

## INFORMATION BOOKLET: Starting a rosette-making business

This booklet is designed to help people, who have little or no previous experience of rosette making, get an idea of what is involved in starting up a business.

Hopefully, you will like what you read and go on and establish a thriving enterprise. We have designed things in such a way that you can get the information you need, and indeed, have a go at making rosettes at home without making any commitment. If you have a go and decide this is not for you, you will have learned a lot, had some fun and kept a tight rein on your purse!

If you already make rosettes, we have a wealth of experience in rosette production and machinery, and if we can be of help to you, we will.



## Business Opportunities

### **PRIZES**

Making rosettes is an ideal home based business. There is no need for expensive premises and high overheads. The space on top of your kitchen table is ample. When you think about making rosettes your mind probably goes to those that are used as prizes at horse, dog, bird, cattle and many other shows. More likely that your thoughts go straight to the animals which are your main interest; but with the right backup there is no reason why you should not be supplying all the other breed shows as well.

### **BE FLEXIBLE**

Supplying the various clubs and societies is good business, and show secretaries like to deal with local suppliers. If your product is good quality and the price is right, you will get the job. The bulk orders from the show circuit may well be your main source of work, or even those massive orders from football clubs if you price competitively, but add to this the many other money making ways there are to use rosettes. We share the money making ideas with you and give you all the help you need to put them into action.

### **LET'S CELEBRATE**

One highly profitable example is 'Celebration Rosettes.' The same rosettes that you make for the show circuit become a completely different product, simply by changing the centre board. Add 'Happy Birthday' or 'Merry Christmas' and you open up an entirely different market. The range you can make is only limited by your imagination. Birthdays, Christenings, Mother's Day, Father's Day, Valentine's Day or even prizes for competitions in your local pubs. The list is endless. We can print the centres and tails exactly as you need. Celebration rosettes easily sell from £3 to £8.00 each.

### **SHOP LOCAL**

Local shops such as newsagents, card shops or sub post offices are usually very willing to sell celebration rosettes for you. There is always a demand for something of real quality that is a bit different.

### **STICK TOGETHER**

Making rosettes is a simple operation: pleated ribbon is either glued or sewn onto a backing card in the number of tiers you require.

Gluing onto the card is usually done with a hot melt glue gun. This gives a strong bond within 30/40 seconds, allowing fast assembly but with time for minor adjustment if necessary.

Sewing uses largely the same components and it is a matter of preference which you choose. A domestic sewing machine is fine for the light ribbon used for rosettes.

Gluing is a good and quick way to make rosettes for most purposes, and we generally prefer to glue. If there is a danger of the backing being really soaked it may be best to sew, but we have never had a problem with a glued rosette.

### **SYSTEMATIC**

Making rosettes is made easy with our step by step system of production. We do the tricky work for you. The ribbon is pre-pleated in a choice of pleat styles, and the centres are printed to your requirements.

To introduce you to the product and let you prove to yourself that you can make quality rosettes we have put together a 'Starter Pack' with all the bits and pieces you need to make a selection of rosettes. This pack, at a budget price, gives you the opportunity to try your hand at rosette making.

There is also a video on our website showing the basic assembly of a simple three tier rosette. Our website address is: [www.trscribbons.co.uk](http://www.trscribbons.co.uk)

### SHOP LOCAL

Even if your local sub post office sold that rosette for you and had £1.50 commission, that would still leave you £1.37 profit, (+236% on cost).

The assembly time for the large rosette is only a few seconds longer than a standard three tier.

200 basic rosettes in a week, £100.00 profit. Not bad for a days work at the kitchen table.

Stress must be put on the good quality aspect of the rosettes. They can be pleated with a much looser pattern, the way many other manufacturers do, and 4-5p can be shaved off the component price by the saving in ribbon.

PLUS you will have additional profit from show sundries like judging books and competitor numbers etc.

### DEVELOPING

If you choose to develop your business more into celebration rosettes, and we suggest you should, the rewards are that much greater.

We have a young lady who is a student at technical college and she started selling rosettes for us on commission. On Father's Day she had 78 rosettes sold. She gets regular orders for birthdays and anniversaries. Another lady runs party plan evenings and sells birthday rosettes as a sideline. Regular highly profitable business.

You can have a hobby that pays its way, or a very profitable full-time home business.

### OUTLINE

This booklet gives an outline of the business system. If you have questions that need answers, please don't hesitate to contact us. We are also available at home during the evening most weekdays if you wish to phone on cheap rate. We will be delighted to do all we can to help, with no obligation on your part.

Like the best of ideas, it is very simple. You are starting your own business but with help and on-going support to get things right. Your capital is not tied up in expensive machinery. You only need to stock for your immediate requirements.

There is no obligation to continue to buy from us. If you find a cheaper source of components in the future, you are free to purchase them, or to develop your own. No franchise fees, royalties or entrapments.

It is our intention to supply at a quality and price that you will find difficult to match.

### ALL YOURS

This is a business that you can run from home yourself, for yourself, or expand using family or out-workers. You may be happier to continue to work from home, or expand into business premises.

Quality is always in demand, we will show you how to achieve quality production from day one. All the help you need with setting up and marketing is available. Your success is our success.

We very much look forward to hearing from you!

### STARTER PACK

This pack contains:

- 20 backing cards for 3 tier rosettes
- 20 sewing guides for 3 tier rosettes
- A mixture of mini & 2 tiers, guides & backing discs
- Bridle clips and brooch pins
- Flat ribbon for tails
- Pre-pleated plain ribbon in a selection of pleat styles
- Pre-pleated tartan ribbons
- Step by step instructions
- 30 centre boards printed with assorted stock motifs
- Swatches of ribbon samples
- Card with examples of different pleat styles
- A Practical Guide To Home Based Rosette Making

We have not included a glue gun in the pack as they are a common DIY item which many people already own, and others may prefer to sew their rosettes.

### LETS DO BUSINESS

The Starter Pack has enough material to allow you to practice making rosettes, and you will have enough first class rosettes left to show as samples. Even from the Starter Pack you will have work to be proud of!

Like learning to knit for the first time, you will be a bit slow to start with, but you will soon pick up speed and even be able to watch TV at the same time.

As customers order from you, you send for the bits you need from us to make the rosettes. We hold the stocks, you just order as you need.

### EVERYTHING FOR SHOWS

As well as the usual round rosettes, the range includes oval, extra large size and mini rosettes, and badges for officials. Show sundries, like competition or bench numbers and judging cards, are also stocked.

### THE PROFIT

This is not a get rich quick scheme. It is an honest opportunity to start a business with a very low capital requirement. By helping you get started, we hope to supply you for years to come.

The object of being in business is to make money. Working from home your expenses will be low, and with our system you don't need lots of space. The ribbon is pre-pleated, the centres are printed to your requirements. Apart from electricity for your sewing machine or glue gun (around 3p per hour) your production costs after you have bought the components are mostly your own wages.

### TIERS OF PROFIT

The components for a typical good quality 3 tier knife pleated rosette will cost you from 45p, including pleated ribbon and printed centre. This you will sell with 'trade' discount for £1.10. As all the fiddly work has been done for you, you should take no more than three minutes (very much less with practice) to assemble it.

**Profit =65p (+144% on cost)**

A 3 tier box pleated rosette, similar to the sample you have been sent, will cost you from 60p, again including pre-pleated ribbon and the centre custom printed for you. This you sell for £1.25 after 'trade' discount to your customer.

**Profit=65p (+144% on cost)**

Assembly time is exactly the same as the cheaper rosette.

Add a row of extra wide ribbon to the outside tier of the above rosette, which gives a stunning effect and increases the size considerably. This becomes, say, a birthday or Valentine's Day gift. Cost to you 72p. Selling price £3.65 (Absolute minimum).

**Profit=£2.93 (+594% on cost).**

## WHOLESALE

The enclosed trade price list gives a full description of the components we sell, and has everything you will need for your rosette making, all from one source.

The prices quoted in examples in this booklet for the cost of rosettes assume that you are not buying in the largest quantities. As one show can easily use several hundred rosettes it doesn't take long before you will want to order your components by the 1000 pricing unit. This cuts the cost of your rosettes considerably.

As an example of prices using the 1000 unit costs and standard ribbon pricing from our January 2004 price list we have set out the cost of the basic knife pleat rosette in three sizes using our production system. Prices are complete *including* printing of the centre board and VAT. The lower price is an example of the further savings to be made by using bulk ribbon and maximum discount on backs. If you do your own printing reduce each price by 5p.

	<b>1Tier</b>	<b>2 Tier</b>	<b>3 Tier</b>
Backing disc	2.6	2.6	3.7
Centre board	10.0	10.0	10.0
Pin/clip	1.6	1.6	1.6
Tails	2.0	2.0	3.0
Ribbon	3.0	10.0	17.0
Glue	2.0	3.0	3.0
<b>Total</b>	<b>21.2p</b>	<b>29.2p</b>	<b>38.3p</b>
<b>Using bulk ribbon</b>	<b>19.9p</b>	<b>26.4p</b>	<b>32.0p</b>

A type setting charge of 67p would be in addition to the above prices, but this is divided among the number of rosette centres printed. For a typical bird show using 300 centres, the cost per rosette would be 0.004 of a penny each!

## APPRENTICE

You are welcome to order direct from our price list, but if you have no experience in making rosettes, we suggest you consider our Starter Pack as your apprenticeship. Details are enclosed.

### EVERYTHING YOU NEED

You don't need to buy any machinery to get started in rosettes. If you do decide that you want to invest in your own equipment, we can supply everything you need from a printer to a complete turnkey operation.

### Everything For The Rosette Maker

**Machinery**



**Help  
& Advice**

We are agents for 'Malahide' of Canada, and can supply the complete range of automated and computer controlled printing equipment.

### **HELP & ADVICE**

If you want further advice and help about starting a business, there is a vast amount of free help available.

### **BANKS**

A good starting point is your own bank. All the banks produce leaflets and booklets giving start-up advice. These articles are written by experts in small business administration and are very helpful. Some of the details may be too advanced for a 'cottage industry' enterprise, but the general advice is very worthwhile.

### **BUSINESS LINK**

In England the 'Business Link' small business support network is the gateway to all government and local authority help. Some grant aid may also be available. Phone numbers will be in your local directory. The Scottish equivalent is 'Scottish Enterprise'.

### **PRINCE'S YOUTH TRUST**

For younger entrepreneurs, the 'Prince's Youth Trust' is the place to go to get off to a really secure start.

### **US**

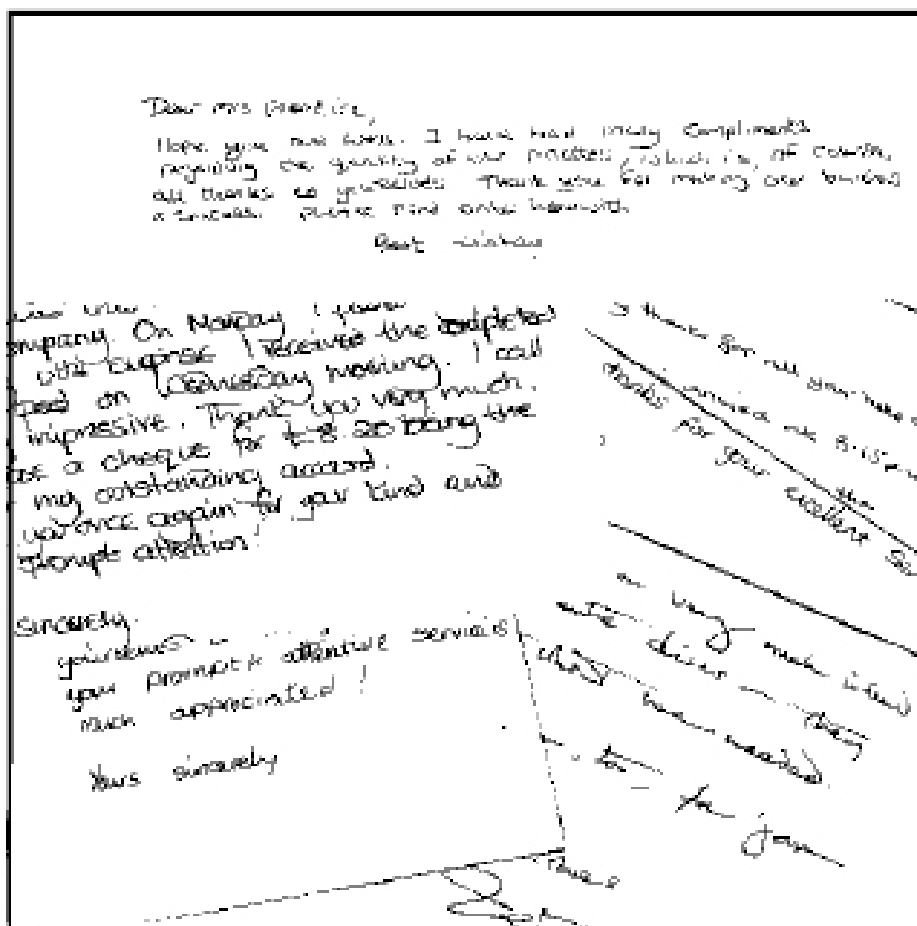
Last, but hopefully not least, we are here to help. As has already been said, this is not a get rich quick scheme, either for us or for you. We would like to help you start a viable business, and supply you with bits and pieces, for years to come. Just ask for help if you need it!

## Customer Feedback

### CUSTOMER SATISFACTION

Our business depends on our customers, *you*, being happy with our service. Whether you want 25,000 unprinted centre boards, or the materials for 6 classes at the local pet show on your premises within 48 hours, we can help.

We will not make promises we can't keep. You can totally rely on us for your supplies.



We frequently get letters from customers saying how happy they are with our service. Particularly with the speed we can deal with 'last minute' orders for local events. If you get asked to take a very short notice order, don't say 'no' without checking first. We will do everything possible to help. We have even put finished rosettes on a train before, so that a customer could give a 'same day' service and get the full show order next time round.

## Everything for Making Rosettes



No matter what your speciality... horses, birds, dogs, rabbits, goats... we can supply you with the printing you need.



1st



### P.S.

We made a Happy Birthday rosette in Berwick. It ended up in Nairobi, Kenya. A person from the United Nations polo team saw it and faxed an order for rosettes for their team. A UN visitor from Johannesburg saw the rosettes and ordered some. They told an officer in NATO serving in Iceland about them, so they ordered. A large mining company in Kenya have sponsored school prizes for the past three years. An ex-pat in Jordan now regularly orders. All this from one rosette with our name on the back!

