



WANT TO BECOME A BOUTIQUE CAMPING FRANCHISE?



www.boutiquecamping.com
www.boutiquecamping.com.au
www.belltent.com

. WHERE WILL YOUR .



ADVENTURE

TAKE YOU...

CONTENTS

- 4 Our Boutique Story
- 5-6 Why Choose Us?
- 7-12 Meet The Tents & Download Lookbook
- 13 Tent Fabric Guide
- 14-15 Stoves & Cooking
- 16 Glamping Accessories
- 17 Franchise Journey
- 18 Understanding The Glamping Market
- 19 Customer Testimonials





OVER 40,000
HAPPY CUSTOMERS

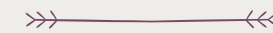


8 EXCLUSIVE
TENT DESIGNS



CARBON NEUTRAL
WORKFORCE

OUR BOUTIQUE STORY



Since 2010, directors, designers and outdoor enthusiast friends and business duo, Ollie & Fiaz, have successfully evolved their e-commerce business 'Boutique Camping' into a world-renowned one-stop shop for coveted camping and glamping equipment.

Excelling in creativity, innovation and exceptional quality, Boutique's unique and exclusive tent and stove designs can be spotted at the world's most established campsites, festivals and outdoor businesses - as well as back gardens, beaches and everything in between!

WHY CHOOSE US?

SUPPORT

Each new franchise acquired will be appointed with their own BC account manager. Be given marketing and training resources. Easy and seamless communication available 5 days a week.

PRODUCT

Patented products that offer exclusivity to your business.

CREDIBILITY

Boutique Camping is a respectable, globally renown brand that will add integrity and boost your business reputation.

OPPORTUNITY & GROWTH

To expand stock (we aim to release a new tent design every year), collaborative photoshoots, manage your own influencer partnerships to boost exposure.

EXCLUSIVITY

Your store or online shop will be the only business within its region to stock Boutique Camping products.

Google

5.0 ★★★★★

Based on 389 reviews

★ Trustpilot

4.9 ★★★★★

Based on 4,381 reviews



Unlimited support and call back requests



Mixed high-res product media content provided



Marketing training



Bespoke promotional materials and digital content designed



In person product training available!

FROM US, TO YOU...

STAR BELL TENT

- Integrated canopy porch
- 360° mesh netting
- Zippable groundsheet
- Extra wide & tall door
- Webbing straps
- Range of fabric options
- Range of tent size options
- Optional integrated stove hole
- Rainbow pattern available
- Patent protected worldwide





NOVA AIR DOME

- Pole free, pump up, air beam structure
- Ample headspace
- Doorway overhang
- Webbing straps
- Large windows with mesh netting and external flaps
- Range of tent size options
- Patent protected worldwide

EXHILARATING RELAXATION



LUNA BELL TENT



- Ample headspace
- Large windows with mesh netting
- Doorway overhang
- Extra wall support
- Electrical hook up
- Range of fabric options
- Range of tent size options
- Optional integrated stove hole
- Patent protected worldwide





CREATIVE PRACTICALITY

TUCANA TENT- DOUBLE DOOR

- Attaches to VW / Campervan
- Ample headspace
- Zippable groundsheet
- Zippable windows
- X2 Integrated porch areas
- Arched hem
- Webbing straps
- Single door option available
- Patent protected worldwide



BELL TENT PLUS

- Curved hem
- Webbing straps
- Zippable groundsheet
- Doorway overhang
- Range of fabric options
- Range of tent size options
- Optional integrated stove hole
- Patent protected worldwide



STAR EMPEROR TENT

- Extra large emperor rendition
- Integrated canopy
- Arched hem
- Webbing straps
- 360° netting
- Zippable groundsheet
- Also available in Luna Emperor
- Patent protected worldwide

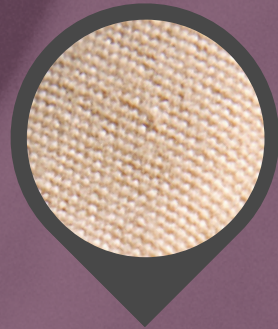


TENT FABRICS



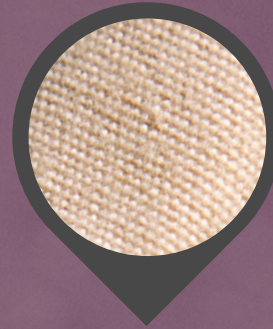
All designs are available in a diverse range of tried and tested fabrics - providing your customers with an ideal solution no matter their pitching preference or climate/conditions.

Want to get a feel, fo'real? Pop us an email to request fabric samples.



FIREPROOF COTTON 320GSM

- 100% cotton (320gsm) ✓
- BS7837:1996 certified ✓
- Treated with UV, rot and water repelling agent ✓
- Stove compatible ✓
- Optional pre-cut stove hole/flap installation ✓



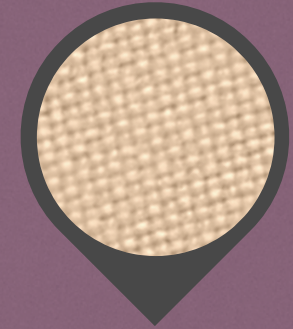
COTTON 285GSM

- 100% cotton (285gsm) ✓
- Treated with UV, rot and water repelling agent ✓
- Stove compatible ✓



POLYCOTTON 200 & 285GSM

- Poly-cotton blend for faster drying and easier maintenance ✓
- Treated with UV, rot and water repelling agent ✓
- Stove compatible ✓



OXFORD 100 & 230GSM

- Lightweight alternative ✓
- Easy clean and maintenance ✓
- Waterproof ✓
- Available in colours and prints ✓



WE'RE MORE THAN JUST
WORLD-RENOWNED
TENTS...



WOOD FIRE STOVE
BOUTIQUE CAMPING
WWW.BOUTIQUECAMPING.COM

STOVES & COOKING



Stocking tent compatible stoves means you can cater to a much broader audience and encourage upselling and grouped promotional package deals.



EXCLUSIVE DESIGN	—	—	—	✓	✓
TENT COMPATIBLE	✓	✓	✓	✓	✓
FUELLED BY WOOD	✓	✓	✓	✓	✓
PORTABLE	✓	✓	✓	✓	✓
WINDOWS	—	✓	✓	✓	✓
HEAT OUTPUT	3.5 KW	3.5 KW	3.5 KW	9.4 KW	9.4 KW
SIDE GRILLS	—	—	✓	✓	✓
COOK ON TOP	✓	✓	✓	✓	✓
PIZZA OVEN	—	—	—	✓	✓
GRILL RACK	—	—	—	—	✓
THERMOMETER GAUGE	—	—	—	✓	✓
KETTLE ATTACHMENTS	—	—	—	✓	✓
COMPATIBLE CARRY CASE (ADD ON)	✓	✓	✓	✓	✓

GLAMPING ACCESSORIES



Why stop at tents? We can guide and provide you with first hand sales reports and feedback on the most popular stocking filling add-ons that'll boost your ability to upsell.





INTRODUCTION



Meet the team, brand introduction and sign NDA.



AGREEMENT



Payment made & contract signed.



ORDER



We'll create bespoke order & payment options based on your budget & expectations, before placing it directly with our factories.



TRAINING



As you wait for your stock to arrive; we will provide you with tailored marketing, product and customer service training.



START SELLING!



Remember, you can activate a 'pre-order' scheme while you wait for your stock to arrive.

MAKING YOUR BUSINESS A LITTLE MORE BOUTIQUE...

YOUR STOCK, YOUR CHOICE.

There are many ways your customers can camp the Boutique way. Like us, you may opt to stick to straight forward B2C sales. However, you may feel your audience would better take advantage if you rented your stock out or even completely managed their pop up events and temporary solutions!

SELL

HIRE

EVENTS



TRADE

- Owns a campsite
- Owns an events business
- Land owner
- Business owner seeking unconventional dining solutions



FAMILIES

- Looking for alternative leisure activities due to travel restrictions
- Seeking garden entertainment
- Plan on hosting birthday parties and family occasions



FESTIVAL GOERS

- Seeking practical but fun accommodation for at home or overseas festivals
- Great audience for boosting exposure via word of mouth and recommendation



HIKERS & EXPLORERS

- Practical and resourceful market, higher budget as they're looking for quality and endurance
- Will be drawn to established and credible brands to provide their camping gear

TESTIMONIALS

RENTAL



"I have been so impressed with Boutique Camping! The tent was exactly what I hoped it would be, and has been an amazing rental to have for my business. Plus, the customer service from Boutique Camping is top notch! They are quick to answer any questions. Highly recommend!"

@THEGOODCO.DSM
@SHELBYSAWYER.PHOTO

TRADE



"I outfitted my first 5m Bell tent from Boutique Camping and within weeks of consistent bookings, I had the budget needed to expand my collection to consist of other innovative designs like the Nova and Star, providing my business with a cluster of permanently pitched home-away-from-home tents. With winds reaching 40mph, having high quality tents that simultaneously endure strong wind and extreme heat make Boutique Camping my first choice of supplier every time!"

MARY, PURPLE PEAKS

LEISURE



"Great tent, easy to set up, stands up to gusty winds and heavy rain. High quality tent stakes and mallet included. Took about 30 minutes to set up and take down. Fits easily into the very sturdy tent bag. Everything was high quality. This is the best tent i've ever had."

ANGIE HOAGLIN, TRUST PILOT



THANK YOU!

See our websites below to browse your future stock:

UK & Rest Of World: www.boutiquecamping.com

US & Canada: www.belltent.com

AUS & NZ: www.boutiquecamping.com.au

If you have any enquiries or would like to discuss your potential plan with us,
please don't hesitate to contact us:

General: info@boutiquecamping.com

Marketing: hannah@boutiquecamping.com