

small investment

big profits

*inside out*<sup>TM</sup>

*contemporary art at affordable prices*



## the background

Pictures or more specifically gallery images have given pleasure since time immemorial whether viewed in a gallery or in people's homes. InsideOut sells an ever-changing range of contemporary art at affordable prices.

During the last seven years we have gathered together over 30 of the best UK artists / photographers.

In any one year we sell over 500 different designs. It is this constant evolving range coupled with our price of £15 for a four foot canvas picture that keeps the sales flowing. Our prices are 60/75% cheaper than other high street retailers.



## the options

InsideOut retail canvas pictures in four ways:

- > pop-up shops
- > promotional space
- > shows
- > or you can operate with the flexibility of all three of the above





## pop-up shops

- > operate on short term licenses and the rents are often 90% cheaper than signing a long term deal
- > with shop fits taking only 24/48 hours it is cost effective and quick to set up
- > with a pop-up shop you have space to sell a vast range of our canvases



## promotional space

- > this is in the mall of established shopping centres with a large footfall
- > they offer flexible terms of: weekly, monthly or annually
- > our custom made stands maximise your sales area





## shows

- > these operate throughout the year both indoor and outdoor
- > they are ideal to increase seasonal sales
- > offers flexibility to provide a sales platform if you are between changing your shop or promotional space

# frequently answered questions

- Q** is it a franchise?  
**A** no. It operates a similar support but there is no franchise fee or any royalties to pay.
- Q** do I sign a 10 year contract like a franchise?  
**A** no there is no contract to sign.
- Q** how much can I earn?  
**A** typically from £20,000 to £50,000.
- Q** How many days per week do I have to work?  
**A** as an owner / operator we would expect you to work at least 5 days per week.
- Q** Who covers the other 1/2 days?  
**A** either a member of your family or a part time member of staff.
- Q** do I have to travel far?  
**A** it depends where your site is.
- Q** can I choose the designs that I buy?  
**A** yes, every week we email the latest designs for you to choose from.
- Q** how often do you have new designs?  
**A** weekly.
- Q** do the canvases appeal to a certain age group?  
**A** no they appeal to all ages. Our designs have a very broad appeal.
- Q** how quick can you react to new fashions?  
**A** we pride ourselves on the ability to get in new designs within 4/6 weeks.
- Q** a friend of mine is an artist, would you be interested in buying her work?  
**A** yes we are always looking for new and exciting talent.
- Q** can I introduce family or friends who would like to become an InsideOut business partner?  
**A** yes and for every person you introduce who proceeds you will receive £1000 of canvases at retail as a thank you.
- Q** can we suggest new ideas?  
**A** yes, often the best ideas come from our business partners.
- Q** can I sell other peoples stock?  
**A** no, to receive the discounted rate and our support you must sell exclusively our range.
- Q** what price are the canvases?  
**A** £6 each plus VAT.
- Q** can I get a better price?  
**A** yes if you buy five pallets at once.
- Q** how many canvases on a pallet?  
**A** the canvases are boxed 8 of one design in a box and you can choose 18 different designs / boxes to fill a pallet.
- Q** is it free delivery?  
**A** yes if it is a pallet of 18 boxes (144 canvases).
- Q** what if I only want 6 boxes one week?  
**A** you can either collect them or we charge £6 per box delivery.
- Q** what happens if a canvas is damaged?  
**A** damages are very rare, but if you do get one we recommend that you sell it at cost.
- Q** what is the investment cost?  
**A** £3,000 / £6,000 depending on the size of your site.
- Q** do I need a van?  
**A** only if you wish to do the shows on a regular basis.
- Q** after a couple of years can I sell my business?  
**A** yes but we would want to approve them.
- Q** is there any age restriction as I am currently retired?  
**A** no, it is an easy and enjoyable to run and appeals to all ages.
- Q** I like to travel, can I run the business for only 8 months per year?  
**A** yes that would be workable.
- Q** can I operate more than one site?  
**A** yes.
- Q** what is the RRP of the canvases?  
**A** £15.

# investment

Opening Stock	£2,000
Set up	£420
<ul style="list-style-type: none"><li>• Signs</li><li>• Display stands</li><li>• Easels</li><li>• Staff uniform</li></ul>	
Working capital	£750
<ul style="list-style-type: none"><li>• Launch Programme</li><li>• Operating expenses</li><li>• VAT</li></ul>	
<b>Total start-up costs</b>	<b>£3,170</b>

The above figures are based on a Promotional Stand 5 x 3m.  
FINANCIAL PROJECTIONS ARE FOR ILLUSTRATION ONLY

## Explanatory Notes

Figures do not include owners drawings, depreciation or taxes  
Applicants should consult their accountant or other professional advisors

	Year 1	Year 2	Year 3
Sales	83,000	90,000	95,000
Products	33,200	36,000	38,000
<b>Gross Profit</b>	<b>49,800</b>	<b>54,000</b>	<b>57,000</b>
Expenditure			
Rent/rates/utilities	20,800	22,000	23,000
Part time help	3,000	3,000	3,500
Misc	1,000	1,000	1,000
Total Expenditure	24,800	26,000	27,500
<b>Operating Profit</b>	<b>25,000</b>	<b>28,000</b>	<b>29,500</b>

## Important

The figures shown are for illustration only and will depend on your success. They do not constitute any form of warrantee or guarantee that the sales, income or earnings will be achieved and they do not form part of or imply any contractual obligation





# application form

Complete the application form opposite and return to InsideOut.



Full Name (Mr/Mrs/Ms)

Address

Post Code

Date of Birth

Tel Daytime

Tel Evening

Mobile

Home Owner Yes  No

Property Value £

Mortgage outstanding £

Family Status

Married/Partner

Single

Separated/Divorced

No of children

Ages

Educational Levels

High School

University

Other

Current occupation

Current Status

Self-employed

Employed

Unemployed

Current Income                      Self-employment £                      Employment £

Does your wife/partner work?                      Yes                       No Occupation

What attracts you to Creative Canvas?

Cash available £                      Other sources of capital?

I DECLARE THAT THE INFORMATION I HAVE PROVIDED IN THIS APPLICATION IS TRUE AND ACCURATE.

Name                      Signed                      Date

The details provided above are strictly confidential and form part of our selection process.

*Please send the complete application form to: InsideOut, North Witham Road, South Witham, Grantham NG33 5QQ.*



**InsideOut**

North Witham Road · South Witham · Grantham · NG33 5QQ

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