

# Franchise Opportunities



## **ABOUT**

### **LOTUS UNISEX SALON**

LOTUS UNISEX SALON Upper East Side – Established in Sep, 2011

Lotus Unisex Salon is one of the most powerful brands in the hair & beauty care sector in India, that has given hairstyling a new horizon. Emerging as the largest single salon chain in the country.

With over 3000 employees the company ensures that each one's skills are sharpened at least once a year. Lotus Unisex Salon has evolved over the years; new techniques and styles while constantly updating its stylists with the ever growing trends in the national and international market. Lotus Unisex Salon constantly strives to educate and train their stylists about the latest techniques & styles with the state of the art technology, by sending the stylists to various classes and by participating in various events across all genres.

#### **History of the Company**

Lotus Unisex Salon was established in January 2011 and has consistently shown year on year growth and is now a chain of 30+ branches in India, New York, London, Singapore and Dubai. Lotus Unisex Salon is on a growth path of 5000 salons by 2025; currently employing over 3000 employees across India New York, London, Singapore and Dubai. Lotus Unisex Salon has remained a pioneer in hair, beauty & nail services and is now setting new bench marks in makeup exceeding all industry standards to give professionalism a new art form.

Mr. Aditya Kapoor, Owner of the Lotus Unisex Salon chain is also the visionary behind the inception of the company 9 years ago. He is the man behind growth and expansion of the company. Mr. Kapoor while working on the design and interiors for the salon keeps in mind "Utmost Luxury at Affordable Prices" to ensure the customers get the maximum and beyond expectations. Now 30+ unisex salons across India, New York, London, Singapore and Dubai".

#### **Design and Concept**

The salon interiors are inspired from abstract and defined lines; giving the salon a very modern, plush and stylish look. The inspiration for the salon interiors comes mostly from the needs expressed by the growing awareness and more informed consumers.

While setting up the salon, Mr. Kapoor faced typical challenges that come from a very fast growing and radically changing industry. With the consumers being more informed and aware; we had to ensure that we live to the perception of ultimate in luxury yet affordable as per mindset of customers. The latest yet the most modern and luxurious had to be sourced and none other than the best – Tangy Rose was chosen. Mr. Kapoor says" While setting and designing a new salon I put myself in place of the consumer and then feel and relate with before choosing or selecting..

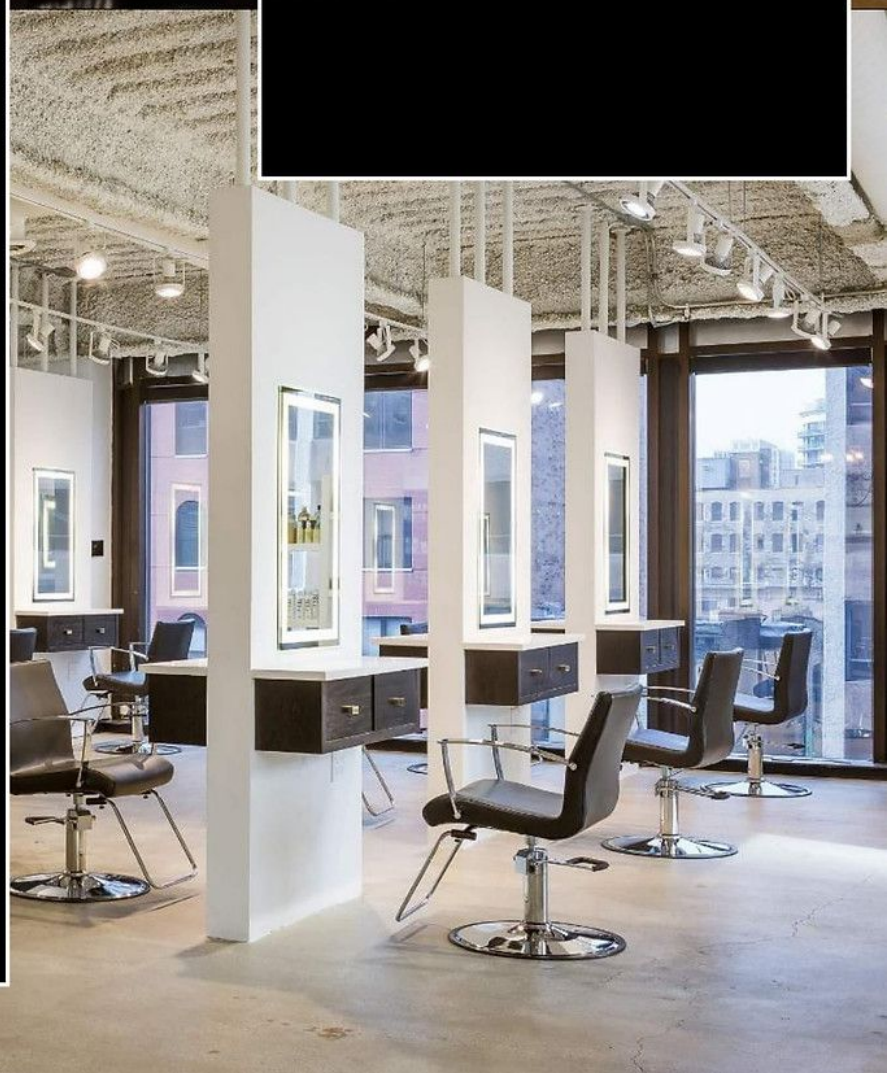


## Hair & beauty is an industry that is

- All Cash business.
- One time investment
- Low Manpower cost, low operating cost.
- Recession proof
- (how hard recession hit,
- People can't stop haircuts/ color etc)
- 365 days revenue
- Negligible seasonality - 12 month business
- Is relevant in all community and economic climate.
- Is a fundamental service, a basic necessity to all.
- Doesn't change or get obsolete with technology upgrades.
- Have, low non-perishable inventory requirements.
- Cannot be outsourced.
- Is about making people look and feel good about themselves.
- Very low competition – Social Barrier.

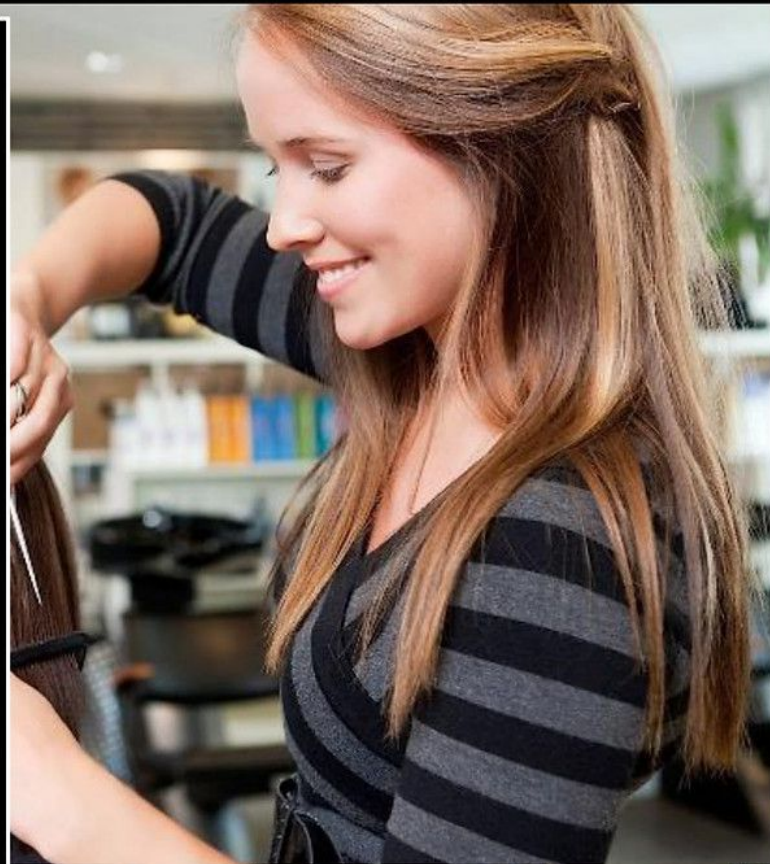
## Benefits of Hair & Beauty Industry Business

The hair & beauty salon business is rarely the first option consider when they start evaluating any business. But, when they learn more, they find that hair & beauty industry is like no other.



## Why LOTUS UNISEX SALON

- It gives an entrepreneur the best of both worlds – the ability to own their franchise business, and ongoing access to support in marketing, advertising, recruiting, retention, training, management, and business. Planning. In addition, they have the power of a national brand working for them, 24 hours a day, 7 days a week, to bring them more business.
- The ongoing business relationship we provide within the Lotus Unisex Salon franchise includes the service, the products, and trademarks, as well as the entire business concept itself from marketing strategy, plan, Standard Operating Procedure, systems, formats, audits, billing software, training, quality control, ongoing assistance, guidance and supervision. In short, it provides small business (the franchisee) with the tools of big business (provided by the franchisor).



### Start up Support

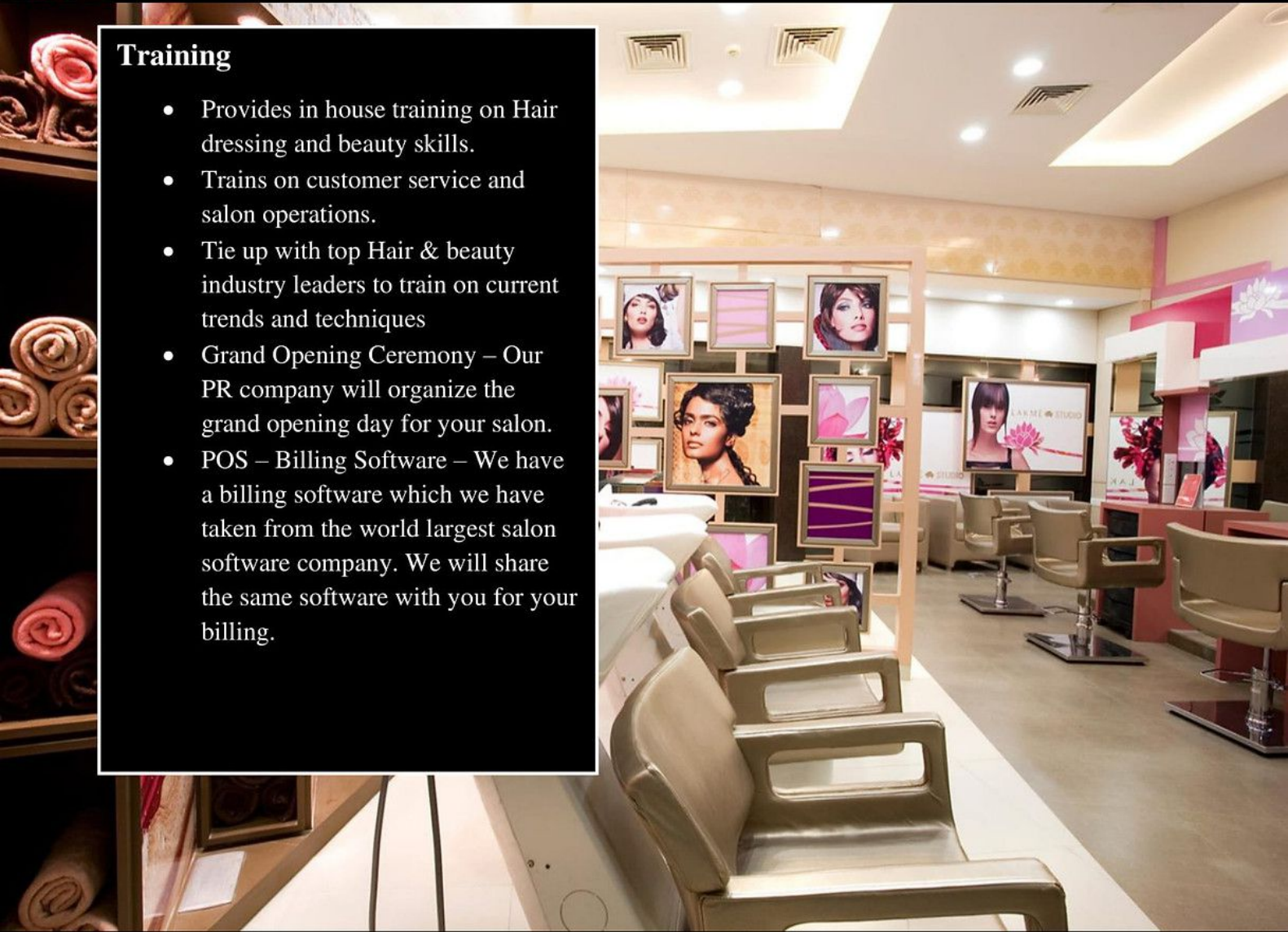
- Location assistance / Site approval.
- Salon design & constructions (Turnkey construction salon by empaneled architect of (Lotus Unisex Salon)
- Legal Obligation / license procurement





## Franchise Business Operations

- Pre-opening and going operational assistance to franchisees
- Implements and assists with all operational programs and procedures, including the First salon Opening program
- Schedules personalized visits to existing salons
- Conducts regularly scheduled phone calls to discuss service, retail and training needs
- Hosts the annual franchise Convention for all franchisees



## Training

- Provides in house training on Hair dressing and beauty skills.
- Trains on customer service and salon operations.
- Tie up with top Hair & beauty industry leaders to train on current trends and techniques
- Grand Opening Ceremony – Our PR company will organize the grand opening day for your salon.
- POS – Billing Software – We have a billing software which we have taken from the world largest salon software company. We will share the same software with you for your billing.

## Marketing

1. Marketing
  - Pamphlets
  - Newspaper add
  - Hording on pole
2. Online marketing
  - Facebook
  - Google
  - Twitter
  - WhatsApp
  - Business Truecaller
  - PayTM
  - Just Dial



## Employee welfare and recognition

1. Staff is retained well if they work for a bigger group than a individual shop
2. Annual Meeting & picnic for recognizing the hair dresser, beautician & manager.
3. In salon & outstation trainings for hair dresser & Skin therapist.



## Management Information System

We will share with you an MIS with over 100 types of report for analysis and marketing & Strategy planning.

- Ongoing Support & Service Across
- Staff recruitment & training
- Utilize the staff pool
- Manager of Recruitment & Training
- Inventory Controls & Audit
- Standards maintenance training & Audit.

## Recurring Supplies

- Franchisee will get the benefits from the buying power of “ **Lotus Salon** ” for beauty product, imported machine, and furniture.
- Leverage from a strong relationship with top hair care companies.



## Expansion Opportunities the country

Our Franchisees have direct access to the vast accumulated knowledge, resources and best operating and marketing practices of “LOTUS Unisex Salon” and their franchisee.

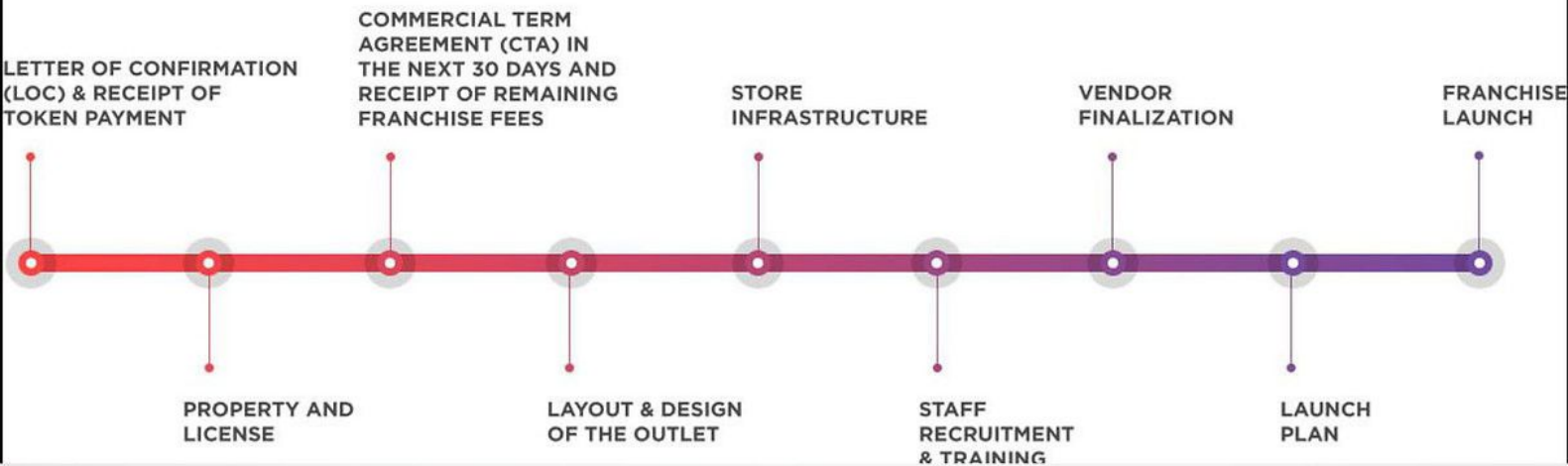
Nothing is permanent but change, the environment in which we do business is also dynamic & is fast changing. We continuously learn about our industry and consumers and adapt as necessary & pass on our learning to our team of a franchise.

We make available to our franchisees what we have learned and continue to learn.

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## 9 STEPS TO FRANCHISE





# Franchise Recurring Cost

**In all the three models, franchisee gets the rights to use the brand name, systems & Process & billing software.**

**Model 1\*. Franchisee invests & Franchisee runs the operations. Franchisee will take care of all the operational expenses like Rent, Salary, Electricity, Telecom, Maintenance, Salon Consumption etc. and will pay 5% of revenue to the Lotus Salon store. The monthly fee paid by franchisee would be far less than the business generated by franchisee by of brand name, systems & process, support etc.**

**Model 2\*. Franchisee invests & Company run the operations, Company will take care of all the operational expenses like All Expenses Rent, Salary, Electricity, Telecom, Maintenance, Salon Consumption etc. and company will pay minimum guarantee of 18% of total investment Amount per month to the franchise**





## Franchisee Steps to Opening

1. Initial Franchisee Inquiry Made by prospective partner.
2. Prospective partner receives franchise Kit.
3. Read all detailed franchise Kit.
4. Complete the franchise form & Purchase the due diligence Kit@Rs. 500000/- =
5. Prospective partner receives the due diligence kit and prepares for discovery day.
6. Prospective partner meets the "New Business Development Manager" on the discovery day.
7. Interview call with Director.
8. Discovery Day – Prospective partner visits a salon and runs the business for 1 day.
9. Prospective partner & LOTUS UNISEX SALON Mutually decide on agreement.
10. Franchisee Agreement is Signed & Franchisee fee payment is made.
11. Franchisee shortlist the site and gets an approval from Lotus Unisex Salon.
12. Architect is assigned & turnkey project given to architect after approval of Salon Design.
13. 2 Key person of franchisee gets 2-3 week training at certified Salon of Lotus Unisex Salon.
14. New Staff recruitment by franchisee.
15. 1 Week Training of new staff by LOTUS UNISEX SALON at franchisee premises.
16. Salon ready for inaugurations.
17. Grand opening of Salon.



## LOTUS SALON

**BECOME A SALON FRANCHISE WITH LOTUS SALON.**

**Earn 30 To 40 Lakh Per Year**

Area	Salon Setup cost	Brand license fee	Royalty
200-300 Sq. ft.	12 Lakh	3 Lakh +GST	5% on Total sales
500-600 Sq. ft.	20 Lakh	5 Lakh +GST	5% on Total sales
800-999 Sq. ft.	30 Lakh	10 Lakh +GST	5% on Total sales

**Franchise Opportunities Call Us Now Phone No +91-9873907586**

**[www.lotussalonfranchise.com](http://www.lotussalonfranchise.com)**



**LOTUS SALON**