunity that you've been looking for.



COST:

1. Labour

A) Total no. of hours worked per week _____

B) Weeks per month _____

C) Hours per month (A x B) _____

D) Hourly labour rate _____

(This varies throughout the country. You need to include costs such as worker's compensation, insurance and benefits.)

E) Monthly labour cost (C x D) _____

2. Rent (per month) _____

3. Supplies (per month) _____

4. Utilities (per month) _____

5. Insurance (per month) _____

6. Legal fees, business licenses, etc. (per month) _____

7. Bookkeeping/Accounting (per month) _____

8. Advertising/Promotion (per month) _____

9. The cost of your Brother embroidery system (per month) _____

Total monthly expenses

Remember: Brother is at your side every step of the way. If you have any questions, or you'd like more information, please get in touch with your Brother dealer / representative.

SALES:

We'll use earlier examples in this profitability sheet. Keep in mind that you'll be able to offer a far wider range of products than we've cited.

Item	Quantity		Estimated Retail Price		Total Retail Sale
Golf shirt	_____	x	\$ 25.99** (_____)	=	_____
Cap	_____	x	\$ 16.99** (_____)	=	_____
Jacket	_____	x	\$ 89.99** (_____)	=	_____
..... Total				=	<input type="text"/>

WHOLESALE COST OF GOODS:

Based on the examples we used earlier. Use the quantity figures you filled in above.

Item	Quantity		Estimated Retail Price		Total Retail Sale
Golf shirt	_____	x	\$ 8.99** (_____)	=	_____
Cap	_____	x	\$ 3.49** (_____)	=	_____
Jacket	_____	x	\$ 27.99** (_____)	=	_____
..... Total				=	<input type="text"/>

Total retail sales (from above):

Less total wholesale cost of goods (from above):

Less monthly expenses (from above):

Monthly Net Profit (before taxes):

**Estimated prices. Prices may vary.

SEE FOR YOURSELF

Complete the worksheet on the next page to get a better idea of what it takes to run a profitable personalization - embroidery business*.

*These costs, retail prices and profits are typical of personalized - embroidered items. Please note, however, that operating results are impossible to predict, and no representation or warranty is implied by these examples.



...THE RIGHT PARTNER.

To ensure your success, you need a dependable partner for equipment and ongoing support. Brother is a trusted name in embroidery. Throughout the world, Brother is synonymous with quality, reliability and value. For more than 70 years, we've been providing businesses of all types and sizes with reliable sewing and embroidery systems.



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**IS THIS BUSINESS RIGHT FOR YOU?
LET'S TAKE A CLOSER LOOK.**

SUCCESS

THE PERSONALIZATION - EMBROIDERY BUSINESS. THE CHOICE IS YOURS.

Success in the personalization/embroidery business takes many shapes and sizes, and the choice is yours!

You choose your hours.

Work part-time, full-time, mornings, evenings, weekends, after the kids have gone to bed or before they come home from school.

You choose your location.

Start your business in your home, at a commercial location or with a retail storefront in a mall, strip centre or quaint downtown location. Or, how about a “mobile” embroidery business that allows you to travel to fairs, festivals and special events?

You choose your income.

Your income is directly related to the time and energy that you devote to your business. Since you're the boss, you have control over your expenses and prices.

You choose your investment.

Open your business with an investment that makes sense to you.

You can even choose your customers!

Embroidery's universal appeal makes it a popular enhancement for just about everyone. School sports, favorite pastimes, interior décor, items for pets, corporate identity apparel, weddings, graduations, new babies, family reunions - the possibilities for selling your products are endless. You can choose the ones that interest you most.



THE NEXT STEP.

Now that you've had a chance to learn a little about the personalization/embroidery business, you probably have a feeling about whether it's right for you. If you find it to be the right opportunity, your next step should be contacting the right partner — your Brother dealer / representative. We welcome the opportunity to help you succeed.



CUSTOMERS

WHO ARE MY CUSTOMERS?

Close your eyes for a moment and visualize yourself at the centre of a circle with an eight-km/five-mile radius. Mentally, “sweep” through the circle and note the stores that pass in front of your mind’s eye.

Take note of the schools, the service businesses, the office parks, the stores, and the homes of neighbours.

Now, open your eyes, and consider the sales opportunities that exist within your circle.

Here are just a handful of examples to get you started:



- *Many workers in office buildings have shed business suits for casual wardrobes, including shirts, sweaters, jackets and other items embroidered with their companies’ logo.*
- *How many service businesses such as hair salons, restaurants, auto service stations and real estate offices did you notice? All of them are potential customers for clothing and other items featuring embroidery.*
- *Are there any print shops in your circle? Personalization/embroidery services are popular additions to these businesses’ offerings. Look to them for contract work opportunities.*
- *Members of clubs and civic organizations snap up embroidered clothing and wear it to advertise their membership. For example, bicycle clubs and outdoor organizations offer their members embroidered emblems to commemorate major group rides and other events. How about offering club packs, backpacks and caps?*

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- **Churches, synagogues and other houses of worship, as well as weddings, Bar-Mitzvahs, christenings, confirmations and other special celebrations present the perfect opportunity for embroidered gifts.**
- **Perhaps you noticed that special events such as fairs, concerts and festivals also take place near you. Embroidered shirts and caps make popular souvenirs. Perhaps you can even set up your own booth at these events!**
- **And then, of course, there are elementary, middle and high schools, colleges and the myriad of clubs and organizations associated with them. All of them are potential markets for your embroidered shirts, athletic bags, uniforms, backpacks, sweatshirts, etc.**

That should get you started. Take a few moments to make another mental sweep of your circle. Then, pick up a pen or pencil and start jotting down some ideas of your own. Keep your list nearby for a few days and continue to add to it as ideas come to mind. You may be surprised how quickly the list grows.

**WHO ARE YOUR CUSTOMERS
VIRTUALLY EVERYONE!**

PROFIT

EXCEPTIONAL PROFIT POTENTIAL.

The profitability of any business is dependent on how well-run and efficient it is. It's your business, and the way you choose to run it is your responsibility. But healthy product markups are possible in the personalization/embroidery business. Let's look at three examples*:

* To get a better idea of the revenue and profits you can expect to realize, go through the profitability worksheet on page 10 of this brochure. These costs, retail prices and profits are typical of personalized embroidered items. Please note, however; that operating results are impossible to predict, and no representation or warranty is implied by these examples.



Golf Shirt:

Your wholesale price for shirt	\$8.99** ()
Supplies to personalize (thread, backing, etc.)	\$1.10** ()
Labour (5,000 stitch design)	\$5.60** ()
Estimated retail price	\$25.99** ()
Less your cost	-\$15.69 -()
Your gross profit	\$10.30 ()

Cap:

Your wholesale price for cap	\$3.49** ()
Supplies to personalize (thread, backing, etc.)	\$0.55** ()
Labour (5,000 stitch design)	\$5.60** ()
Estimated retail price	\$16.99** ()
Less your cost	-\$9.64 -()
Your gross profit	\$7.35 ()

Team Jacket:

Your wholesale price for jacket	\$27.99** ()
Supplies to personalize (thread, backing, etc.)	\$1.70** ()
Labour (30,000 stitch design)	\$34.00** ()
Estimated retail price	\$89.99** ()
Less your cost	-\$63.69 -()
Your gross profit	\$26.30 ()

** Estimated prices. Prices may vary.

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The key to success in the personalization/embroidery business isn't a secret. Running a successful business requires hard work, persistence, and initiative. In return, the personalization/embroidery industry offers these advantages over many other business opportunities:

- **Year-round opportunity** -There's no "slow season" in the personalization/embroidery industry. Throughout the year, customers will look to you for corporate identification and recognition items; gifts for babies, brides and graduates; school uniforms and numerous other embroidered items.
- **Growth potential** -The personalization/embroidery industry continues to grow substantially, so there's plenty of opportunity for you to create a successful business.
- **Profitability** - Embroidery creates significant added value, and you'll realize attractive profits as a result.
- **Independence** - You're free to design your business to meet your needs, interests and market opportunities. You aren't limited by someone else's blueprint.



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Contact

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