

Despite the difficulty of balancing flourishing franchises with a frantic home life, Rosemary Harmata from Lollypotz says the joy of giving gifts makes it all worthwhile

SWEET REWARDS

I get up early, send a few emails in the morning, then all the children get up, we have breakfast, I get them to school, and then I work flat out from 9am to 3pm. Then I pick the children up, we do homework, sports training, have dinner, then normally I'm back working after they go to bed."

This might sound like a crazy lifestyle but it was the flexibility that chocolate bouquet franchisee

so excited. And because we were friends it was a bit difficult, so I said that I really wanted to get into it but we didn't want it to ruin our friendship. But it's all worked out well," says Rosemary.

In March Lollypotz crowned Rosemary the Franchise Owner of the Year at its annual conference, held in South Australia's Barossa, rewarding her hard work and success in sales, marketing and, as she puts it, "toeing the line while doing everything right to be able to succeed".

Rosemary runs the Sydney CBD and Chatswood territories from her family home, where she and her husband, who also runs his own professional training business from home, raise their three children.

"I was working in accounting part-time when the children came and I just needed a challenge, something that I could succeed in and where I could be part of a successful business. I wanted something where I could use my hands and where I wasn't behind the computer all day."

Lollypotz's flexible business offering, affordable buy-in price (\$70,000) and the rewarding feeling you get from delivering gifts all day

make it an attractive option for middle-aged females, who according to Lollypotz founder Louise Curtis, make up 95 percent of franchisees.

Rosemary agrees. "It's a positive industry and women tend to want to be involved in something like that."

As her business grows, Rosemary admits that finding the idyllic balance between work and family does become a challenge but one she will continue to face being among the top three Lollypotz franchisees in the country.

"There's that fine line between separating work and home. If the kids are doing their homework I might be thinking about something work-related, but it's about discipline and about being organised," she said.

Rosemary adds that being part of a franchise system means that all the finer details of running a business are taken care of, leaving more time for her to drop the kids off at school, take them to training and help them get their homework done.

"The best part of being in a franchise is the fact that it's all set out for me. It's a no-brainer. The systems are there, the branding is there. The marketing is there. You just follow the system and you can't go wrong."



Rosemary Harmata, Lollypotz Franchise Owner of the Year

Lollypotz's offering that helped convince Rosemary Harmata to jump onboard.

"I started back in August 2009 and I didn't actually go looking. I knew Louise [founder]. When she told me about her concept I was