

Lollypotz – gift bouquets for any occasion

Sweet success managed from home

Attending a women’s networking breakfast nearly three years ago spelled significant change for Tracy Fitt, the owner of Lollypotz Southern Sydney.

The speaker at that breakfast was Lollypotz founder Louise Curtis. Tracy was so inspired by Lollypotz, its fast growth and its beautiful product that she immediately approached Louise to start a franchise from her home.

Tracy, a stockbroker in her previous life, always fancied herself a businesswoman, and the mother of two found that Lollypotz was the perfect choice to take that step.

Tracy makes the gift bouquets herself, and delivers them in her local area. She services the internet orders, but focuses on the corporate market and now finds herself more involved in business networking than anything else.

Tracy believes the best form of local area marketing is to build relationships with key corporate clients in her area. She says “I realised over time that the best customers are those who use you again and again, and my focus has been to build strong relationships with service industry professionals who are looking to thank their customers.”

Lollypotz’s bouquets are a great alternative to flowers, and are priced well to service the corporate and retail markets.

Tracy has also taken the business to the people via pop up shops in a number of her local shopping centres. Tracy says this is a great way to showcase the business and it drives people to the website. “Our product is so beautiful, and people don’t see how great it is until they see



Tracy Fitt

it with their own eyes. Our website is fantastic, but nothing showcases the product like seeing it in person.”

Whilst Christmas, Mother’s Day and Valentine’s Day can be exhausting, Tracy says it’s these times that deliver the most for her business and give her a great level of satisfaction.

Tracy says the support she receives from the Lollypotz team has helped her business gets on its feet. Spending time with Lollypotz’s franchise manager, Elizabeth Scheurer, on a weekly basis is more like a coaching session, rather than a franchisor checking in and with such a high level of support, there is no opportunity to lose momentum.

Tracy is now focused on building her corporate customer base through

networking groups and has Father’s Day and Christmas front of mind.

“There never seems to be any “down” time with this business, if it’s not a peak trading period, it’s a wedding, or a function that I am preparing centerpieces for.

“There are certainly a lot of facets to the business and a lot of ways to build your profile.”

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