

HOT OPPORTUNITY – APPAREL

JULY 2012 BUYER'S GUIDE



"I love the business. It is fashionable, fun, and I get to help people. The TaylorMarie's franchising team is supportive and there to help you achieve your business goals."
- Terry Pahl, Chicago, Franchise Owner.

no surprise, the senior market controls over 70 percent of the discretionary income in the U.S. and is estimated to grow by 81 percent in the next 25 years. TaylorMarie's has also seen this popular on-site shopping experience work for fundraisers and fashion shows. It is rewarding on many levels!

This summer TaylorMarie's will launch its private label for apparel that's specifically designed for its clientele, proudly made in the United States of America.

Heidi Welbig confidently told us, "We are looking for qualified franchisee candidates! If you have a passion for business, fashion and helping others, you'll definitely want to be a part of this rewarding franchisee opportunity."



DELIVERING STYLE TO SENIORS

A mobile retailer with a unique idea, TaylorMarie's Apparel enjoys steady growth and offers franchise opportunities throughout the nation.

TaylorMarie's Apparel was founded on the innovative concept of bringing high quality, brand name women's clothing and accessories directly to their customers. Their goal is to recreate the total shopping experience of a department store for the women they serve in their own communities.

TaylorMarie's offers a unique brand of shopping with scheduled on-site fashion shows and retail events that feature residents and community members as models! They cater specifically to assisted-living facilities, senior centers, active-adult retirement communities and all religious affiliations.

Heidi Welbig, President of Minneapolis-based TaylorMarie's, was inspired by her grandmother's difficulty shopping and realized that on-site shopping

for seniors was a much needed and beneficial service. "When we show up, the women express both gratitude and relief that they are able to experience shopping in the convenience of their own community," says Heidi. "The service also benefits the family members who enjoy shopping with their loved one in the comfort of their own home."

With nine years of perfecting and growing a unique mobile-shopping concept for seniors, TaylorMarie's is expanding its' brand of shopping with franchise offerings across the country. Currently four successful franchise operations enjoy the use TaylorMarie's years of experience, business model, buying power, custom marketing material, and the excellent reputation within the communities they serve.

And despite a slow economy, TaylorMarie's franchisees have been enjoying a steady and growing business. But that should come as

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