



## CLAREMONT MANAGEMENT CLIENT SHOWCASE

Dolores The Florist, Inc.

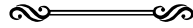
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MANAGEMENT

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FEATURED CLAREMONT CLIENT



## Dolores The Florist, Inc.



An interview with Raymond Garro (right), President, pictured with company founder, his mother, Dolores Paccagnini-Garro (center), and daughter (left), Jeanine, the third generation of this family-owned business.

### ***Tell us about your business.***

“Dolores The Florist” opened its retail location in 1980, but the love affair with flowers began 15 years earlier. Dolores Paccagnini-Garro began designing flower bouquets from her home in the mid 60’s. Her ambition to open a store came to fruition when she partnered with her son, Ray. After an initial 5 year plan, they now have entered their 34th year in business!

### ***Is there a particular service or product that you would like to emphasize or showcase?***

Dolores The Florist offers flowers for most occasions—specializing in sympathy tributes, weddings and corporate clients. Custom fruit and gourmet baskets, plants, stuffed animals and balloons are

popular choices. Many of our Italian-American clients choose gourmet baskets often including biscotti and pizzelle, jar marinara, and packaged pasta!

For corporate clients, we can help “brand” their gift basket by adding their own products or promotional items for a truly special and memorable executive gift.

### ***What differentiates your company from your competition?***

In short...personalized service. There is a lot of competition in our field today, most of it coming from companies that simply pass on orders to local florists, like us. When you call us directly, you are cutting out the middleman. This also allows us to make recommendations and find the best solution for your floral or other gift need, based upon our current selection.

In addition, we work with a network of other Chicago area florists; so while we personally design your floral arrangement in our shop, we can have it delivered anywhere in the Chicago area, even the far north, northwest or south suburbs.

### ***Please describe your typical client.***

Our customers include individuals, wedding and event planners, churches, corporate clients, and others.

### ***What do you love most about your business?***

I love helping people. When people order flowers, it’s either a very happy occasion—a wedding, anniversary,

birthday, etc.—or a very sad one, when a loved one passes away. In both instances, we strive to help our customers by designing a floral arrangement that will help them communicate their sincere feelings in a beautiful and memorable way.

Every customer is important to us and our professional staff is dedicated to making their experience a pleasant one. We always go the extra mile to make a customer's floral gift perfect.

***What do you like least about your business?***

Nothing, really. We love what we do.

***How does Claremont Management support your business needs and goals?***

John Cencig has been with us since my mother, Dolores, opened the shop on day one; and our relationship is stronger today than ever. John and his staff handle all of our business reporting and returns, as well as other financial and accounting needs, including our personal returns.

***Do you have a particular example of how Claremont Management helped your business?***

Jennifer and Maria helped us develop processes and systems to track of revenues and expenses more efficiently—something which is critical to any retail operation.

***Would you recommend Claremont Management's services to others?***

Yes, I strongly recommend Claremont Management and have referred my friends and associates to them over the years.

***How long have you been in business?***

We opened our shop in 1980 – 34 years.

***What is your geographic marketing area?***

We service the entire Chicagoland area, city and suburbs.

For more information:

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Our shop is open from 8:00 a.m. to 5:00 p.m., Monday through Friday and from 9:00 a.m. to 2:00 p.m. on Saturday.

We are closed on Sundays.

*To help assure on-time delivery during the busy holiday season, place your order at least 1 day prior to the following major holidays: Thanksgiving Day, Christmas Day, New Year's Day, Valentine's Day, Easter, Administrative Professionals Week, Mother's Day, Memorial Day, Father's Day, Independence Day and Labor Day.*