

EXECUTIVE SUMMARY

The ROSELLA fashion brand offers high-end, quality clothing, footwear and accessories from around the world. With a proudly African origin and international essence, ROSELLA has carved a solid standing in fashion and unsurpassable style that moves keenly forward.

Currently there are 9 upmarket boutiques in Gauteng and Kwazulu-Natal within hand-picked regional shopping malls.

The ROSELLA Head Office team has developed a complete fashion retail value chain that is now available for discerning Franchisees, including:

- Sourcing on-trend women fashion, shoes and accessories.
- Locally and Internationally Sourced items.
- Our House Brand “JOLIE” (“Pretty” in French!) is growing from strength to strength.
- Turnkey Site Selection and Upmarket Shop-fitting.
- Comprehensive Business Systems.
- Detailed and practical training.
- Hands-on field support, focused on: customer service, standards, training as well as forecasted sales targets.
- Customer sales and service assistance, online initiatives and digital marketing such as daily posts, videos and short clips to audiences on social media platforms showing the latest styles and trends in our clothing, shoes and accessories ranges.
- Ongoing Innovation to keep up with trends and changes in the retail industry.

THE ROSELLA PROMISE

- Privately owned, highly experienced, hand-selected Brands.
- Small enough to be Dynamic, yet Established enough to leverage good pricing.
- We are a Family Business, not a “Corporate” business!
- A Personal Shopper helping to turn once-off sales into loyal customers.
- A tried and tested online e-commerce platform.

- Strong and successful marketing initiatives in place resulting in a very high online and digital presence (Social Media) reaching far and wide.
- **FRANCHISE SUMMARY**



- A ROSELLA Franchise costs R1 850 000k, excl Vat (Final pricing will differ depending on the size of the Boutique and stock levels. Head Quarters owned boutiques for sale also carry a goodwill payment).
- A franchise covers a pre-negotiated territory with enough customers at the right LSM level to be financially viable.
- We help to shortlist, secure and negotiate your site and its lease agreement
- Full Training on how to launch and run your franchise
- Ongoing field support to make sure that you are in business for yourself, but not by yourself.



THE IDEAL PROFILE OF A ROSELLA FRANCHISEE

- Formally approved by the Franchisor
- Owner-managed or appointing a franchisor approved and experienced manager
- Customer Service orientated and focused with a strong lean towards “going the extra mile for each and every customer”
- Natural “leader” to ensure that their team is following the ROSELLA winning recipe for reaching and maintaining excellence in all facets of running a high-end boutique
- Driven to reach sales targets which will see them earning a good income and return on investment

SUPPORT

We help with business systems, site selection, shop-fitting, online sales platform marketing, digital marketing, marketing material, launch support, brand building and innovation. Your investment with ROSELLA also includes full pre-startup training and continued support.

OUR JOURNEY SO FAR

- Est 1986...and still going strong!
- Proudly South African
- Established Charity
- Featured on TV, radio stations, magazines

INNOVATION 2021

- GREEN CREDENTIALS: Move towards plastic free environment in favour of branded paper bags
- TRAINING ACADEMY for developing Business & Retail Management Skills
- ENTERPRISE DEVELOPMENT PROGRAM aimed at developing staff and assisting entrepreneurial BEE Franchisees in their journey to become Profitable Franchise Owners

Forecast Statistic:

However, the industry has begun to show signs of recovery especially from a retail perspective with revenues generated from the sales of textiles, clothing, footwear and leather goods in South Africa, expected to increase from 11.5 billion in 2016 to over 17.5 billion in 2023. An incentive program initiated by the country's Department of Trade and Industry in 2009, to make the domestic textile and clothing industry more competitive, has played a key role in this retail and wholesale recovery.

<https://www.statista.com/forecasts/424593/retail-trade-in-textiles-clothing-footwear-and-leather-goods-revenue-in-south-africa>

The **global** apparel market is projected to grow in value from 1.3 trillion U.S. dollars in 2015 to about 1.5 trillion dollars in 2020, showing that the demand for clothing and shoes is on the rise across the world.

[Global Apparel Market - Statistics & Facts | Statista](#)

ROSELLA is THERE...welcome on board!



https://youtu.be/L_1xKPqJyNg

Guillaume Zietsman

CEO, ROSELLA

MEET OUR TEAM

H Guillaume B Zietsman (Diploma in Business Management, 15 years business experience, ROSELLA Director) joined ROSELLA in 2005 and in true successful Family Business worked his way through all the business divisions and today drives the business as CEO.



Ann Margaret Zietsman (BComm.LLB, 15 years business experience, ROSELLA Director) joined ROSELLA in 2005 and is part of the key drivers of staying on-trend dealing with current and prospective suppliers on a daily basis.

Guillie Zietsman (Mining Diploma, 34 years business experience) Founded ROSELLA in Vryheid, KZN, in 1986...that's right 34 years ago! Growing its footprint from 70m2 to today's 400m2, this flagship boutique is proving not only the founders tenacity, but also that our offering can work on a relatively small country town! Belinda Zietsman (34 years business experience) Founded the ROSELLA phenomenon and is still part of our daily management and procurement team.



HEAD OFFICE AND MARKETING TEAM

Our head Office & Marketing team takes care of our brand, e-commerce/online, digital and print marketing, social media, product distribution, training and business system support. The team includes:



- **Lauren Jacobs** - BCom.Hons. Business Management, Strategic Communication & PR
- **Ashleigh Van Huyssteen** – BConSci Hons: Clothing & Retail Management; Graphic Design Diploma, Social Media Certificate & HTML/CSS Development Certificate

KEY EXTERNAL BUSINESS AND PROFESSIONAL ADVISORS

Jan Grobler (BComm.LLB.MBA) from Curator Business Solutions (founded in 1994) is ROSELLA's Franchise Project Manager. Jan is passionate about growing businesses in niche markets and combines his academic background with a 25-year career in franchising, law and business mentoring.

Brink Burger from ACT Solutions Inc (082 967 4578) is our accountant and is available to offer his firms accounting services to franchisees as well.

Total Care SA provides HR support, including payroll processing and industrial relations, thus allowing us to focus on our core business.

Pieter Viljoen from Retail Endurance is Rosella's lease negotiator and landlord representative. With 13 years of retail experience and being an ex-landlord employee he applies his shopping centre knowledge to secure the best possible rentals and lease terms for our Boutiques.

Stefan Cornelissen (Bsc Construction Management Honours 1992 UP) is the owner of QSC Projects (founded in 2001) which specializes in retail construction project management. QSC Projects will manage all projects from pre-construction phase i.e. manage all contractors and to ensure the projects gets completed within the cost, quality and time parameters as key milestones.