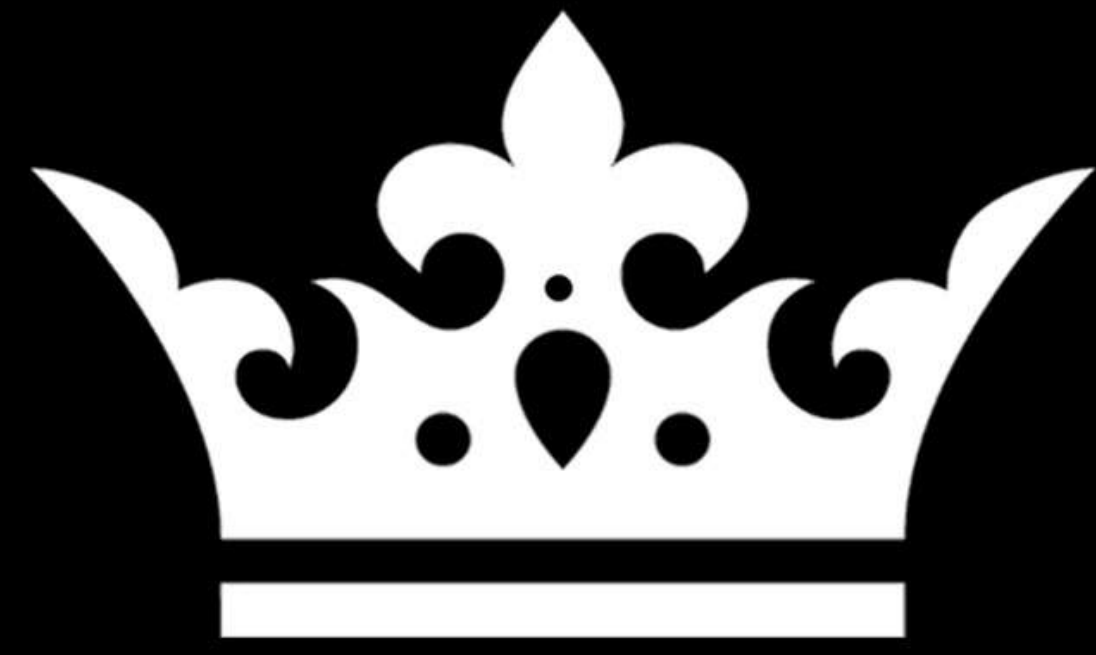




LOTUS SALON

FRANCHISE OPPORTUNITIES

 Office No. 715, 7th Floor, Tower No. 4. DLF
Corporate Greens, Sector 74A, Gurugram,
Haryana Delhi NCR India

 +91-9211722998

 info@lotussalon.co.in

 www.lotusunisexsalon.com



LOTUS SALON Upper East Side

Established in Sep, 2011

Lotus 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.

Company BACKGROUND

With over 3000 employees the company ensures that each one's skills are sharpened at least once a year. Lotus 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 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.





VISION

Our vision is to organize the salon industry prevailing in the country today and hoist it to a level where it equals global standards. Training aspiring talents and regularly upgrading their skills is our modest way of benefiting people connected to this part of the grooming market. We hope to see the practice go global very soon.

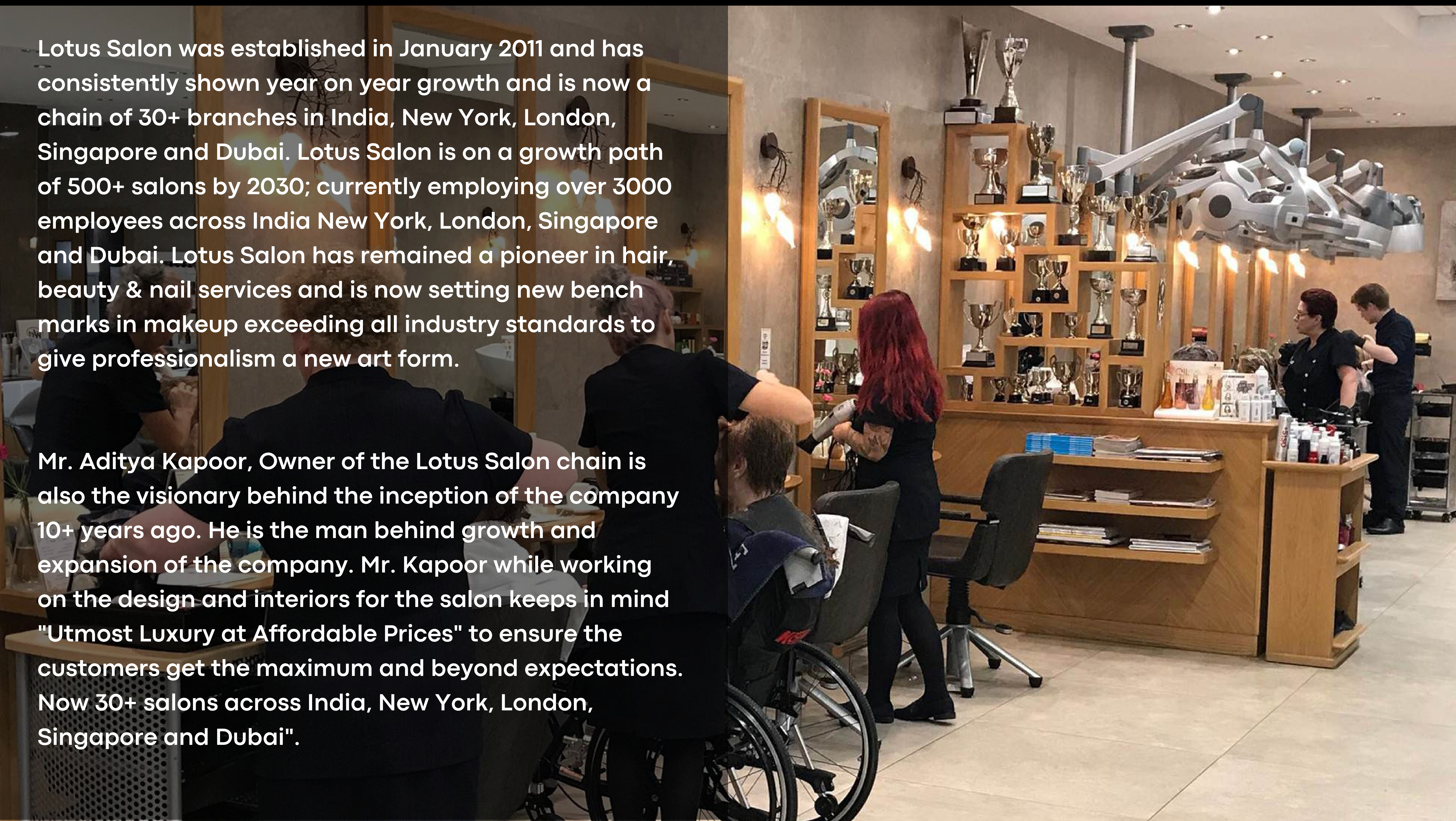
Its subsidiaries together constitute a huge family of 1000 + employees. Unanimously, we all work towards the goal of ensuring complete customer satisfaction and boosting their confidence levels with the right grooming. This is one of the primary reasons why we encourage feedback from our customers – to understand if there is some room for improvement.

OUR HISTORY



Lotus 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 Salon is on a growth path of 500+ salons by 2030; currently employing over 3000 employees across India New York, London, Singapore and Dubai. Lotus Salon has remained a pioneer in hair, beauty & nail services and is now setting new benchmarks in makeup exceeding all industry standards to give professionalism a new art form.

Mr. Aditya Kapoor, Owner of the Lotus Salon chain is also the visionary behind the inception of the company 10+ 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+ 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

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

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.





WHY LOTUS SALON

gives an entrepreneur the best of both worlds

HAIR & BEAUTY IS AN INDUSTRY THAT IS

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 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 Salon))
- Legal Obligation / license procurement



FRANCHISE BUSINESS OPERATIONS

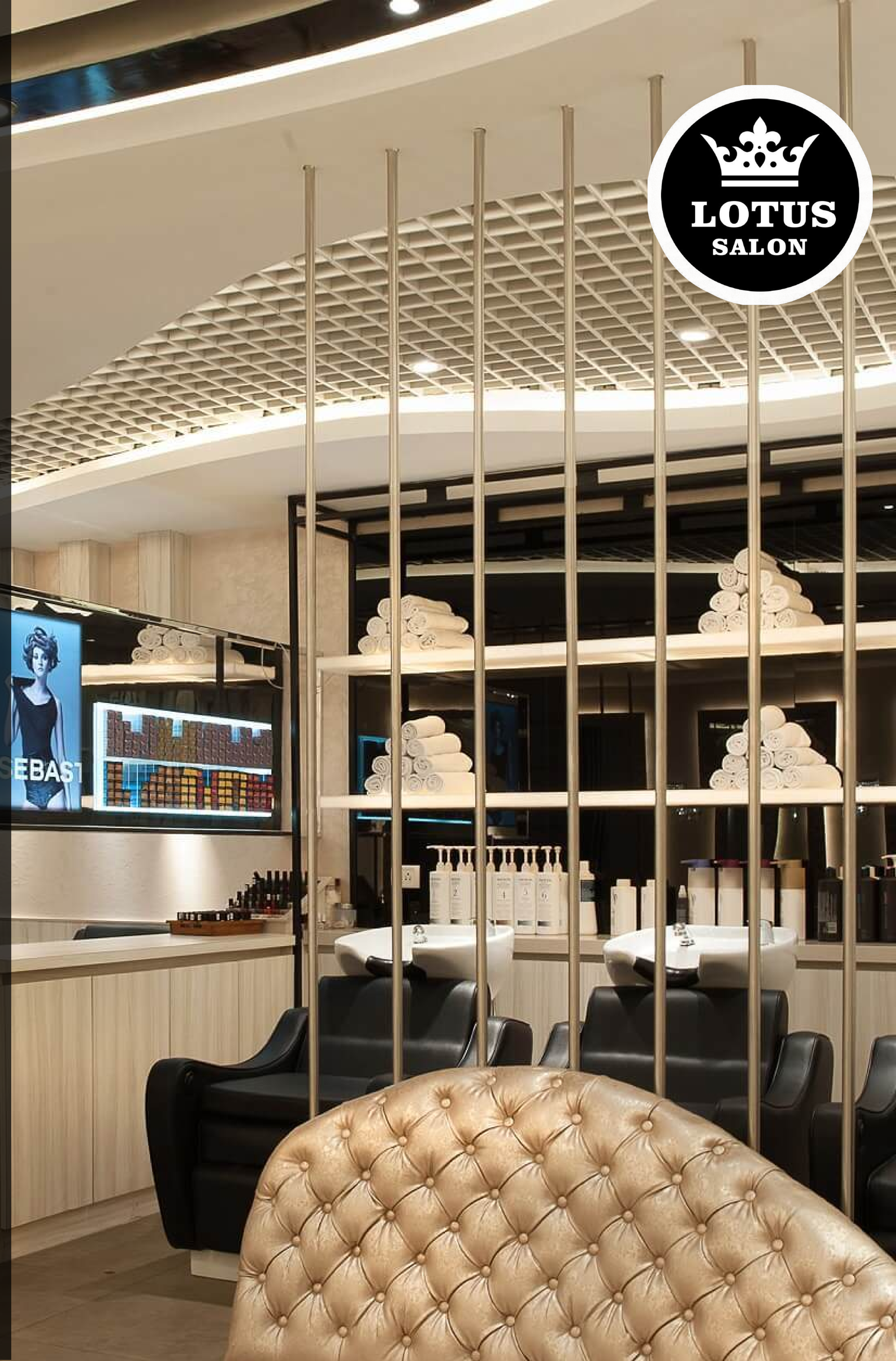
- Pre-opening and going operational assistance to franchisees
- Implements and assists with all operational programs and procedures, including the First salon Opening program
- Schedules personalized visits to existing salons
- Conducts regularly scheduled phone calls to discuss service, retail and training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

MARKETING

- Highly innovative/irresistible marketing offer like Birthday rewards or complimentary offers.
- Marketing Strategies and Campaigns like radio advertisements, print media, digital marketing, social media campaigns, and other promotional initiatives.
- Local Marketing Support
- Digital Marketing & Online Presence
- Influencer marketing
- Training and Education to understand effective marketing techniques.
- Market Research and Analysis.

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.





SOCIAL MEDIA MARKETING

- Dedicated social media Marketing handles:
- Facebook
- Instagram
- Twitter
- Youtube
- LinkedIn.

SOCIAL ENGAGEMENT **LOTUS SALON**

- Instagram uploads
- Twitter postings
- Facebook uploads
- Instagram check-ins
- Facebook check-ins
- LinkedIn posts
- YouTube videos



LOTUS SALON



SPONSORED LOCAL LISTINGS.

- Facebook local
- Google local
- GPS based ad
- Facebook ads post and likes campaign
- Google ads words campaign
- Instagram ad and likes
- SEO marketing
- Sem marketing
- Analytics and reports

LAUNCH SUPPORT

- Planning and Execution.
- Launch Plan in SMM and PR.
- Promotion
- Cross Marketing.

POST OPENING SUPPORT

- Sales incremental strategies.
- Audits.
- Promotional offers.
- Lotus Salon loyalty membership programs.
- Google and website listing.





LOTUS SALON

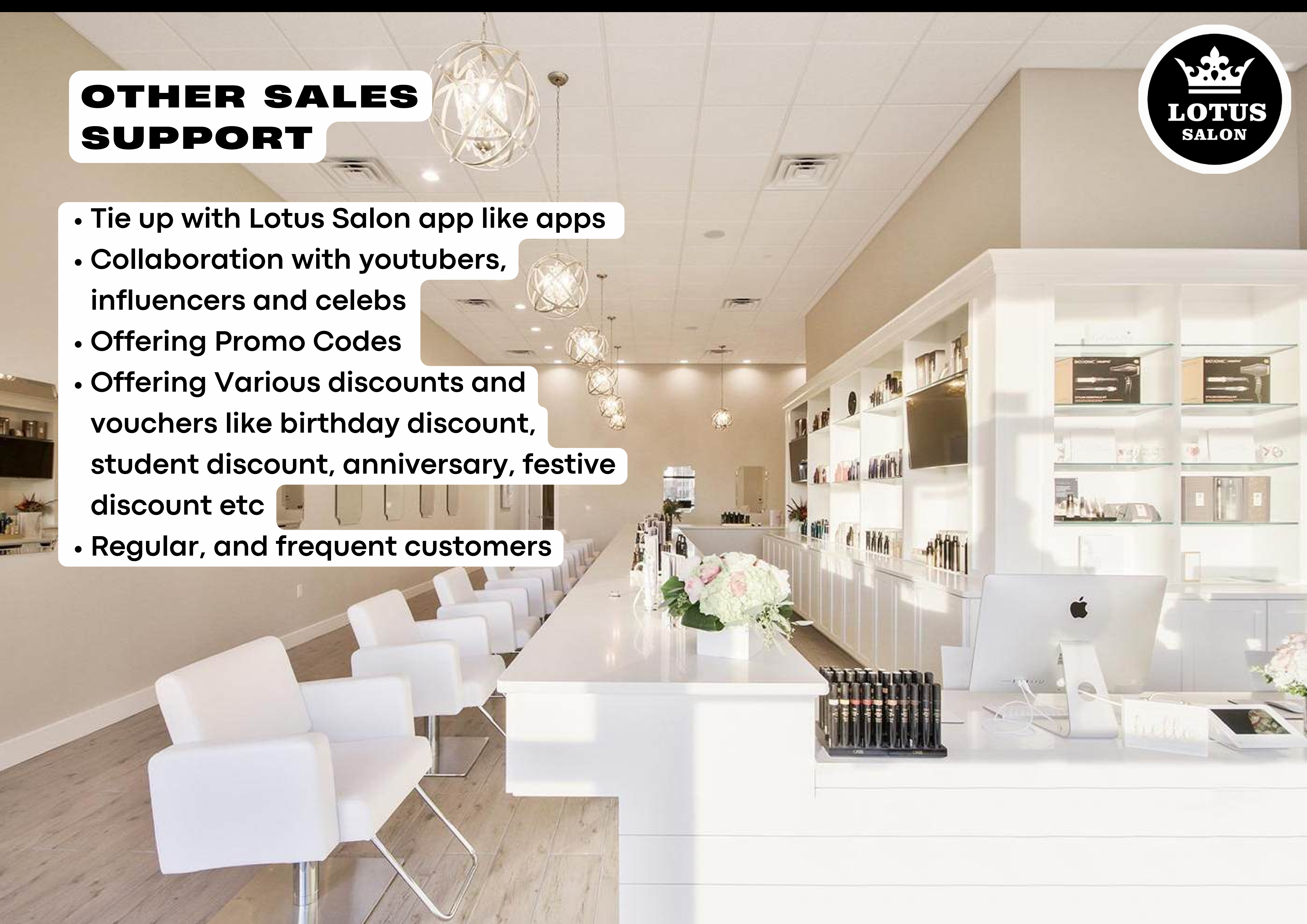
SOCIAL ENGAGEMENTS STATISTICS

- 150 new stories (Facebook)
- 200 new stories (Instagram)
- 50 new stories (Twitter)
- More than 300 new stories per month!
- Due to Lotus Salon's brand POPULARITY and our customers love to Post, like, share, comment, check-in, take pictures, shoot videos, tag, and more in all of our locations!
- The social engagement within Lotus Salon network is an exciting average of 300 stories per day – every story is free – word of Mouth – advertisement.

OTHER SALES SUPPORT



- Tie up with Lotus Salon app like apps
- Collaboration with youtubers, influencers and celebs
- Offering Promo Codes
- Offering Various discounts and vouchers like birthday discount, student discount, anniversary, festive discount etc
- Regular, and frequent customers





REQUIREMENTS TO OPEN A LOTUS SALON FRANCHISE

- You will have to meet the below requirements and lease them out to Lotus Salon store to enjoy a regular flow of income:
- In both models, franchisee gets the rights to use the brand name, systems & Process & billing software. The minimum investment required, revenue, and the number of staff-



LOTUS SALON FRANCHISE MODELS :

Xpreso Model- 25+ Lacs

- Area Required: 300 sq. ft.
- Store Setup Cost : INR 25 Lacs
- Approximate income: INR 10 t 1 5 Lacs per Year

Regular Model- 60+ Lacs

- Area Required: 800 -1000 sq. ft.
- Store Setup Cost : INR 60+ Lacs
- Approximate income: INR 30 to 40 Lacs per Year

Lite Model- 40+ Lacs

- Area Required: 500-600 sq ft
- Store Setup Cost : INR 40+ Lacs
- Approximate income: INR 20 to 24 Lacs per Year

Super Model- 1 crore

- Area Required: 1500 -2000sq ft
- Store Setup Cost : INR 1 Crore
- Approximate income: INR 50 to 60 Lacs per Year

FOFO Model

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 10% of revenue or Rs. 60000/- Fix Royalty Per Month, Whichever is Higher to the Company monthly fee paid by franchisee would be far less than the business generated by franchisee by of brand name, systems & process, support etc.

FICO (Franchise Invested, Company Operated)

(Lotus Salon team) run the operations, Lotus Salon Store 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 12% of total investment Amount per Year. or 10 Percent of gross sales cumulatively to all the partners distributed as per their investment sharing ratios



COMPANY SUPPORT AFTER STARTUP

- Merchandise Employee welfare and recognition
- Staff is retained well if they work for a bigger group than a individual shop
- Annual Meeting & picnic for recognizing the store manager, Hair Stylist, Colorist, Esthetician, Nail Technician, Makeup Artist, Barber, Salon Manager, Receptionist, Shampoo Technician, Salon Assistant, etc. In store & outstation training for staff.

FRANCHISEE STEPS TO OPENING



- Initial Franchisee Inquiry Made by prospective partner.
- Prospective partner receives franchise Kit.
- Read all detailed franchise Kit.
- Complete the franchise form & Purchase the due diligence license fee only 10 lacs
- Prospective partner receives the due diligence kit and prepares for discovery day.
- Prospective partner meets the "New Business Development Manager" on the discovery day.
- Interview call with Director.
- Discovery Day – Prospective partner visits a salon and runs the business for 1 day.
- Prospective partner & Lotus Salon Company Mutually decide on agreement.
- Franchisee Agreement is Signed & Franchisee fee payment is made.
- Franchisee shortlist the site and gets an approval from Lotus Salon Company .
- Architect is assigned & turnkey project given to architect after approval of Salon Design.
- 2 Key person of franchisee gets 2-3 week training at certified Salon of Louis Unisex Salon.
- New Staff recruitment by franchisee.
- 1 Week Training of new staff by Lotus Salon Company at franchisee premises.
- Salon ready for inaugurations.
- Grand opening of Salon. /

STEPS TO APPLY FOR A LOTUS SALON FRANCHISE:

- If you meet all these requirements, you will need to send the following details to the company's office. The official web address [Merchandise Employee welfare and recognition](#)
- is where you need to send the following:
 - Name of all the owners who own the space/area.
 - Residential address and contact information of all the owners
 - Postal address of the commercial space
 - Square feet details of the space
 - Frontage area of the space
 - Location photograph and video
 - Catchment area demographics
 - The brand gets signed for 5 or 9 years, and you can renew the agreement once the stipulated period ends.



FRANCHISE APPLICATION



- By taking the time to complete our franchise application, you are initiating our Mutual Discovery Process that will result in a Collaborative decision about whether the Lotus Salon franchise opportunity is right for you, and vice versa
- Once you submit your completed application (i.e. group and all individual applications have been submitted,) you will receive you Due Diligence Kit(Salon Sensitivity Analysis tools). This is a highly valuable tool that we will use together throughout the Mutual Discovery Process.
- The Due Diligence is a rich tool that we only provide to serious franchise partner Candidates. We are looking forward to working with you and exploring our potential relationship.



FRANCHISEE PREREQUISITES:

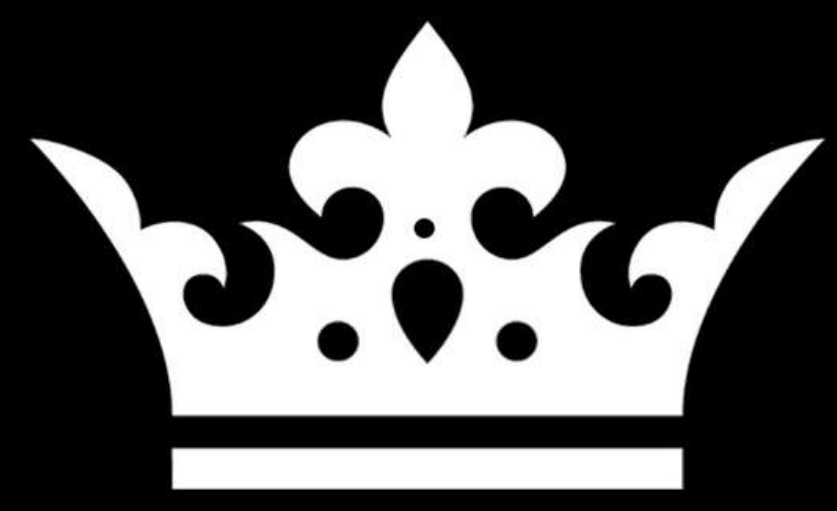
- An entrepreneur who invests fully in the adventure
- A trader who already have a proven track record
- A rigorous operator
- A person sharing entrepreneurial values: curiosity, dynamism, team spirit and stubbornness.
- Person with Deal to become successful as an entrepreneur.
- Person looking to start a new business with a reputed name in the industry.
- Person with entrepreneurial excellence and sound managerial skill
- Individual ready to put full endeavours to be the leading brand name.
- The commitment to brings change in standard of living in the society.
- Leadership experience in related field
- A track record of success in providing the highest level of customer service & satisfaction in business.



OPENING SHORTLY AT

**Assam - Guwahati , Raipur-
Chhattisgarh, Chennai - Ambattur,
Gujarat - Rajkot, Hyderabad -
Madhapur, Hyderabad - Alwal,
Jharkhand - Ranchi, Jaipur Road-
Odisha, Lucknow - Aliganj, Manipur
- Imphal, Pune - Nanded City,
Rajasthan- Ajmer, Trivandr,-um -
Kerala, Varanasi -Sagra Road -
Jammu - Jalandhar -Ludhina -
Chandigarh -**

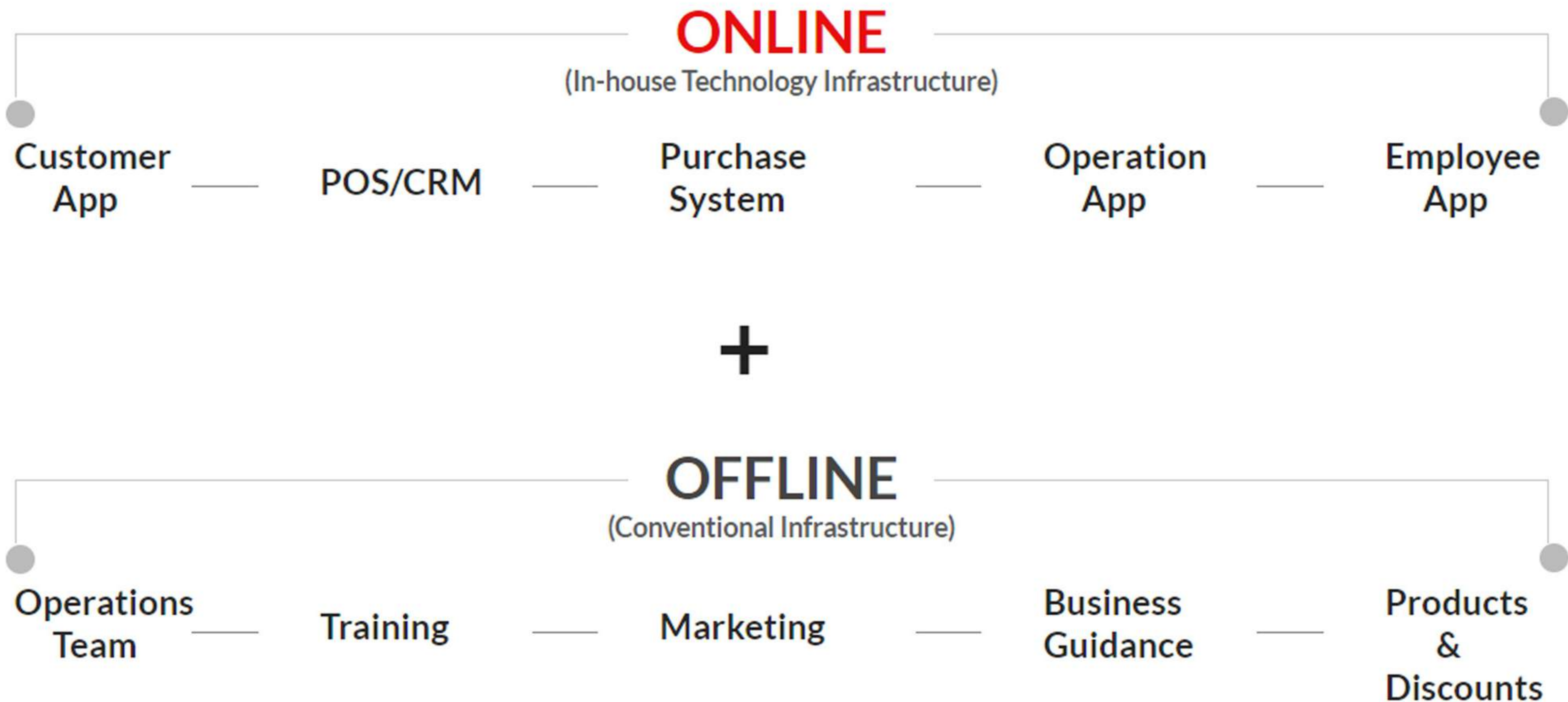




LOTUS SALON

Our Own Ecosystem

that operates through a **combination** of both
ONLINE & OFFLINE infrastructure; adding to our competitive edge



WHY US?

Our Partner Brands

L'ORÉAL
PROFESSIONNEL
PARIS

KÉRASTASE
PARIS

OLAPLEX®



GK
HAIR
PROFESSIONAL

dermalogica®

SWATI®
COSMETIC LENSES



BRASIL CACAU
PROFESSIONAL

BALMAIN
PARIS

BIOTOP®
PROFESSIONAL

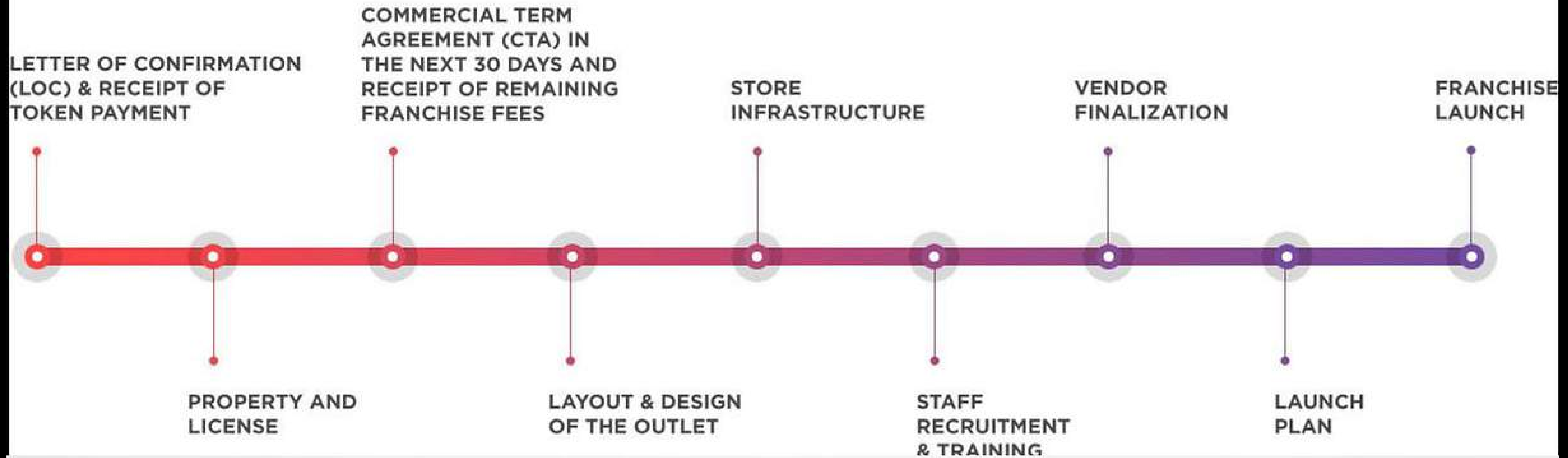


dyson



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9 STEPS TO FRANCHISE



Contact *us.*

ESTABLISHED IN SEP, 2011



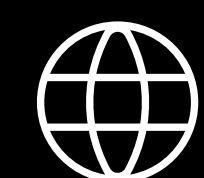
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