

# Create Your Own Embroidery Business



## The PR-600

It's easy to achieve fantastic results with the compact PR-600 embroidery machine



Always at your side

At your side.  
**brother**®

# The right opportunity...

Like most of us, you've probably thought about the independence, satisfaction and financial rewards that stem from owning your own business. Maybe you've even investigated the possibility, only to be deterred by high startup costs, rigid franchise requirements and "opportunities" that seem too good to be true.

Sound familiar? If so, then perhaps it's time for you to consider starting your own personalisation/embroidery business.



Consider what it would be like to transform everyday items such as shirts, caps and robes into custom embroidered gifts,



corporate apparel, uniforms and personal souvenirs. You probably own some of these yourself:

- ★ Polo shirts bearing the logo of the company you work for.
- ★ Team names embroidered on your children's jackets and sports bags.
- ★ Baseball caps embroidered with the names of places you've visited.
- ★ Baby gifts, such as personalised blankets and bibs.
- ★ Other personalised gifts, such as monogrammed towels, robes, napkins or quilts.

And there are hundreds of other examples. Creating personalised/embroidered items might just be the lucrative, proven opportunity that you've been looking for.



## ...The right partner

To ensure your success, you need a dependable partner for equipment and ongoing support.

Brother is a trusted name in embroidery. Throughout the world, Brother is synonymous with quality, reliability and value. For more than 70 years, we've been providing businesses of all types and sizes with reliable sewing and embroidery systems.



**But is this business right for you?**

**Let's take a closer look.**





# The choice is yours

Success in the personalisation/embroidery business takes many shapes and sizes, and the choice is yours!

## **You choose your hours.**

Work part-time, full-time, mornings, evenings, weekends, after the kids have gone to bed or before they come home from school.

## **You choose your location.**

Start your business in your home, at a commercial location or within a retail outlet. Or, how about a “mobile” embroidery business that allows you to travel to fairs, festivals and special events?

## **You choose your income.**

Your income is directly related to the time and energy that you devote to your business. Since you're the boss, you have control over your expenses and prices.

- ★ Year-round opportunity — There's no “slow season” in the personalisation/embroidery industry. Throughout the year, customers will look to you for corporate identification and recognition items; gifts for babies, brides and graduates; school uniforms and numerous other embroidered items.
- ★ Growth potential — The personalisation/embroidery industry continues to grow substantially, so there's plenty of opportunity for you to create a successful business.
- ★ Profitability — Embroidery creates significant added value, and you'll realise attractive profits as a result.
- ★ Independence — You're free to design your business to meet your needs, interests and market opportunities. You aren't limited by someone else's blueprint.

## **You choose your investment.**

Open your business with an investment that makes sense to you.

## **You can even choose your customers!**

Embroidery's universal appeal makes it a popular enhancement for just about everyone.

School sports, favourite pastimes, interior design, items for pets, corporate identity apparel, weddings, graduations, new babies, family reunions — the possibilities for selling your products are endless. You can choose the ones that interest you the most.

The key to success in the personalisation/embroidery business isn't a secret.

Running a successful business requires hard work, persistence, and initiative.

In return, the personalisation/embroidery industry offers these advantages over many other business opportunities:



# Customers...

Close your eyes for a moment and visualise yourself at the centre of a circle with an eight-km/five-mile radius. Mentally, “sweep” through the circle and note the stores that pass in front of your mind’s eye. Take note of the schools, the service businesses, the office buildings, the stores, and the homes of neighbours.

Now, open your eyes, and consider the sales opportunities that exist within your circle. Here are just a handful of examples to get you started:



- ★ Many workers in office buildings have shed business suits for casual wardrobes, including shirts, sweaters, jackets and other items embroidered with their company’s logo.
- ★ How many service businesses such as hair salons, restaurants, service stations and real estate offices did you notice? All of them are potential customers for clothing and other items featuring embroidery.
- ★ Are there any copy shops in your circle? Personalisation/embroidery services are popular additions to these businesses’ offerings. Look to them for contract work opportunities.
- ★ Members of clubs and organisations snap up embroidered clothing and wear it to advertise their membership. For example, bicycle, golf and rugby clubs offer their members embroidered kit to commemorate major group rides and other events. How about offering club packs, backpacks and caps?

- ★ Churches, synagogues and other houses of worship, as well as weddings, christenings, confirmations and other special celebrations present the perfect opportunity for embroidered gifts.
- ★ Perhaps you noticed that special events such as fairs, concerts and festivals also take place near you. Embroidered shirts and caps make popular souvenirs. Perhaps you can even set up your own booth at these events!
- ★ And then, of course, there are primary, senior and high schools, colleges and the myriad of clubs and organisations associated with them. All of them are potential markets for your embroidered shirts, caps, athletic bags, uniforms, backpacks, sweatshirts, etc.



# Who are my customers?



That should get you started. Take a few moments to make another mental sweep of your circle. Then, pick up a pen or pencil and start jotting down some ideas of your own. Keep your list nearby for a few days and continue to add to it as ideas occur to you. You may be surprised how quickly the list grows.

## Areas Of Business

- ★ Babywear and nursery accessories
- ★ Greetings cards
- ★ Promotion companies who print items on demand
- ★ Riding schools
- ★ Soft furnishings
- ★ Wedding / bridesmade dresses



**Who are your customers?**

**Virtually everyone!**





# Exceptional profit potential

The profitability of any business is dependent on how well-run and efficient it is. It's your business, and the way you choose to run it is your responsibility. But healthy product markups are possible in the personalisation/embroidery business.



## Profit Calculator

Golf Shirt:	£
Your wholesale price for shirt	(4.50)
Supplies to personalise (thread, backing, etc.)	(0.55)
Labour (5,000 stitch design)	(2.00)
Suggested retail price	(12.00)
Less your cost	(7.05)
Your gross profit	(4.95)

Caps:	£
Your wholesale price for cap	(1.10)
Supplies to personalise (thread, backing, etc.)	(0.30)
Labour (5,000 stitch design)	(2.00)
Suggested retail price	(9.00)
Less your cost	(3.40)
Your gross profit	(5.60)

Team Jacket:	£
Your wholesale price for jacket	(14.00)
Supplies to personalise (thread, backing, etc.)	(0.90)
Labour (30,000 stitch design)	(12.00)
Suggested retail price	(45.00)
Less your cost	(26.90)
Your gross profit	(18.10)

## The next step

Now that you've had a chance to learn a little about the personalisation/embroidery business, you probably have a feeling about whether it's right for you. If you find it to be the right opportunity, your next step should be contacting the right partner — your Brother dealer/representative. We welcome the opportunity to help you succeed.





**Sew Clever**  
An impressive stitch speed and built-in design memory makes the PR-60 a must for repeat operations.



# Get creative with **CORPORATE** branding



**Peak Perfect**  
The optional cap frame attachment gives the PR-600 a head start for caps.



**Get shirty**  
T-shirts, polo shirts, sports shirts, sweat shirts...the sophisticated design capabilities and pre-programmable thread changes make it all, letter perfect.



**LOGOS-A-GOGO**  
The PR-600 has made its name in fast, stylishly stitched logos.



Make a name for yourself - and everyone else too - with the PR-600 II embroidery machine from Brother. Whether you're producing logos or lettering, designs or messages, if you're looking to project the right image, with Brother you've got it made. Create some impact with the PR-600 II from Brother.

At your side.®

# brother

## Create Your Own Embroidery Business

Contact:



**GS UK Ltd**  
43 Arkwright Street  
Nottingham  
NG2 2JR  
Tel: 0115 8448000  
Fax: 0115 8448009  
Email: [sales@gs-uk.com](mailto:sales@gs-uk.com)  
Web: [www.gs-uk.com](http://www.gs-uk.com)



Brother UK Ltd  
Audenshaw, Manchester M34 5JD  
Tel: 0870 830 4020 (National Rate Call) Fax: 0870 830 4031  
Web-site: [www.brother.co.uk](http://www.brother.co.uk)

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