

Frequently Asked Questions

Will I be the owner or an employee of The Solar Giant?

You will be the owner. It is your business to run. You will make all of the hiring decisions, pay rent purchase inventory and collect money. The Solar Giant is here to guide you along so that you can run a successful operation.

Do I need to have retail experience?

As the owner, you will need to have management or business experience. You will need experience in sales and customer service. You will be in charge of working the cart, managing your inventory, making bank deposits and payments, and building a competent and energized sales staff.

How will I learn the Sunglasses and Personalized Ornament business?

The Solar Giant will provide you with an Operations Manual that covers how to drive sales, managing and training your employees, good customer service policies, and the instructions detailing how to set up your cart. You'll also have one of our staff members at your disposal and ready to answer any questions you may have along the way.

How do I acquire a location?

The Solar Giant works all year round to secure locations from the largest mall developers in the country. We currently have over 500 corporate locations in the United States. As locations become available you will be emailed a list of the open locations after you have completed our application and had an introductory conversation with one of our representatives. Once selected, you will provide The Solar Giant with the security deposit, initial product payment, and the opening rent payment.

How much will I make?

Last year on average our Personalized Ornament Carts exceeded \$60,000 in sales in just 8 weeks. Our highest selling stores exceeded over \$400,000 in sales in 8 weeks. How well you do depends on your effort, how hard you work, how you interact with your customers, the time you commit to your cart, and how well you manage your inventory and employees. Past performance is not a guarantee of future success. However, these concepts have been proven for the last 20 years. Our operators usually begin with one cart and expand their business in succeeding years.

How much will I make?

The Solar Giant does not credit its operators for any products that are not sold. It is the intent of The Solar Giant to retain an operator as long as the center is meeting sales projections. In the event that an operator is not able or permitted to continue operating a location, it will be up to the operator to dispose of the remaining inventory however he or she sees fit.

Financial Investment

Below are the typical expenses required to open a sunglasses or an ornament cart.

Security Deposit: \$1,500.00

Product Set up Order: Sunglasses - \$5,000.00

Ornaments - \$10,000.00

Rent: Ranges from \$5,000 - \$12,000

Common Area Maintenance: \$200

Sign Fee: \$100

Workers Comp Insurance: \$1,000

Operation Capital: \$2,000



866.298.0433 | www.thesolargiant.com

35490 Lorain Rd. • North Ridgeville • OH 44039 | Warehouse: 319 West Main Street • Batavia • NY 14020

CORPORATE LEASING PROGRAM

Welcome! The Solar Giant specializes in selling Designer Inspired Sunglasses and Personalized Christmas Ornaments.

With over 500 mall leases available to you we have the best real estate in the country!



About The Solar Giant

The Solar Giant operates, builds, and supports year round specialty retail locations across the United States. We specialize in both Designer Inspired Sunglasses and Personalized Christmas Ornaments. Our SolarX and PolarX brands are recognized around the world. We can be found in shopping malls in all 50 states as well as Canada, Europe, Asia, Australia and South America. With offices in Cleveland and Buffalo we distribute our products to more than 2,000 retail locations.



We are the **largest** operator of year round and seasonal locations in the United States.

Becoming a Solar Giant Operator

The Solar Giant is always looking for hard working owner/operators with retail experience and a track record for driving sales while maintaining the highest level of customer service. We provide true entrepreneurs with the opportunity to own their own locations and grow their business with two of the most popular concepts in the Specialty Retail industry.

How does it Work?

The Solar Giant offers its operators a proven business with lower start-up costs than most franchises and with no franchise fees! That's right. You get to open your own business using the SolarX and PolarX brands without any franchise fees! We provide you with the products, training, and support to run a successful operation. All you need to do is purchase the product and you are on your way.



Getting Started

Interested operators begin with an initial phone call with one of our representatives to explain The Solar Giant Opportunity and qualify you as a potential operator. Once you're pre-qualified, we'll go over the available locations, have you fill out our operator prospect application, and provide three business references.

When we match you with a location we'll discuss sales projections and initial start-up costs. If you are selected as an operator we will conduct a background and credit check. Once we get approval from our credit department you will then be presented to our selection committee for final approval.

To get started please call:

Dan DiNunzio – 866-298-0433 x105
Email: dan@thesolargiant.com

The Solar Giant Opportunity

The Solar Giant offers an opportunity to operate and own a specialty retail business with two of the most successful Specialty Retail concepts in the industry in both our SolarX and PolarX brands. The Solar Giant has followed the same proven business model since 1999. We look for the brightest entrepreneurs and provide them with the hottest selling designs as well as the training and support needed to run a successful business.

Owner/Operator Responsibilities

You are the Owner and Operator. You will sign an agreement with The Solar Giant to use our name, products, and real estate. Your primary responsibilities include.

- Paying rent to The Solar Giant according to the established rent schedule
- Owners are required to purchase 100% of their product from The Solar Giant.
- Managing the store and hiring and training your employees
- Managing inventory
- Owners must always maintain a professional and clean store appearance
- Owners must maintain compliance with all Solar Giant policies and procedures
- Ensure the store opens and closes on time. Owners must maintain the product and displays in compliance with The Solar Giant visual merchandising guidelines.



- Provide outstanding customer service and train your staff on these standards.
- Maintain the relationships The Solar Giant has fostered with the mall(s) and your location.

Training and Support

Starting any new business can be overwhelming. The Solar Giant will provide you with proven steps for owning and operating a successful specialty retail location. You will receive the following training and support from us.

- An Operations Manual
- Set up Instructions covering how to set up your cart and display your product
- Photographs on how your cart should look in order to attract customers to your store
- A dedicated representative to answer your questions and offer directions throughout the year.



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