

# BUSINESS SPOTLIGHT EXAMPLES

## Example of Business Profile on Blog:

Margot European Day Spa  
101 Townsend St. Birmingham, MI 48009  
(248) 642-3770 [www.margots.com](http://www.margots.com)



When did your business open? Incorporated in 1980 but Margot has been a leading Aesthetician(skin care specialist) in the Birmingham area since mid 1970's

### What are your hours of operation?

Mon, Tues, Fri 9 am to 7 pm  
Wed, Thurs 9 am to 9 pm  
Sat 8 am to 6 pm

**Tell us about your business, including the type of products or services you offer?** A full service European Day Spa, we were the first to introduce leading and innovative European skin care products and spa treatments to Michigan. Phytomer, Vie, Carita, Declor, Biodroga, Janssen are the leaders in innovative European skin and body care. Distinguished and qualified cosmetic companies in Europe are offered government grant money to do research and development, prior to producing and marketing their products. Ingredients and formulas are patented and medical research provides clinical data proving the products efficacy. Margot visits each manufacturing sight in Europe and meets with the chemists prior to committing to selling a product line in our spa. We are a full service day spa offering traditional skin care facial treatments, body massage and wraps, natural nail care, waxing and make up services. In partnership with Dr. Ahmet Karaca we also offer medical spa services including laser hair removal, IPL (skin tightening and skin lightening), Microdermabrasion, Venus Freeze and Venus Legacy, Vela Shape II and III (skin tightening and cellulite reduction) a variety of skin peels including Dr. Schramek Green Peel. Hydrotherapy is also a true European spa component which we specialize in.

**What makes your business unique/What's your specialty?** We differ from other day spas by continuing our education consistently throughout each year. Margot revisits Europe annually to learn of new ingredients and techniques. We simply do not offer a new product or treatment, we arrange for qualified, global educators to come in house so that our staff may also be included in training for new ingredients, techniques and treatments. This makes our staff qualified to educate our clients, allowing them to continue their spa experience at home and incorporate wellness into their daily life. We specialize in customizing your spa visit and tailoring it to meet your specific needs. This custom tailoring does not stop with individual visits, but also group events. We specialize in offering private, corporate and family spa events.

## Example of Business Profile E-blast:



### LOYAL MEMBER Q & A PROFILE

Margot European Day Spa

Margot's was incorporated in 1980 and is located across from The Townsend Hotel. Did you know Margot visits Europe annually to learn of new ingredients and techniques?

## Example of Business Profile on Blog:



### When did your business open?

1954

### What are your hours of operation?

Our store hours vary seasonally. Currently, most of our stores are open 9 a.m. until 9 p.m. Monday thru Saturday and 9 a.m. until 6 p.m. Sunday

**Tell us about your business, including the type of products or services you offer?** English Gardens operates six retail stores, two seasonal Flower Markets this spring (Commerce Twp., and St. Clair), and a full-service, award-winning landscape company. Each store features a nursery, garden center, patio shop; gardens accents, home décor, and seasonal Christmas center featuring the best value and finest quality products and services to beautify gardens, homes and holidays. English Gardens Landscape Company is headquartered in Pontiac, and offers full-service landscape design and installation, as well as interior and exterior decorating for the holiday season.

Four of our stores (Clinton Twp., Dearborn Heights, Royal Oak/Troy and West Bloomfield) operate full-service floral departments offering custom-made fresh and silk floral arrangements for all occasions; gift gardens filled with a variety of tropical and flowering house plants; and rentals to make any event a memorable occasion.

We celebrated our 60<sup>th</sup> anniversary in 2014. Retail stores are located in Ann Arbor, Clinton Twp., Dearborn Heights, Eastpointe, Royal Oak/Troy and West Bloomfield.

English Gardens was selected at the National IGC Retailer of the Year by IGC Magazine for our notable leadership and innovation in the independent garden center industry. The award was established in memory of Dick Morey, founder of IGC Magazine and an advocate for the independent garden center sector. English Gardens will be recognized at the ICG trade show in August.