



British Bridal
TRAINING

WELCOME

to

*BRIDAL BOUTIQUE
BUSINESS PLAN*

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BUILDING A BUSINESS

INTRODUCTION

Welcome to British Bridal's business plan work book. The idea is to help you get creative, organise your thoughts and provide guidance throughout your journey.

This interactive work book is where you will be able to note through your plans, ideas and essential research. It is also something that you can keep and refer back to, further along in your business journey.

We have over 20 years of experience in all aspects of the bridal industry. Using these simple techniques shown here we have built up three successful bridal stores. Now we want to pass on that knowledge to you.

A
GOAL
without a

Plan

is just a

WISH



FOUNDATIONS

The following questions may seem simple but they are so important to note down before you start with anything.

Why do you want to open a bridal boutique?



From the reasons above come up with 3 core values for your business:





RESEARCH

You need to be prepared and know your competition. How many bridal stores are within driving distance from your ideal store location? List these stores, their price ranges and what you view as their niche or speciality, is it curvy gowns, high end, budget stock...



What will make your store different? Why should brides choose your store?

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USP's

From the list above can you come up with three **Unique Selling Points** that will then be used throughout your marketing.

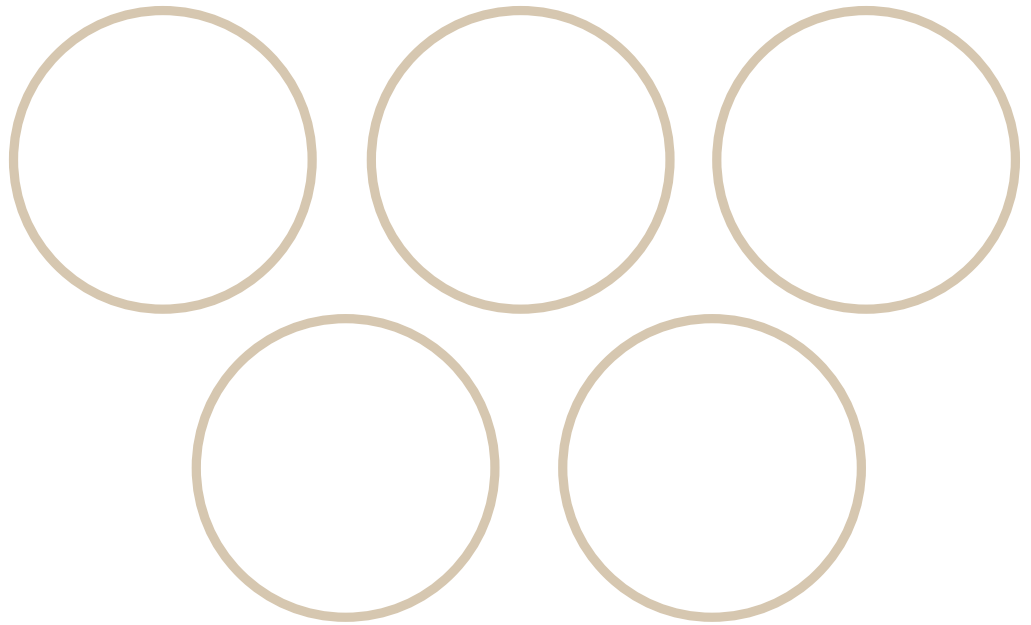
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Now that you have got these foundations in place you can refer back to these when making any decisions about your business. They should be at the center of everything you do as a business.



BRANDING

For Facebook & Instagram your name/logo will have to work inside a circle.



If you are wanting to put your name/logo on to your dresses it will need to look good on a dress tag.



A good company to look into for dress tags and business cards are 'Bridal Print'

BRANDING

There is so much to get across when it comes to your branding. It is all about tone of voice as well, this will affect how you write your customer emails, texts, captions on social media.....the list goes on and it is all down to branding.

Once you have decided on all the aspects discussed in the previous pages you can book a one on one video/voice call with Becki to go through the specifics and get bespoke advice on your brand. Prices for one on one advice sessions can be found in our pricing booklet.

Be your own

BEST

CUSTOMER

live

your customers

LIFESTYLE



PREMISES

So you have decided on your store name, you know your companies core values and have your basic branding in hand. Now where are you going to sell from? Finding and securing a business premises for a bridal boutique is often half the battle of driving customers through your doors.

To find out our top tips on securing a premises and in depth advice from our CEO Richard. see episode 2 of our 'Building a Business' series.

You can use the following pages to note down potential property information, viewing dates and in depth notes.

Property Name	Post Code
Price	Viewing Date
Notes	

SALES TRAINING

You should now have everything in place to open your store, but you now need to get your head round the complex world of **Bridal Sales**.

Bridal sales is unlike any avenue of sales you have ever experienced there are so many aspects that it has become a full course on its own. If you have not upgraded your course to include this aspect we would highly recommend you do this.

This upgrade includes:

A full detailed training brochure with all the information you need to know about running an appointment.

A separate sales training work book that looks at your personal attitude towards sales and helps you establish your own sales technique.

And the best part is a two day hands on intensive course where you will be involved in REAL appointments with REAL brides.

To find out more information about this upgrade please contact your course leader on:

✉ becki@britishbridaloutlets.co.uk

☎ 01924 928698

PAPERWORK

I know thinking about doing paperwork is not often at the top of anyone's to do list when starting up a bridal business however it is one of the aspects that if you don't have a system in place can ruin a business.

The paperwork package is another optional upgrade that is highly recommended.

The 'Paperwork Package' includes vital documentation that will help you combat any possible issues that may arise during your time as a bridal consultant. Possible complaints we cover and help you with are:

The bride has put weight on since you measured them and ordered their dress.

She has changed her mind on her dress and wants a full refund.

She has gotten home with the dress and has found a mark on it/ it doesn't fit.

She has a balance outstanding

It also includes our enquiry forms both pre & post CV-19. The Alterations and measurements forms mentioned in episode . Our privacy policies, cleaning terms and conditions and the most important the Terms and Conditions of sale. This package is one of the most valuable assets we provide to our customers. Each of these documents has been tried and tested in UK small claims courts and have been successful in winning our case.

To upgrade and get the 'Paperwork Package' contact your course leader.

SOCIAL MEDIA & MARKETING

Similarly to Sales training social media and marketing is a whole course in itself there is so much to cover in this topic that we couldn't possibly go into enough depth in this booklet. We have a full series of videos to go with the social media course and one-on-one video calls to make the course as bespoke to your company as possible.

In the social media and marketing course we cover:

We'll help you perfect your social media skills, looking at creating your own beautiful content and bringing your store to life online.

We'll help you create an effective marketing strategy which puts the smallest dent possible in your budget and valuable time.

If you have a budget for online marketing, we'll help you use this to maximum effect.

We'll consult on your website, and help you take steps to make it not only as customer-friendly as possible but also an inspiring shop window.

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We are available to speak to Monday to
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