

# BUSINESS TIMES

FROM MICHAELS BOUQUET

BUSINESS TIMES ISSUE#4



MICHAELS  
BOUQUET

Eau de Parfum  
50ml

MICHAELS  
BOUQUET

# HOW BEING A MICHAELS AGENT WORKS



## YOU'VE GOT DREAMS

Whether it's earning a little extra cash or making a full-time commitment, MICHAELS BOUQUET offers the opportunity of running your own business with freedom and flexibility.

## WHAT BENEFITS DO YOU GET?

**You can make up to 60% mark up on everything you sell at retail price.**

- ✓ Work when and where you like.
- ✓ Every purchase you make with your agent card you earn loyalty points.
- ✓ You keep all your profits.
- ✓ You have access to our Business Times with wholesale and retail prices.
- ✓ You have access to catalogues for your customers.

## WHAT ARE LOYALTY POINTS?

Every 1500 KES spent gets you 1 loyalty point, therefore spend 4500 KES and get 3 points. Each point is worth 75 KES.

The points don't expire, so save as many as you like before you use them. You can check your point balance on your till slip.

# HOW TO START YOUR BUSINESS WITH MICHAELS BOUQUET



## 1 SIGN UP

- Either visit or call any of the MICHAELS BOUQUET stores.

\* You will need to present your ID card, to load your details onto our system.

\* No cash, payment by card or M-Pesa.

## 2 YOU WILL RECEIVE:

- MICHAELS BOUQUET products to get your business started.
- MICHAELS BOUQUET agent card.



## 3 NO CARD, NO PURCHASE

- Please take your agent card and ID when making a purchase.
- \* This is a safety measure to ensure no one claims your loyalty points.



## DID YOU KNOW?

If you buy and sell 20 x 50mls at 1600 KES each, you can make a 12 000 KES profit.

# TYPES OF SCENTS

HELP YOUR CUSTOMERS FIND THEIR SIGNATURE FRAGRANCE BY UNDERSTANDING THE DIFFERENT SCENT FAMILIES, WOODY, SPICY, CITRUS, ORIENTAL AND FLORAL.

## WOODY

SMOKED & MUSKY

Woody fragrances tend to be rich, warm and intriguing often forming the base of a scent due to their richness and depth, typically paired with aromatic or citrus top notes. Using wood based scents like cedarwood, sandalwood and amber are a great choice for wearing in the evening as they are simply elegant.

**BLACK #1, BLACK #3, BLACK #4, CHARCOAL #2, CHARCOAL #3  
EMERALD #1, EMERALD #2, EMERALD #3, EMERALD #4**

## SPICY

LOUD & HOT

Spicy fragrances are warm and sensuous infused with notes of exotic spices which are very luxurious making them a great choice for wearing on casual occasions and early evening dinners.

**BLACK #2, CHARCOAL #4**

## CITRUS

LIGHT & FRESH

Citrus fragrances are tangy, light and fresh, designed to energise and stimulate your senses. The invigorating scents are pressed from zesty citrus fruits such as orange, grapefruit, bergamot, lemon which lend themselves perfectly to wear on a hot summer's day.

**CHARCOAL #1**

## ORIENTAL

UNIQUE & LUXURIOUS

Oriental fragrances are usually described as spicy, rich, mysterious and warm. They draw their richness from exotic and unusual notes such as amber, cinnamon, clove, nutmeg, vanilla and honey.

**IVORY #1, IVORY #2**

## FLORAL

SWEET & FEMININE

Floral fragrances are a unapologetically romantic and usually sweet smelling, drawing their inspiration from sweet smelling flowers like roses, jasmine and orange blossom or fruity elements such as kiwi, honey and peaches. Wearing a floral fragrance will leave you feeling flirty and playful, perfect for a romantic occasion.

**IVORY #3, IVORY #4, PEARL #2, PEARL #4  
PEARL #5, PEARL #6, WHITE #1, WHITE #2, WHITE #3, WHITE #4**



Introducing MICHAELS BOUQUET's latest addition to our perfume range, Emerald for him and White for her. This unique and captivating collection is designed to take you on a journey of pure and mysterious notes that will awaken your senses and ignite your spirit.

Recommended Retail Price\*

**1600 KES EACH**

50ml

**MEN'S VARIANTS**

- EMERALD #1
- EMERALD #2
- EMERALD #3
- EMERALD #4

**WOMEN'S VARIANTS**

- WHITE #1
- WHITE #2
- WHITE #3
- WHITE #4



Eau de Parfum  
50 ml

NEW  
**EMERALD  
& WHITE**  
FOR HIM & HER



Eau de Parfum  
50 ml

**PERFUME SPRAY 50ml EAU DE PARFUM**

RECOMMENDED RETAIL PRICE\*: 1600 KES each



MEN'S VARIANTS	
<b>EMERALD</b>	
EMERALD #1, EMERALD #2, EMERALD #3, EMERALD #4	
<b>BLACK</b>	
BLACK #1, BLACK #2, BLACK #3, BLACK #4	
<b>CHARCOAL</b>	
CHARCOAL #1, CHARCOAL #2, CHARCOAL #3, CHARCOAL #4	

WOMEN'S VARIANTS	
<b>WHITE</b>	
WHITE #1, WHITE #2, WHITE #3, WHITE #4	
<b>PEARL</b>	
PEARL #2, PEARL #4, PEARL #5, PEARL #6	
<b>IVORY</b>	
IVORY #1, IVORY #2, IVORY #3, IVORY #4	

QUANTITY IN UNITS	1 - 4	5 - 9	10 - 19	20 - 49	50 +
PRICING PER UNIT (KES)	1600	1200	1000	950	920

**BECOME AN AGENT**

<b>SIGN UP OPTION 1</b>	5 x 50ml	Pay 6100 KES and get 5 x 50ml (1200 KES each) + your Agent Card (100 KES)
<b>SIGN UP OPTION 2</b>	10 x 50ml	Pay 10100 KES and get 10 x 50ml (1000 KES each) + your Agent Card (100 KES)

## PERFUME ROLLER BALL 10ml EAU DE PARFUM

The perfectly sized on the go Roll-on Perfume, handy for handbags or pockets, keep your favourite scent close.

You can use the roller ball perfume by rubbing it onto your pulse points - your wrist and neck.



Recommended Retail Price\*

**375 KES EACH**

10ml

MEN'S VARIANTS	
<b>BLACK</b>	
BLACK #1, BLACK #3	
<b>CHARCOAL</b>	
CHARCOAL #2, CHARCOAL #4	

WOMEN'S VARIANTS	
<b>PEARL</b>	
PEARL #4	
<b>IVORY</b>	
IVORY #2, IVORY #3	

QUANTITY IN UNITS	PRICING PER UNIT (KES)
1 - 4	375
5 - 9	250
10 +	200

**DID YOU KNOW**  
If you sell 20 x 10mls at 375 KES each, you can make 3500 KES profit.

### BECOME AN AGENT

<b>SIGN UP OPTION 1</b>	10 x 10ml	Pay 2100 KES and get 10 x 10ml (200 KES each) + your Agent Card (100 KES)
<b>SIGN UP OPTION 2</b>	10 x 10ml + 10 x 50ml Deodorants	Pay 4100 KES and get 10 x 10ml (200 KES each) + 10 x 50ml Deodorants (200 KES each) + your Agent Card (100 KES)

## PERFUME SPRAY 3ml EAU DE PARFUM

3ml MICHAELS BOUQUET perfumes are the perfect size to fit in your bag or pocket to use on-the-go.

These are perfect to use as samples for your customers to try the fragrance before making a purchase.



Recommended Retail Price\*

**150 KES EACH**

3ml

MEN'S VARIANTS	
<b>BLACK</b>	
BLACK #1, BLACK #2, BLACK #3, BLACK #4	
<b>CHARCOAL</b>	
CHARCOAL #1, CHARCOAL #2, CHARCOAL #3, CHARCOAL #4	

WOMEN'S VARIANTS	
<b>PEARL</b>	
PEARL #2, PEARL #4	
<b>IVORY</b>	
IVORY #1, IVORY #2, IVORY #3, IVORY #4	

QUANTITY IN UNITS	PRICING PER UNIT (KES)
1 - 9	150
10 - 19	120
20 +	100

**BUSINESS TIP**  
Invest in your business by purchasing testers to spray as many potential clients as you can, as we know this will convert into sales.

<b>SIGN UP OPTION 1</b>	20 x 3mls	Pay 2100 KES and get 20 x 3mls (100 KES each) + your Agent Card (100 KES)
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## DEODORANT ROLL-ON 50ml ANTI-PERSPIRANT

Enhance your all-over ultimate fragrance experience by applying a fragranced MICHAELS BOUQUET Roll-on Deodorant which provides a long lasting freshness while leaving behind the oriental scent of your favourite MICHAELS BOUQUET Eau De Parfum.



Recommended Retail Price\*

**350 KES EACH**

50ml

MEN'S VARIANTS	
BLACK	
BLACK #1	
CHARCOAL	
CHARCOAL #4	

WOMEN'S VARIANTS	
PEARL	
PEARL #4	
IVORY	
IVORY #2	

QUANTITY IN UNITS	PRICING PER UNIT (KES)
1 - 4	350
5 - 9	250
10 - 19	200
20 - 49	190
50 +	170

**BUSINESS TIP**  
Suggest to your customers to buy a roll-on and the matching Eau De Parfum to create a wonderful gift hamper.

### BECOME AN AGENT

<b>SIGN UP OPTION 1</b>	10 x Deo	Pay 2100 KES and get 10 x 50ml (200 KES each) + your Agent Card (100 KES)
<b>SIGN UP OPTION 2</b>	10 x Deo + 10 x 10ml Perfume	Pay 4100 and get 10 x 10ml Perfumes (200KES each) + 10 x 50ml Deo's (200 KES each) + your Agent Card (100 KES)

## TISSUE OIL

MICHAELS BOUQUET tissue oil is a skincare product that can help improve the appearance of scars, stretch marks and uneven skin tones. It is also suitable for aging and dehydrated skin. The oil is non-greasy and can be quickly absorbed by the skin.



Recommended Retail Price\*

**800 KES**

125ml

QUANTITY IN UNITS	PRICING PER UNIT (KES)
NON AGENTS	800
1 - 2	600
3 +	400



Suitable for ageing and dehydrated skin



Quickly Absorbed



Improve appearance of scars, stretch marks and uneven skin tones

## FIND OUR STORES

### NAIROBI

JUNCTION MALL, GRND FLOOR, OPPOSITE BATA | T 0798 130 191

IMAARA MALL, 1ST FLOOR, OPPOSITE BATA | T 0742 684 229

SAWA MALL, 1ST FLOOR | T 0741 028 777 (CLOSED SUNDAYS)

THIKA ROAD MALL, 1ST FLOOR, NEAR FOOD COURT | T 0769 814 631

### MOMBASA

MOMBASA MALL, MWEMBE TAYARI RD. 2ND FLOOR | T 070 888 1302

### KISUMU

UNITED MALL, WING B, OPPOSITE BATA | T 070 887 9186

### OPENING HOURS:

10AM - 7PM MONDAY TO SATURDAY

10AM - 4PM ON SUNDAY

### SHOP ONLINE:

<http://michaelsbouquet.com/>



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ON SOCIAL MEDIA



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