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The Copper Tree Boutique

Line of business:

- Retail

Products used:

- V400C
- Gift cards





Summary

The Copper Tree Boutique was founded in 2016 by Kathy Legere and is located in Amherst, Nova Scotia. The boutique is nestled in a heritage building and offers an assortment of footwear, fashion and fun. Legere loves that her business allows her to meet new people and build relationships with customers from near and far. The Copper Tree Boutique is entertaining the idea of multiple locations.



Operating The Copper Tree Boutique is exactly where I am meant to be. There is not a day that I don't come into work and think wow! I am the luckiest girl in the world.



-Kathy Legere, Founder & Owner of
The Copper Tree Boutique

Background

Located in the beautiful Maritimes is Cumberland County, Nova Scotia, a community many see as a wonderful tourist destination in the summer and others call home year round. Kathy Legere is one of those residents and the owner of The Copper Tree Boutique that is nestled in a heritage building in the heart of Cumberland County's largest town, Amherst.

Legere's entrepreneur story starts when she was ten-years-old and would spend time at her uncle's gas station being fascinated with the cash register. Her task quickly became the 'register operator' as every aspect of the register excited Legere and enticed her to work on one at a local convenience store as a teenager. During her time at the convenience store, she realized that not only did she love operating the register; she enjoyed getting to know the locals who came in each morning to purchase a coffee. From there, Legere continued to work her way up in retail and occupied various management positions in the industry.

Before Legere knew it, 30 years passed and she had to make a decision. She was a District Manager and had the choice to grow with the company she was working at and retire in ten years or open her own business and work the rest of her life. After much thought, she decided to follow a dream she had for 15 years and open her own store. She didn't know exactly what would be sold in the store at first, but she knew she wanted to offer products that the town was in need of and items she loved. She was intrigued by the idea of having a gift store as she did a lot of buying and merchandising of gift items in a previous position. However, with pharmacies adding giftware to their product lines, the need wasn't there. After thinking about what the town needed, footwear was first of mind and adding clothing with a side of giftware just made sense.



The next steps were to find a location and name for the store. Landing the perfect spot was a challenge as the vision for the business was to be in an authentic, yet inviting space for anyone to walk through. A heritage building built in 1906 became vacant at that time of Legere's search and she was thrilled with the opportunity to have the store set in the building. The store shares the space with other businesses and there are no real walls between them. The Copper Tree Boutique officially opened for business in 2016 and is named after the family dog, Copper, who passed away in the fall of that year.

The business has become a community and tourist destination, whether a customer is looking for the perfect pair of shoes or an outfit for a night out, the team at the store is excited to help and the word continues to spread about the unique items sold in store.



Purpose

“Operating The Copper Tree Boutique is exactly where I am meant to be. There is not a day that I don’t come into work and think wow! I am the luckiest girl in the world,” says Legere.

“Going into work each day reminds me that it is so important to do what moves you. Success should not define what society expects of you, but rather finding what you love and achieving success from passion,” she adds.

One of the best aspects of the store are the customers. Whether they are an elderly couple strolling in on their morning walk or someone looking for the perfect pair of boots, Legere feels grateful for all of the conversations and the relationships she builds with those who come through the doors. The COVID-19 pandemic has shown her how valuable personal connection is and what an in-person shopping experience means to her customers.

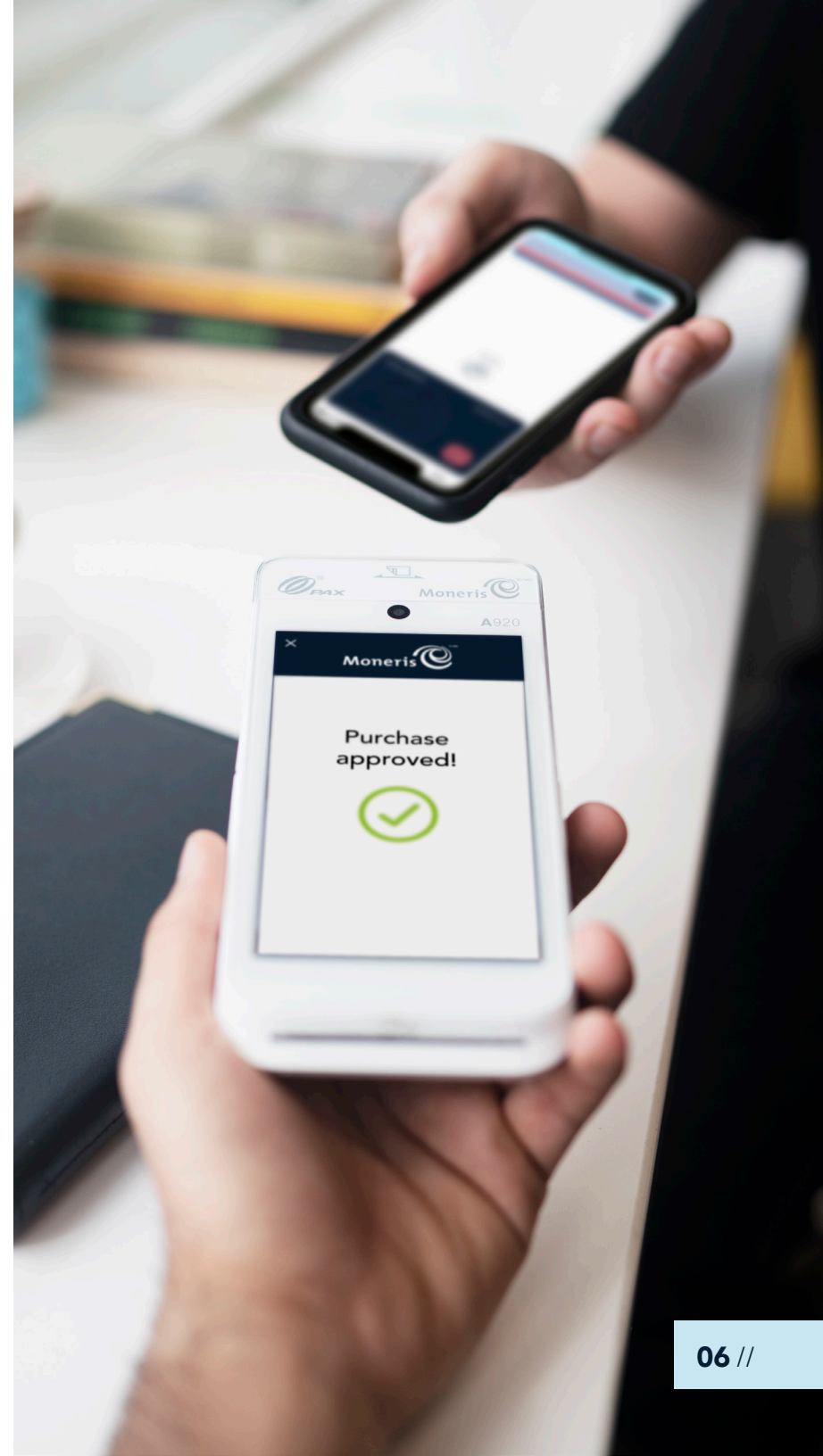


Why Moneris?

Moneris® was chosen after researching which payment solutions would fit the needs of The Copper Tree Boutique. “I simply wanted a solution where I would have as few problems as possible. As a business owner, it is critical that our payment solution runs smoothly for our customers,” says Legere.

From the start, Legere has had a great experience with Moneris. “Moneris representatives are there to provide me with the support I need to operate my business smoothly. Within a few months of onboarding with Moneris, representatives called and checked in to see how everything was going and on my one-year anniversary, they called to update fees and ensured I had the right systems in place. It is the little steps Moneris takes that make a big difference in taking a lot of pressure off me.”

“I remember when I needed assistance and called for service and then resolved the issue before the representative came to the store. Even though I had fixed it and informed Moneris, the representative still came by the next day to ensure that everything was running okay. That is an example of customer service that goes above and beyond,” Legere shared. She expressed gratitude for representatives being patient and knowledgeable in response to the many questions she has had about her payment solutions over the years.



Today Legere is using the countertop terminal, V400C to process payments as having a device with accessibility enhancements is very important to her. She especially appreciates having a smooth solution to minimize potential day-to-day issues that would affect her small business.

In addition to supporting payments with the V400C, Legere was looking at other ways to potentially increase her store revenue and discovered that Moneris offers gift card solutions for business. “Having gift cards available to my customers is always a great option when they can’t decide on the perfect gift. Setting up the gift cards was an easy process because of Moneris assisting with custom design.”

The gift cards have helped increase revenue as customers usually come in with a gift card and end up spending more than originally planned.



Looking Forward

The Copper Tree Boutique is at a point where expansion is the next step in the business plan. Legere is humbled to be thinking about opening additional stores in the Maritimes and is eager to expand her customer base and continue building relationships. For now, Legere is extremely thankful for how far she has come and for the steady growth of the business.





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