

An aerial photograph of a tropical coastline, showing a mix of dark green land and light blue water. A yellow outline of a house roof is superimposed over the top half of the image. The text 'DOWN HOME' is written in white, bold, sans-serif capital letters, centered within the house outline. A yellow horizontal line is positioned below the text.

DOWN HOME

SHOWCASING **HOMEGROWN**
AND **BAHAMIAN OWNED**. PERIOD.

CONFIDENTIAL - DO NOT DISSEMINATE.

Do not share its contents or ideas with third parties
without the express written consent of the plan author.



DOWN HOME

is a first of its kind retail concept built to empower Bahamian-owned & Bahamian-made brands with a solution to bridge the gap between online and offline retail, making it just as easy to open a brick & mortar store as it is to set up a website.





DISCOVERING BAHAMIAN BRANDS

In just a few short months we've discovered over 700 Bahamian-owned products and services. While all have rich histories to tell, many remain unknown to the public – especially those whose stories begin in the out islands.

These brands boast products that are innovative and of high caliber. They have premium-quality ingredients and an exquisite sense of style. Many just need access to an attractive location and a 360° strategic retail strategy.



SUPPORTING BAHAMIAN BUSINESS

Micro-business owners are necessary to drive the Bahamian economy. Collectively, they have significantly contributed to the creation of jobs and both economic and cultural impacts. Yet, most resources are focused on established and often foreign-owned businesses.

This is why Down Home exists.



BAHAMIAN BRANDS IN CUSTOMER HANDS

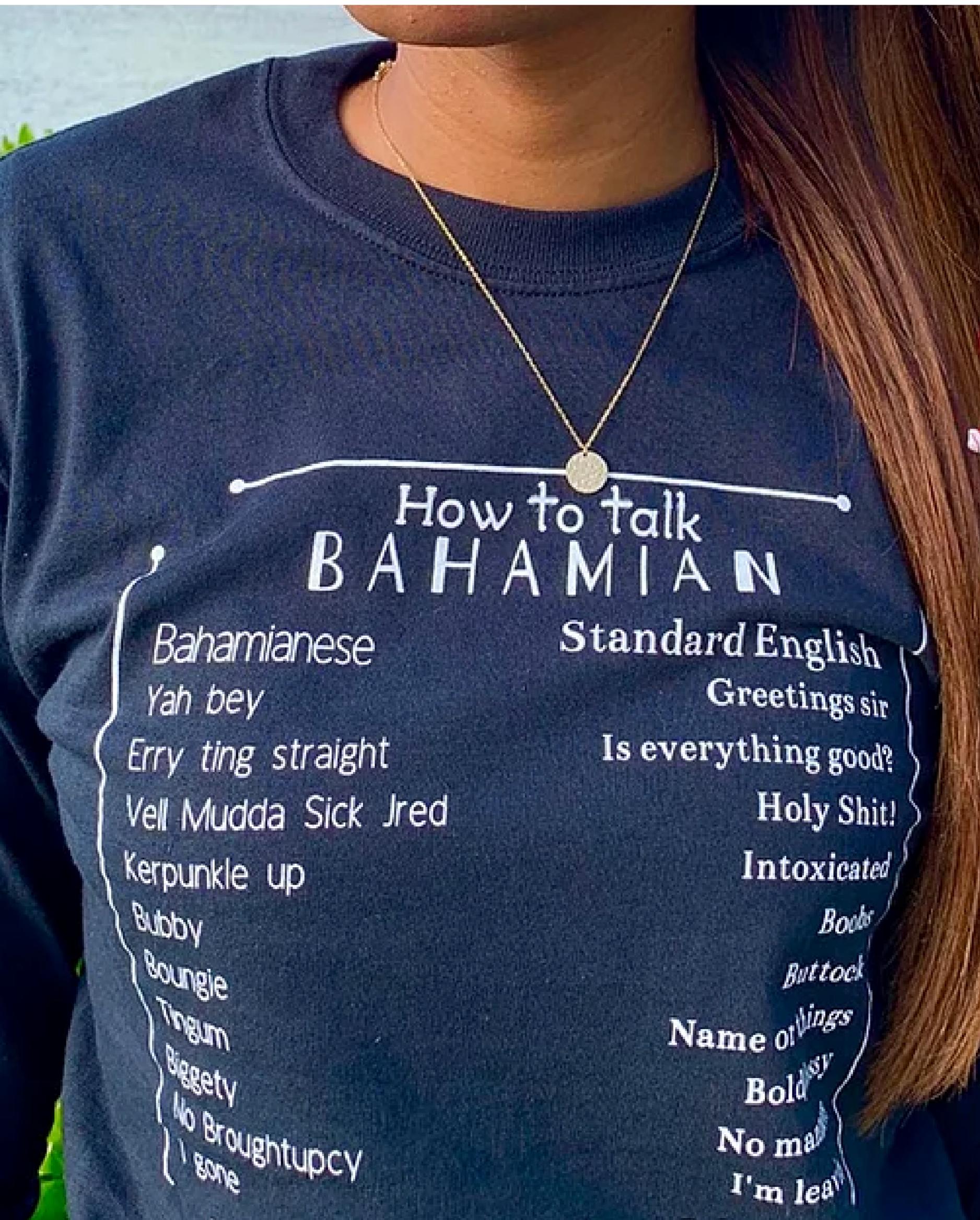
We take on the roles and responsibilities needed to be successful in retail.

From upkeep to promotion, we are the sales team and product experts your emerging brand needs.

This way locals and tourists alike can easily discover and uncover truly Bahamian-owned products, building a stronger small business community and bettering our economy.



**SO WE CAN SEE
MORE OF THIS...**



... AND ~~LESS~~
NONE OF THIS



DOWN HOME SERVICES

FLAGSHIP EXPERIENCE

TURNKEY MARKETING

BRAND CHAMPIONS



FLAGSHIP EXPERIENCE

With heavy foot traffic and a consistent flow of tourist tours, your product can be found right off Bay Street, next to tourist attractions like Parliament Square and legacy stores like Coles of Nassau.



TURNKEY MARKETING

Your brand will benefit from a full marketing experience including dedicated in-store space, to promotional brand amplification and advertising, with plenty of opportunities to highlight product features across social media.



BRAND CHAMPIONS

We train our team to tell your brand story and build personal connections with customers. We become your team of knowledgeable brand ambassadors and product experts.



JOIN DOWN HOME

Through a monthly membership, consumers will be able to physically engage with your products and you'll get the benefit of having a brick & mortar, all while keeping all of your sales revenue.

Commitment Options:

- 3 months, \$200 or 20% commission/month
- 6 months, \$150 or 18% commission/month
- 12 months, \$100 or 15% commission/month
- Seasonal, \$200/two-week period

What's included:

- In-store footprint
- Knowledgeable staff
- Social media amplification
- Inclusion in earned media





THANK
YOU

#SHOPDOWNHOME