



Photos: Cole Bennetts

# LOLLYPOTZ TURNS ONE & *takes Australia by storm*

In just one short year, Lollypotz, a Canberra born and bred business, has taken not only the ACT by storm but has expanded across the country with 25 locations Australia-wide.

Celebrating the local success story's first birthday this week, Lollypotz founder and owner Louise Curtis, says she is still pinching herself every day with the astounding success of her online – and now retail – business, which has transformed her operations into a call centre, franchise management centre and busy retail shop.

It has also transformed Louise's world - from a once content business owner into managing a hectic schedule which sees her interstate once or twice each week locating and opening new stores, training and meeting with potential franchise owners, and at the same time blending family life with her husband Matthew and their two young sons, aged five and two.

Louise's experience with her other award-winning business, Hamperesque, gave her the

It's just so exciting to see the product being accepted so well across the country

Dynamic duo: Lollypotz founder Louise Curtis (right) with her national franchise manager, Jane Rogan.

knowledge and confidence to start Lollypotz as a franchise model and her initial hopes were to have sold two franchises within the first 12 months.

'What has happened since its inception has just blown us all away,' Louise smiles.

Twelve months ago, Louise had a staff of five which has now grown to 17, and this growth has been a challenge to manage not just at the local level, but also on a national level managing 25 franchise owners.

Lollypotz has had to lease another Fyshwick premises, which will just house the training and manufacturing of product.

'We have simply run out of space,' says Louise of her already large premises, where Hamperesque and Lollypotz share a shopfront and warehouse.

The award-winning entrepreneur credits the success of the business to an innovative, fun, fresh product which consumers love, in addition to a great support team of staff who have helped get this show on the road.

'I have extremely high standards in terms of customer service,' Louise says. 'I also expect the same level of service across the board from all our operations, and we spend a great deal of time working with our franchise owners to ensure compliance of our service levels. My staff have been outstanding during this growth phase, with everybody on a steep learning curve.'

Lollypotz's national franchise manager, Jane Rogan, also based here in Canberra, has been



Louise's 'right arm' during this growth period, and without having Jane, Louise says she simply wouldn't have coped.

'As soon as this business took off, I knew I had to find the right people to support me, and remarkably, Jane and I met over a coffee at a children's playground,' Louise says.

A previous state manager of a large retail chain, Jane was lamenting that there were limited opportunities for mums of young kids with her management experience, so Louise jumped at the opportunity to bring her on board. Both with two young children, the two women can plan around their work days, look after each other's kids and generally manage the operation together, with mutual understanding of their family commitments.

Also amazed by the success of Lollypotz, Jane is enjoying every minute, working with franchise owners, sharing in their success and helping them with their growth strategies.

'It's just so exciting to see the product being accepted so well across the country,' Jane says.

'Christmas was a crazy time, with stores preparing around 15,000 bouquets in three weeks – which is incredible, given the short time that the business has been operating.'

With stores from Perth to the Sunshine Coast, planning for this year involves expanding in Queensland and targeting South Australia and Tasmania, which are yet to be hit by the Lollypotz phenomenon.

Grant Garraway, senior consultant from Melbourne-based The Franchise Shop, is also



The friendly team at Canberra's own franchise success story, Lollypotz in Fyshwick.

amazed by the company's remarkable growth.

'I have been in franchising for 23 years and I have never seen a business take the franchise world by storm like Lollypotz,' says Grant.

The Lollypotz team here in Canberra is now gearing up for their next busy period of April and May with Easter and Mothers Day. They are already preparing for Mothers Day, which is expected to be their second biggest trading time of the year.

Last year, Lollypotz had only been launched for one month and they prepared over 800 bouquets in four days leading up to Mothers Day. With the additional exposure that the last 12 months has brought, they can only look forward to what this year will bring.

Lollypotz is truly a great Canberra success story.



#### Who, what & where?

You can find Lollypotz at 66 Maryborough Street Fyshwick, or online at [www.lollypotz.com.au](http://www.lollypotz.com.au). Orders can be made over the phone on 1300 565 597 (1300 Lollypotz). Lollypotz delivers Australia-wide and custom-made orders and corporate events are their speciality.