

# SCOUT & MOLLY'S



## WELCOME TO SCOUT & MOLLY'S!

**A Modern Boutique for the Modern Entrepreneur**

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Scout & Molly's is a thriving boutique franchise offering unique, on-trend women's fashion in a warm and inviting setting. From everyday essentials to standout event pieces, each boutique offers carefully curated collections that reflect the style and individuality of its local clientele.



# WHY FASHION? WHY NOW?

**A \$28B Industry, Waiting for Leaders**

## **Why Boutique Retail?**

The U.S. boutique fashion market is booming—with no dominant brand. Customers crave unique pieces, local experiences, and a personal touch. Scout & Molly's delivers on all fronts.

## **The Industry at a Glance:**



The U.S. boutique fashion market is a \$28B industry



Expected to create 1.3 million global jobs



Recession-resilient with consistent demand for localized, personalized shopping experiences



No single dominant player in the space—huge room for innovation and niche leadership





# WHY SCOUT & MOLLY'S?

***Your Boutique. Your Brand. Backed by Ours.***

## ***What Sets Us Apart***



Exclusive Inventory: Hand-selected by our fashion buying team



Efficient Staffing: One manager + 3–4 part-time stylists



Cloud-Based POS: Real-time insights, CRM, and inventory tools



Marketing Automation: Social, email, SMS, and SEO included



Aesthetic Appeal: Chic, rustic interiors customers rave about

***No fashion experience needed!***



### **Owner-Operator**

Franchisee will run the day to day of business. This includes marketing, hiring and managing employees, goal setting, and achieving.

### **Manage the Manager**

Franchisee will hire a manager, train them to oversee the day-to-day tasks, run the budget, manage the financials of the business, and oversee the company.



# WHO MAKES A GREAT FRANCHISEE?

## *Do You See Yourself Here?*

**Scout & Molly's franchisees come from all walks of life, including:**

- Women leaving corporate America for independence
- Spouses and couples where one has income stability
- Mother-daughter entrepreneurial duos
- People who want to lead something fun, fashionable, and fulfilling

## **Common Traits:**

- Business-minded with a passion for community
- Friendly, outgoing, and fashion-forward (no experience needed!)
- Invested in creating a beautiful and fun shopping experience
- Able to lead a team and follow proven systems



If Scout & Molly's sounds like the boutique YOU would love to shop in, imagine how much fun it would be to own one!



# ELEMENTS OF THE BUSINESS



## Staffing

Store Manager plus 2-4 Stylists. An outgoing, friendly team that creates a relaxed shopping experience and provides fashion and fitting expertise, helpful feedback and an honest opinion the way a good friend would.



## Technology

Integrated systems to manage inventory, browse line sheets, place orders, track sales, run reports, track staff schedules and payroll, build customer database and manage rewards programs.



## Marketing & Advertising

Grand Opening support, social media, digital marketing, SEO, email marketing, microsite, public relations, special events marketing, & more!



# REAL ESTATE & MARKET ACCESS

## *Location Matters—And You Won't Go It Alone*



### **We provide end-to-end real estate support:**

- Site selection & demographic analysis
- Lease negotiation & permitting assistance
- Interior design & construction oversight
- Signage & setup logistics

Demographic research and expert guidance provided for: site selection in Class A real estate space, lease negotiation, floor plans, construction, build out, interior design and more.

## *Area of Protection (AOP)*



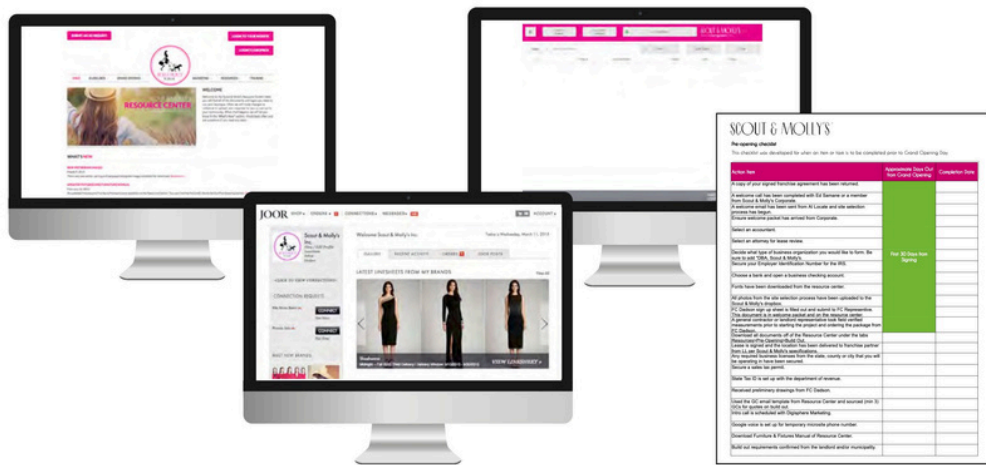
### **Scout & Molly's provides each franchisee with an exclusive Area of Protection:**

- Minimum 3-mile radius (6-mile diameter) for your boutique
- No other Scout & Molly's boutiques in your AOP



# FRANCHISEE TRAINING & SUPPORT

When you become a franchisee, training begins immediately. A member of the corporate team will initiate the relationship with a personal phone call to kick start this exciting process. An operations specialist will then follow-up to walk you through the welcome packet, the pre-opening checklist and the resource center within days of the first phone call.



Ongoing training will revolve around each boutique's build-out, inventory, visual standards, marketing and advertising, and soft and grand openings. The week-long training program will introduce new practices in addition to reinforcing policies and procedures. Ongoing field support will begin once the franchisee's store has opened.

## FDD Item 19 Gross Income:

Top 1/3 of boutiques do over

**\$1.2 MILLION**

## FDD ITEM 7

Total Investment:

**\$300k - \$388k**

for a single boutique

Minimum Net Worth:  
**\$650,000+**

Minimum Liquid Capital:  
**\$100,000+**