

B.O.B. Headquarters Inc.

Expect the Unexpected!

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Ask B.O.B. Headquarters Inc. president Robert Ritchot what the key to his business success has been and he'll tell you, with a twinkle in his eye, it's equal parts entrepreneurial spirit, pure luck, great team dynamics, and a commitment to fostering high employee morale—all while not wanting to work for anyone but himself.

Owned and operated by husband-and-wife team Robert and Kim Ritchot, B.O.B. Headquarters Inc. in Brandon has successfully branded itself over nearly 20 years as a specialty retail and wholesale company whose products are as unique as they are edgy. With its business mantra of "Function. Fashion. Freedom.", B.O.B. Headquarters' goal is to provide an exciting experience along with every purchase.

From humble beginnings in the late-1990's as Brandon's only lifestyle and smoking accessory store, B.O.B. Headquarters has slowly and steadily expanded via the addition of two retail outlets in Western Canada (Saskatoon and Lethbridge), and most recently, by building a prominent flagship store on 18th Street in Brandon, as well as a new and expandable warehouse facility in Brandon's East End. Built just over one year ago, the warehouse currently boasts 7,000-plus unique product SKU's and Ritchot jokes that it's already nearly time to expand.

Today, a quick flip through the more than 500 pages of B.O.B. Headquarters latest catalogue reveals only approximately 25% of the items on offer to be smoking-related. Expanding its offerings far beyond the realm of smoking accessories over the years has allowed the business to remain at the forefront of trending and classic merchandise of all sorts. If there's a great new lifestyle or popular culture item out there, chances are B.O.B. Headquarters sells it or can source it for you. It's that diversification and willingness to aggressively go after cutting-edge products from around the world that has secured its enviable position as an exclusive North American distributor for a number of key goods.

It isn't out of the ordinary to walk into the Brandon store on any given day and see a young skateboarder buying a new T-shirt and hoodie while mothers and grandmothers shop for jewelry and other giftware and young professionals chuckle as they browse a selection of party-based board games. That's something Ritchot says they worked incredibly hard to achieve from the very beginning – to provide an exciting, unique, and respectful shopping experience for each and every potential customer. Nearly two decades later, there is absolutely no denying that B.O.B. Headquarters is well-respected within the Brandon community, confirmed by its receipt of a Brandon Chamber of Commerce Business Excellence Award in 2012.

Although the bricks and mortar retail model has been accomplished quite successfully, that street-level retail component is not the most integral piece of the B.O.B. Headquarters puzzle. Instead, it has been the Ritchots' foresight to guide the business through an expansion into the wholesale sector. After a slow progression over their first decade in business, the B.O.B. Headquarters distribution arm has accelerated in recent years and is now well-recognized across Canada, Europe and the United States.



- Established in Brandon in 1998 as a small 400 square foot retail store
- Operation has grown to include 18,000 square feet of usable warehouse space and 3 retail store locations
- Supplies retail product to more than 600 stores across Canada
- Warehouse stocks in excess of 7,000 unique products
- Company employs approximately 25 full-time staff



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With more than 600 retail customers across the country in its database to date, B.O.B. Headquarters warehouse staff pack everything from lotions and candles to clothing lines and literature and ship to established retailers from coast to coast. The company has aggressively and successfully negotiated exclusivity contracts with innovative start-up businesses around the world and, without tipping his hand too much, more exciting changes are in the works, says Ritchot, which will allow them to have much more of a global presence than they currently do.

Staff morale is very important to the Ritchots, with their overarching goal as business owners to have the people they work with wake up each morning excited about the thought of being there. That fun and friendly atmosphere is also reflected in B.O.B. Headquarters' simple, yet sound, business philosophy – to provide exceptional products and ensure that each employee is knowledgeable, thus confident and eager to match the right item with the unique needs of each customer.

Add to that the convenience factor for the consumer to make a purchase from any one of B.O.B. Headquarters' retailers across the country, online, or in one of its three storefront locations, which allows for versatility and encourages the growth of customer loyalty. B.O.B. Headquarters Inc. has proven that one can start and successfully operate a business in Rural Manitoba by harnessing leading-edge technology and cultural trends, smart business sense, and good old-fashioned entrepreneurial spirit.



Brandon Warehouse
BOBHQ.com