

LOLLYPOTZ HAS THE GIFT HAMPER MARKET LICKED

Lollypotz continues to see amazing growth throughout Australia and has recently tackled Queensland, with four franchises now open in Cairns, Ipswich, the Sunshine Coast, and Brisbane CBD.

Lollypotz Franchisor, Louise Curtis, is keen to continue to see growth in Queensland, and also looks to open their first franchise in South Australia in 2011 to complete the national service they currently provide.

"We are yet to market our business in South Australia, simply because we haven't had time. We are servicing that area from our Head Office in Canberra, which is not ideal."

One of the great benefits of being a Lollypotz franchise owner is that each business is generating orders for the others around the country. Based on the Interflora concept, Lollypotz now has a large portion of Australia covered and is able to deliver same day to its customers, providing an excellent level of service, and one that no other internet gift business can offer.

In addition, Lollypotz now has three franchises operating in Auckland, so can offer the same service across the Tasman.

Latest recruit to the Lollypotz organisation, is Lisa Liddell, the new franchise owner of the Brisbane CBD Franchise. Lisa was attracted to the business due to the vibrancy of product, flexibility to work from home and of course, the chocolate!

"It's been a huge learning curve since starting in September, leading up to the very busy festive season. I am busy! It's been great to see how much people love this product in

Queensland. The colour, the range and the price can cover every person's taste and budget and it's great because we can market our business to all demographics. We also have the benefit of having products for every major occasion throughout the year, namely Valentines, Easter, Mother's Day, Father's Day and of course, Christmas."

Lisa says she has enjoyed the challenge of marketing her business, because of the reception she receives when she delivers her product.

"The product sells itself so it's a really positive business to be part of," says Lisa.

The Lollypotz Head Office is located in Canberra and all stock is provided to franchise owners from there – Lollypotz has a support team of eight staff supporting franchises every step of the way.

Louise Curtis was recently named the Franchise Council's NSW/ACT Franchise Woman of the Year, recognising her efforts in developing this franchise system, which is mostly owned and operated by women.

"This business attracts women, because of the colour and fun aspect of it. It is hard work at the busy times, but provides a great deal of satisfaction and reward for those who are up to the challenge."

For information about a Lollypotz Franchise, please contact Lia Barnes at The Franchise Shop on (03) 9729 9534.



Lisa Liddell, Brisbane CBD Franchise

What do you need to join the Lollypotz franchise program?

- Strong communication and organisation skills to work with your new customers and meet their needs and expectations.
- An ability to market the Lollypotz name and your services to potential clients and to build and retain a customer base.
- The motivation and dedication to drive your new business.
- A desire to assist, develop and grow the entire system for your benefit, your customer's benefit, and the benefit of the system as a whole.
- The capacity to work hard, work honestly and with the support of your family.
- The financial capacity to purchase the franchise and fund its start up period.