

LOTUS SALON

FRANCHISE OPPORTUNITIES



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



+91-9211722998



info@lotussalon.co.in



www.lotusunisexsalon.com

Phone No.: +91-9873907586

www.lotusunisexsalon.com



FOUNDED IN, 2011

LOTUS SALON COMPANY

Founded in, 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.

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Company **BACKGROUND**

With the vision of 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.

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Vision

Our vision is to organize the salon industry prevailing in the country today and host 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 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.



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Our History

FOUNDED IN, 2011

Lotus Salon was founded in 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 bench marks in makeup exceeding all industry standards to give professionalism a new art form.

Mr. Aditya Kapoor, Founder of the Lotus 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+ salons across India, New York, London, Singapore and Dubai".



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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 readily changing industry. With the consumers being more informed and aware; we had to ensure that we live to the perception of the 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.

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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.

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Why LOTUS SALON

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 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).



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Start up Support

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

1. Location Assistance: We'll help you find the perfect salon location, ensuring visibility and foot traffic.
2. Site Approval: Our experts will guide you through the site approval process, ensuring a smooth launch.
3. Salon Design & Construction: Our designers will create an inviting space, while we manage construction for quality and timeliness.
4. Legal Obligations: We'll handle permits, licenses, and certifications, ensuring compliance with regulations.
5. License Procurement: We'll assist you in obtaining the necessary licenses, streamlining the process.



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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.

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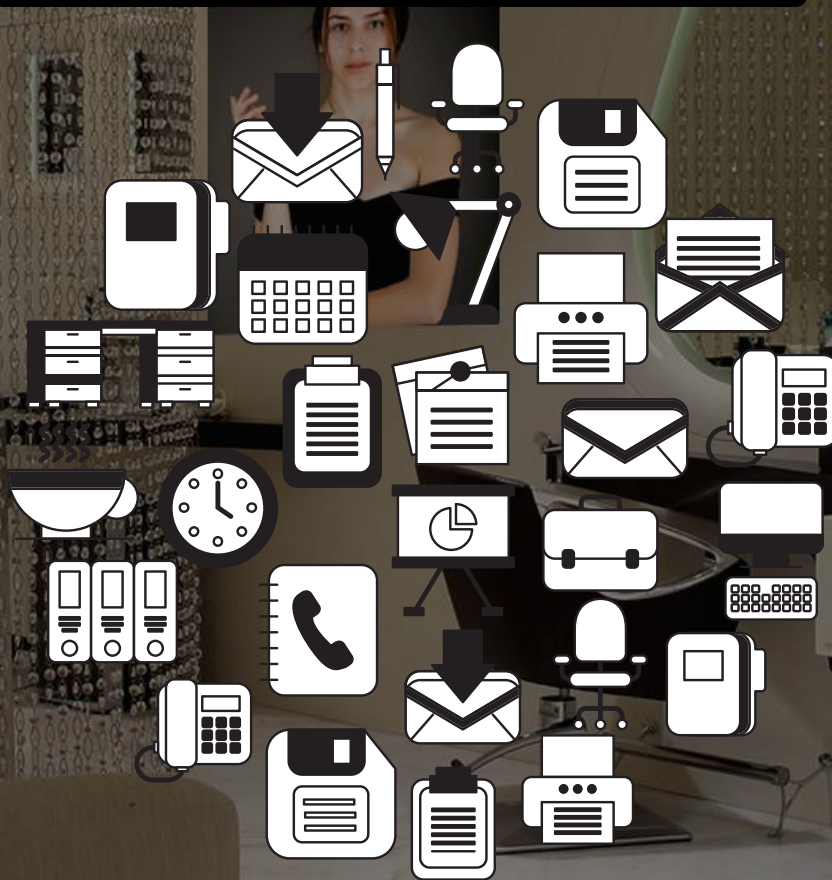


FOUNDED IN, 2011

Management Information System Recurring Supplies

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

Franchisee will get the benefits from the buying power of "LOTUS Salon" for beauty product, imported machine and furniture. Leverage from strong relationship with top hair care companies.



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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 your 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.

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Franchise Recurring Cost

IN ALL THE THREE MODELS,
FRANCHISEE GETS THE RIGHTS TO
USE THE BRAND NAME, SYSTEMS &
PROCESS & BILLING SOFTWARE.

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Details in Franchise agreement

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 5 lacs or 1000 per Sq.Ft.
- 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 Mutually decide on agreement.
- Franchisee Agreement is Signed & Franchisee fee payment is made.
- Franchisee shortlist the site and gets an approval from Lotus Salon.
- 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 Lotus Salon.
- New Staff recruitment by franchisee.
- 1 Week Training of new staff by Lotus Salon at franchisee premises.
- Salon ready for inaugurations.
- Grand opening of Salon.



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Steps to apply

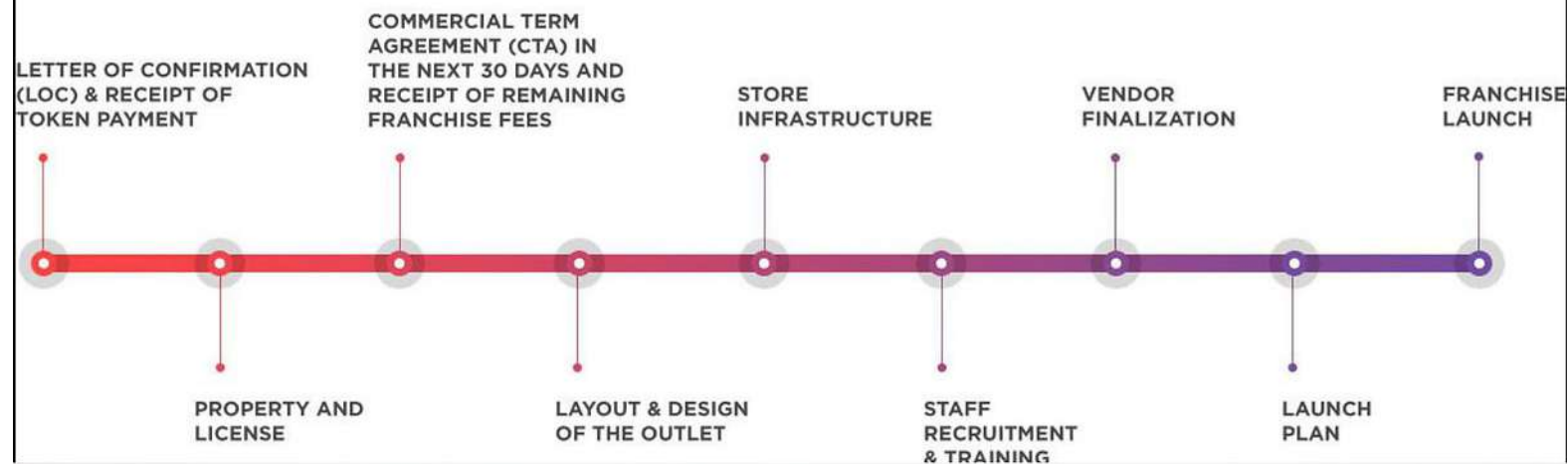
IF YOU MEET ALL THESE REQUIREMENTS, YOU WILL NEED TO SEND THE FOLLOWING DETAILS TO THE LOTUS SALON HEAD OFFICE.

THE OFFICIAL WEB ADDRESS
WWW.LOTUSSALONFRANCHISE.COM IS WHERE
YOU NEED TO SEND THE FOLLOWING:

1. Name of all the owners who own the retail space
2. Residential address and contact information of all the owners'
3. Postal address of the commercial space
4. Square feet details of the space
5. Frontage area of the space
6. Location photograph
7. Catchment area demographics
8. The brand gets signed for 5 or 9 years, and you can renew the agreement once the stipulated period ends.

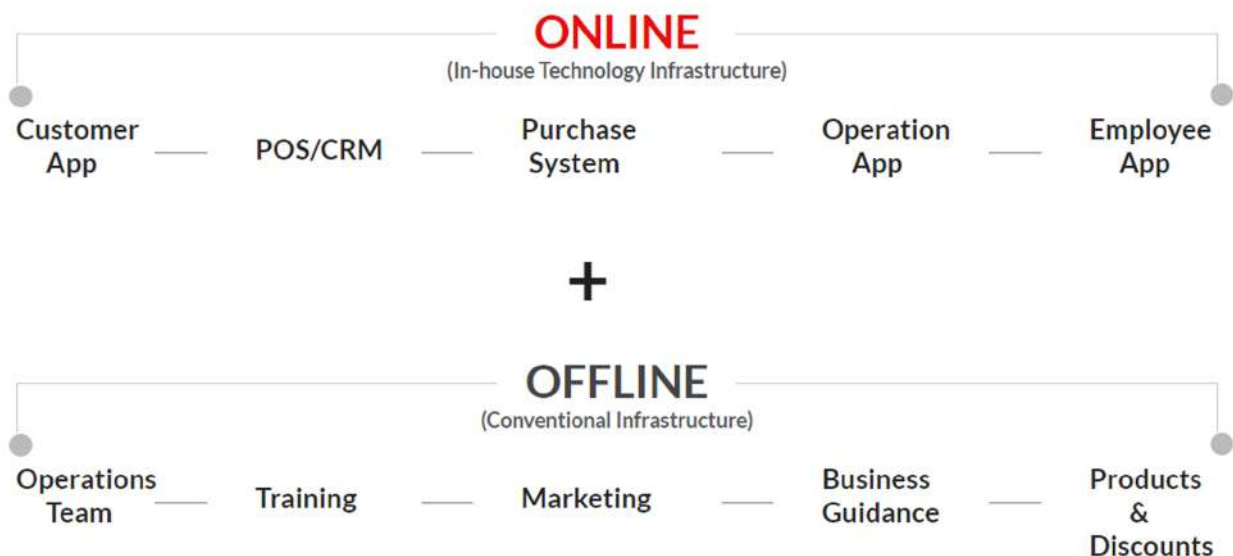


9 STEPS TO FRANCHISE



Our Own Ecosystem

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



Our Partner Brands

L'ORÉAL
PROFESSIONNEL
PARIS

KÉRASTASE
PARIS

OLAPLEX.

MOROCCANOIL

GK
HAIR
PROFESSIONAL

dermalogica®

SWATI®
COSMETIC LENSES



RENE
FURTERER
PARIS

BRASIL CACAU
PROFESSIONAL

BALMAIN
PARIS

BIOTOP®
PROFESSIONAL

WAHL®
PROFESSIONAL

dyson

Wet
brush

AMERICAN
CREW.
Official Supplier to Men





FAQ's

1. WHAT IS THE MINIMUM INVESTMENT?

It depends on the size of the business, but we estimate that \$ 50000 will get you on the ladder. Ideally, the investment needs to be between \$. 80000. The cost also includes the Franchise fee that has to be paid one time and upfront.

2. HOW LONG DOES IT TAKE?

For a new build location, we allow four months in order to fully prepare a new franchise for business. Taking over an existing salon can be quicker.

3. CAN I HAVE INVESTORS?

Yes, you can have investors however they must be approved by Louis Salon.

4. HOW LONG WILL I OWN THE FRANCHISE FOR?

Our franchise agreement lasts for a Nine-year period.

5. CAN I HAVE INVESTORS?

Yes, you can have investors however they must be approved by Lotus Salon.

6. WHAT HAPPENS AFTER NINE YEARS?

The franchise is renewed. Providing that the franchise is operating within the terms of the franchise agreement there is an automatic right to renew.

7. CAN I USE MY OWN ACCOUNTANT?

Yes, you can use your own accountant.

8. WILL I RECEIVE MANAGEMENT TRAINING?

Yes – Lotus offers a bespoke range of business development courses that can be tailored to suit the individual. We have a wealth of internal experience to call upon and a team of business managers to offer 'on the job' coaching.

9. WILL YOU TRAIN MY TEAM?

Yes, we offer such courses at the Academy, basic induction and advanced creative education.

LOTUS SALON FRANCHISE COST



Xpreso Model- 30+ Lacs

- Area Required: 300 sq. ft.
- Store Setup Cost : INR 30 Lacs
- Approximate income: INR 10 t 15 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

Regular Model- 75+ Lacs

- Area Required: 1000 -1200 sq. ft.
- Store Setup Cost : INR 75+ Lacs
- Approximate income: INR 30 to 40 Lacs per Year

Super Model- 1.2 crore

- Area Required: 1800-2000 ft
- Store Setup Cost : INR 1 Crore
- Approximate income: INR 50 to 60 Lacs per Year

Lounge Model- 3.5 Crore.

- Area Required: 4000-5000 Sq. Ft.
- Store Setup Cost: INR 3.5 Crore
- Approximate income: INR 1 crore to 1.5 crore per Year

Investment Model

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 a 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

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Contact *us.*

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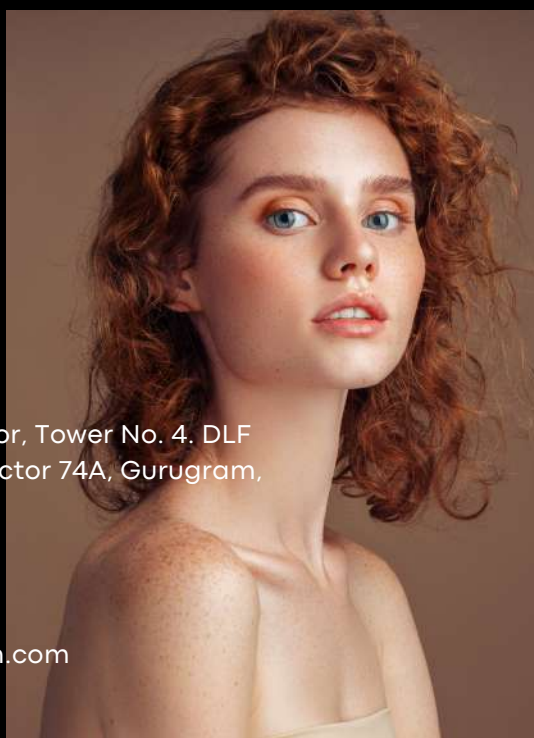


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Thank You.



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