



DEALER OPERATOR  
INFORMATION PACKAGE

# The Opportunity

Halloween Alley® is Canada's largest independently-owned Halloween retailer. With over 35 seasonal pop-up locations across Canada, Halloween Alley® offering a large selection of costumes, accessories and decor to create the best Halloween experience for our customers. We're proud to bring Halloween festivities to your community, because that's where you live!

Halloween Alley® success is built on the dedication and hardwork of those who run our stores, the Dealer Operators. Over 75% of our Dealer Operators are returning for the 2017 season!

We are looking for individuals with an entrepreneurial spirit and retail management experience to run their own store. Bringing the best Halloween experience to your city, Halloween Alley® will work with you to create a store that will make your jaw drop - literally.

If this sounds like an opportunity you're interested in, continue on ... IF YOU DARE!



## WHAT ARE WE LOOKING FOR IN OUR DEALER OPERATORS

- Excellent sales and communication skills
- Entrepreneurial spirit and leadership ability
- Access to a minimum of \$10,000 in liquid assets to cover start-up costs
- Ability to work a minimum 50 hours a week during the retail selling season
- 1-3 years of retail management or merchandising experience
- Successful completion of a business or related program is an asset

## ADVANTAGES OF BEING A DEALER OPERATOR WITH HALLOWEEN ALLEY®

- Expected earnings of \$25,000 to \$30,000
- The opportunity to run your own business and the rewards from being responsible for your own success
- A comprehensive training program at our Edmonton corporate office
- All the tools needed to successfully run a Halloween store are provided to you, including: Point-of-Sale (POS) terminals, inventory of over 4,500 individual items (i.e. costumes, accessories, makeup and decor), fixtures, marketing budget and merchandising theories
- All leasing responsibilities and payments handled by Halloween Alley®

## HALLOWEEN ALLEY® TRAINING PROGRAM

To ensure our Halloween stores are ran efficiently and are as haunting as possible, we require all Dealer Operators to attend our 2 to 3 day training seminar at our Edmonton corporate office. This training will equip Dealer Operators with the expertise to run their own Halloween store anywhere in Canada.

## APPLICATION PROCESS

1. Fill out the application form on our website: [www.halloweenalley.ca/dealers/](http://www.halloweenalley.ca/dealers/) and submit resume
2. Phone interview
3. In-Person interview - the Halloween Alley® hiring team will be in a major city near you
4. Reference Check
5. Successful candidates notified

# FREQUENTLY ASKED QUESTIONS (FAQS)

## WHO CAN BECOME A DEALER OPERATOR?

Anyone - Halloween Alley® is an equal opportunity employer.

## HOW DO I APPLY?

Simply fill out the application form on our website: [www.halloweenalley.ca/dealers/](http://www.halloweenalley.ca/dealers/)

## WHEN IS THE TRAINING?

Training is conducted in late July in Edmonton, Alberta at our corporate office.

## WHAT IS THE RETAIL SELLING SEASON?

The retail selling season is approximately 8-9 weeks with the store set-up starting in mid-August, store opening 14 days from possession date, and at the end of the season, first week of November, any merchandise not sold is returned to Halloween Alley®.

## WHAT ARE DEALER OPERATORS RESPONSIBLE FOR?

- Hiring and maintaining of the Halloween store staff, including pay
- Store setup and expenses including: minor start-up supplies, phone and internet
- Sales of your inventory
- General store management
- End of season inventory pack-up

## HOW MUCH DO I HAVE TO INVEST?

There is no set investment amount or money paid up front. Dealer Operators are strictly responsible for the expenses of store staff, store start-up costs, phone, internet and store taxes.

## HOW MUCH WILL I EARN?

First year Dealer Operators have expected earnings of \$25,000 to \$30,000. As a returning Dealer Operator, there is an opportunity to run multiple stores, with expected earnings of \$60,000 to \$90,000.

## DO I NEED TO FIND MY OWN LOCATION?

Halloween Alley® will work with you to find the ideal location for your store.