



TEXTURETOUCH
*****STYLE LOUNGE

**BUSINESS
OPPORTUNITY**

1. THE FRANCHISE OPTION

We help you to build and operate a profitable franchise format in Beauty and Salon industry. Texture Touch offers you a pool of innovative business ideas and concepts in Beauty and salon industry. You get a successful franchise business module based on detailed market survey, research and viability study. You can adopt a time-tested system for success that is a result of 3 years of experience in the field of Beauty and Salon by Mrs. Prabhavathi founder director of Texture Touch.

2. PARTNERS IN SERVICE PROFESSION OF BEAUTY AND SALON

YOU: bring in necessary building and investment. WE: offer the necessary expertise and know-how. TOGETHER: We can set-up state-of-art international quality Hair and Beauty Salon.

3. WE OFFER TO OUR FRANCHISEES:

- ❖ The strength of our brand name
- ❖ A unique system of franchise royal model.
- ❖ World-class beauty products.
- ❖ Training for International standard Hair and Beauty Salon.
- ❖ Training to run the day-to-day business.
- ❖ Powerful administration and accounting software bundled with system and billing printer.
- ❖ Opportunity to maximize Income through additional services and products.

4. SUPPORT AND SERVICES WE OFFER TO OUR FRANCHISEES

- ❖ Assistance in survey and site selection.
- ❖ Assistance in staff recruitment and training.
- ❖ Assistance in procuring world-class equipment's.

- ❖ Franchise Orientation Program (FOP) to familiarize the franchisees about the Hair and Beauty business and offer expertise and know-how to run the business.
- ❖ Training to Hair dressers and Beauticians as per Texture Touch Standards
- ❖ Business operational manuals with established systems for a steady growth.
- ❖ Marketing and ongoing operational support at various levels as per policy.
- ❖ Ongoing research and development to offer innovative business concepts and keep updated on Hair and Beauty methodology followed worldwide Hair and Beauty Industry.

5. INVESTMENT DETAILS & FRANCHISE TERMS:

An estimated amount of Rs. 25 lakhs to Rs. 30 lakhs will be required to set up the business.

This includes estimated expenses of Rs.3 lakhs for: Attractive Interior Design as per our specifications. · Furniture and fittings, flooring, signage etc. · Toys and equipment's.

A sum of Rs. 3 lakhs as Brand Fee for Four years

NO royalty is charged for the first 3 months from the date of launch, royalty is charged only 8% on revenue generated from the fourth month onwards in the first year, royalty @ 12% will be charged for 2nd, 15% royalty on 3rd, 4th and 5th year and from 6th year onwards a discounted royalty @10% will be charged.

Service tax will be applicable on franchise fee and royalty.

The initial agreement is for 4 years.

50% of franchise fee will be collected at the end of 4th year for renewing the franchise.

6. PROPERTY SPECIFICATIONS REQUIREMENTS:

A minimum built-up area of 800sq.ft, 1000 sq.ft and 1500 sq.ft (according to the business venture) on ground or first floor in a potential locality with a spacious parking area. The property can be an open hall or with at least 3 to 4 rooms and a hall.

7. FRANCHISE PROFILE REQUIREMENTS

A graduate with sound financial background who has an ambition to prove themselves as a successful person in beauty business venture.

An individual committed to quality and service and shares our vision and commitment of the brand. Come, share our vision and be a part of the fastest growing chain of Texture Touch Hair and Beauty Salon.

8. STEPS INVOLVED IN TEXTURE TOUCH BUSINESS VENTURE.

- ❖ Meeting and business consultation.
- ❖ Identify suitable location and property.
- ❖ Seek approval of the property from Texture Touch.
- ❖ Obtaining Legal agreement of the property.
- ❖ Sign-up of Mandate and franchise brand fee remittance.
- ❖ Obtain interior design & layout of Hair and Beauty salon.
- ❖ Undertake interior work.
- ❖ Recruitment of staff.
- ❖ Participate in franchise Orientation Program contains of accounts, administration, franchisor and franchise terms and conditions.
- ❖ Obtain Texture Touch operational manual and all other collaterals.
- ❖ Staff training.
- ❖ Commencement of business operations.

9. SUPPORT SERVICES

A) SITE SELECTION

We offer complete assistance in survey and site selection. We also guide with the viable charges for the services done I the outlets based on the location like metros, 2 tier and other locations after a deep and thorough study by our team. We provide you with a BEP (Break Even Point) calculator to acquaint you with the basic expenditure on monthly basis. This further helps you to work on the BEP for your Texture Touch outlet.

B) FRANCHISE ORIENTATION PROGRAM

We offer Franchise Orientation Program (FOP) to familiarize the franchisees about the Hair and Beauty business and offer expertise and know-how to run the business. Apart from familiarizing to Hair and Beauty business, a complete introduction and training on administration, accounts and managerial controls Business operational manuals with established systems for steady growth.

C) TRAINING PROGRAM

Training to the staff will be given at Texture Touch HO.

One day of launch procedure training and three days of in depth thorough training before the center's launch.

Training to staff in the outlet and combined training during the year for better exposure and exchange of ideas, knowledge and experience.

Combined trainings and workshops by experts in beauty industry

Consistent Support Hand holding to help you operate the outlet towards success

D) EQUIPMENT'S

Assistance in procuring world-class equipment's

E) PUBLICITY

Support with designs for local publicity marketing and ongoing operational support at various levels as per policy.

Brand Awareness through innovative mediums as follows.

- ❖ We will bring about the brand awareness not only through newspaper advertisements but also through newspaper articles
- ❖ Another approach of publicity is through PR based activities and events
- ❖ Different way of marketing apart from pamphlets, brochures and banners, we will also have write ups in magazines, bus shelter publicity and mobile vans way of marketing.