

BEVERLY'S FABRICS and CRAFTS

“Full Service Fabrics, Arts, and Crafts”



Seeking New Retail Sites to Buy or Lease

Name: Beverly Fabrics Inc., a California Corporation dba "Beverly's Fabrics and Crafts"

Concept: In addition to competitive prices and great service, Beverly's Fabrics and Crafts merchandising strategy is to provide a broad selection of merchandise in an appealing store environment, including in-store demonstrations and instructional classes. Sales personnel are experienced to help customers enhance the quality of the craft or project they are pursuing or to discover new ideas by way of offering knowledgeable assistance and creative suggestions. Beverly's Fabrics and Crafts offers an assortment of over 20,000 stock keeping units. In general, the store offers products from ten departments, nine of which provide essentially the same respective type of merchandise throughout the year. The products, however, may vary from season to season. The merchandise mix includes: Picture framing materials and Services; Silk and dried flowers, wreaths and containers; Hobby supplies; Art materials; Creative craft materials; Wearable art; Needle craft items; Party Supplies; and Ribbons. In addition to the nine departments, Beverly's regularly features seasonal merchandise for Valentine's Day, Easter, Mother's Day, Halloween and Thanksgiving, and the Christmas Season. Beverly's Fabrics and Crafts, believes that it's advertising promotes craft and hobby project ideas among its customers. Beverly's Fabrics and Crafts has found intense circular advertising, either through direct mail, as an insert to newspapers, and/or available in the store, to be the most effective.

Stores: 27

Warehouse: Watsonville, CA

Criteria: Retail zoning, 15,000 to 25,000 sq. ft.; broom clean, water tight, and toxic free; 12 to 16 foot ceilings, well lighted, and area for Tenant's standard signage; facility parking, utilities, HVAC, and restrooms to code and meeting ADA standards. Adequate time to fixturize, decorate, and stock store and hire and train personnel. Five year Term with Three (3) Five (5) year options. Openings should be congruent with "Yellow Page" publication. Exclusive use for Fabrics, Arts & Crafts, Artificial Flowers, Picture Framing, and Party Supplies.

For Additional Information Contact:

California Commercial Properties

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