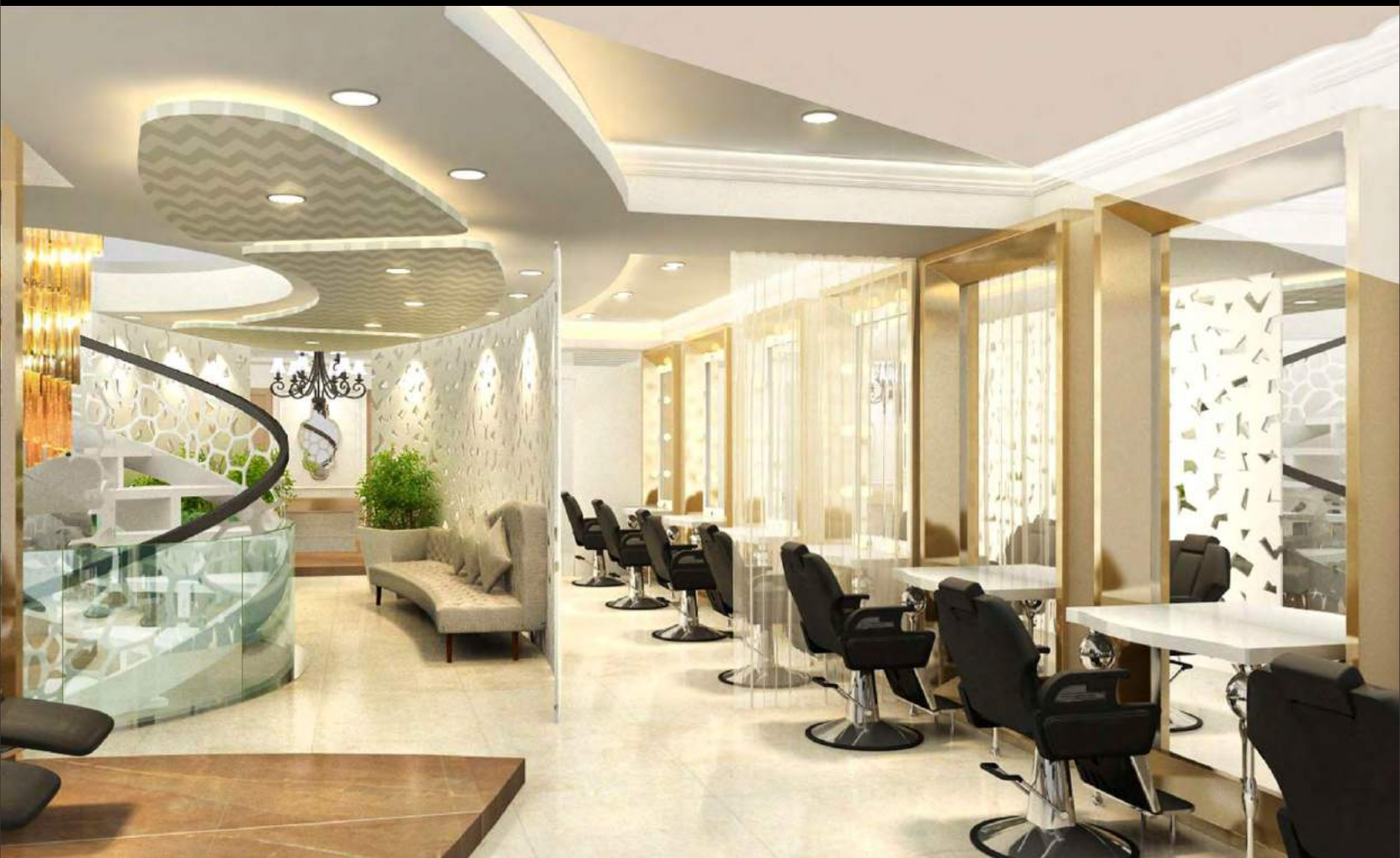


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Email:- info@louis-salon.com

Website:- www.louis-salon.com

The Louis Unisex Salon is an exclusive Global Circle of Beauty Talents.

Over the past 3 years, Louis Unisex Salon has become the authority for discerning people around the world to rely on to have their Beauty needs met. In all our Members and Partners, we look for Excellence across the board, passion for their work, and genuine desire to give the “Gift of Beauty”. Our vision is to open 10,000 Stores in all over the world until 2020 Louis Unisex Salon accreditation process and are now forming the exclusive global circle of the Louis Unisex Salon. Anywhere in the world, you are assured to experience the same premium quality service in a select environment, with a personal that speaks English if you desire to.



In parallel, we have identified and built exclusive relationships with the best Beauty/Wellness /Fitness/Fashion/Design/Stylist Influencers in the world. Each one contributes through their own body of knowledge, and trademarked approach to the advancement of their field and brings a whole world of exciting possibilities to our search for real beauty. We partner with each of them to offer you Tailored Services exclusively available through our platform.

Our guests are just like you, discerning clients and travelers-in-style, demanding by nature and by necessity, jetsetters, businesswomen and businessmen. As they travel the globe, they rely on us as their Beauty Tailor to inspire them and curate the finest products and services suited to their personal needs, image and personality. We make sure they stay at their best wherever they are, whenever they most need it to.



Louis Unisex Salon raise the bar in the Beauty Business so that more people realize the “Power of real Beauty” and rightly empowered are able to make the right choices for themselves and optimize their natural beauty assets. We help high achieving Salons and Beauty professionals to get the attention they deserve and succeed in their endeavors. Our guests, all discerning clients and travellers-in-style, demanding by nature and by necessity, jetsetters, businesswomen and businessmen, rely on us and our trusted experts and services to cater to their precious asset as their Beauty Tailor.

Louis Unisex Salon Beliefs

Beauty is not a shallow preoccupation, nor is it for certain people only. Beauty is a very important asset that is in everyone’s best interest to leverage. Men and women alike, CEO leading the boardroom or simply in our daily life... Our personal image, the way we come across that first impression we form in the other’s mind is our personal “Brand”. There is want it or not, ready or not, always a value attached to your appearance. We believe it is smart to make it work for you!

In a society that is so competitive. It is even more important to manage your beauty capital in the most effective way. There is a value attached to **Youth** if you keep it together, as well as to maturity as long as you know how to keep it youthful and relevant.

Beauty is luckily complex. There is no one ideal representation of Beauty, no one size fits all either, no dogma of style. Each of us is unique, multi-dimensional and aspire to different things for ourselves. There is inherent Beauty in that reality. We seek Talents who respect that very basic ethical element in their work. Empowerment comes from finding the most appealing outer expression of your most valuable inner being. At that point, we communicate all we are, and meet our own potential. We look and feel at our best, and that precious state projects invaluable confidence. Confidence that comes from real Beauty.

At Louis Unisex Salon, what we call Beauty is a combination of “style”, “youthfulness” and “charisma”.

Our Values


Integrity: Louis Unisex Salon is an independent entity with high selective standards of accreditation in the Beauty Industry. (Standards are the same worldwide to ensure consistency of expectations). Members commit to with hold these standards over time. Unsatisfactory unannounced visits (mystery guest), conducted all through the year, can result in the exclusion from the Louis Unisex Salon Circle.

Reach for Excellence: We look for the magic trium-vira: impeccable Savoir-Faire, thoughtful guest experience and genuine Passion for giving the gift of Beauty.

Passion: We believe you can only be great at what you genuinely believe in and passionately love. We seek these qualities in all our Members and Partners.

Curiosity: Curiosity leads change. We embrace change since it is inevitable.





We appreciate and support people who have in them the unquenchable thirst for discovery, the open mind to look at things with a welcoming interest and the personality to stand up for themselves and choose what is good for them.

The Business

We are accelerators of Ideas and Business builders. Please contact us if you believe you meet our criteria and should belong to our circle or if you have an amazing product that we can help succeed faster.

Corporate Vision

Our vision is to be a leading customer centric salon chain, warmly welcoming all customers for an experience which takes them on a high in terms of quality hair, beauty & skin services in a hygienic, relaxed, comfortable environment to make their day fabulous.

Customer Promise

Our commitment is to always try to master the art of exemplary services & experiences; it is our endeavour to serve with excellence. We feel under oath to provide an unwinding environment with precision, detail and purpose where you can immerse yourself in peace and luxury. We promise to deliver with consummate skill and impeccable ambience on every visit.

THE PARTNERS: 2 WOMEN WITH 2 HATS AND MULTIPLE ARMS, TRUE NYC ENTREPRENEURS.

Maren Sostmann

Originally from Germany, Maren has been living in NYC since 2003. Notorious Jetsetter, she realized while traveling, that there was no one trustworthy service that she could rely on to get her Beauty needs met at the level of excellence she desired. Louis Unisex Salon was born. Like all smart things, it all seems obvious now... Well, she did it. Architect by education and training, COO of the Werner Sobek NY'S office, her expertise on their personal and professional projects. If you want to catch Maren... follow her fiancé and get ready hop on plane. She has a passion for Design and enjoys French white wine!

Veronique Gautier

Born in France, educated at La Sorbonne in Paris, Veronique moved to NYC in 1998, looking to expand her business horizons. She definitely did and travelled the world literally! She is at home wherever there are ideas flying and a business to grow and has a knack for making the 2 work together. When she met Maren, she loved the challenge to dive into Beauty, and become a fundamental actor in the Industry. Hence the Beauty Tailor. Aside from the leading salons, Veronique runs a Brand Consultancy with a very specific approach to Brand building and an equal passion: The Brand D.N.A. Lab. She believes that leveraging each brand's "Distinctive Natural Asset" (D.N.A.) is the key to creating ownable sustainable brand value. She loves her son and also... wine! (in that order)

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/ colour 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 Louis 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 “Louis 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).



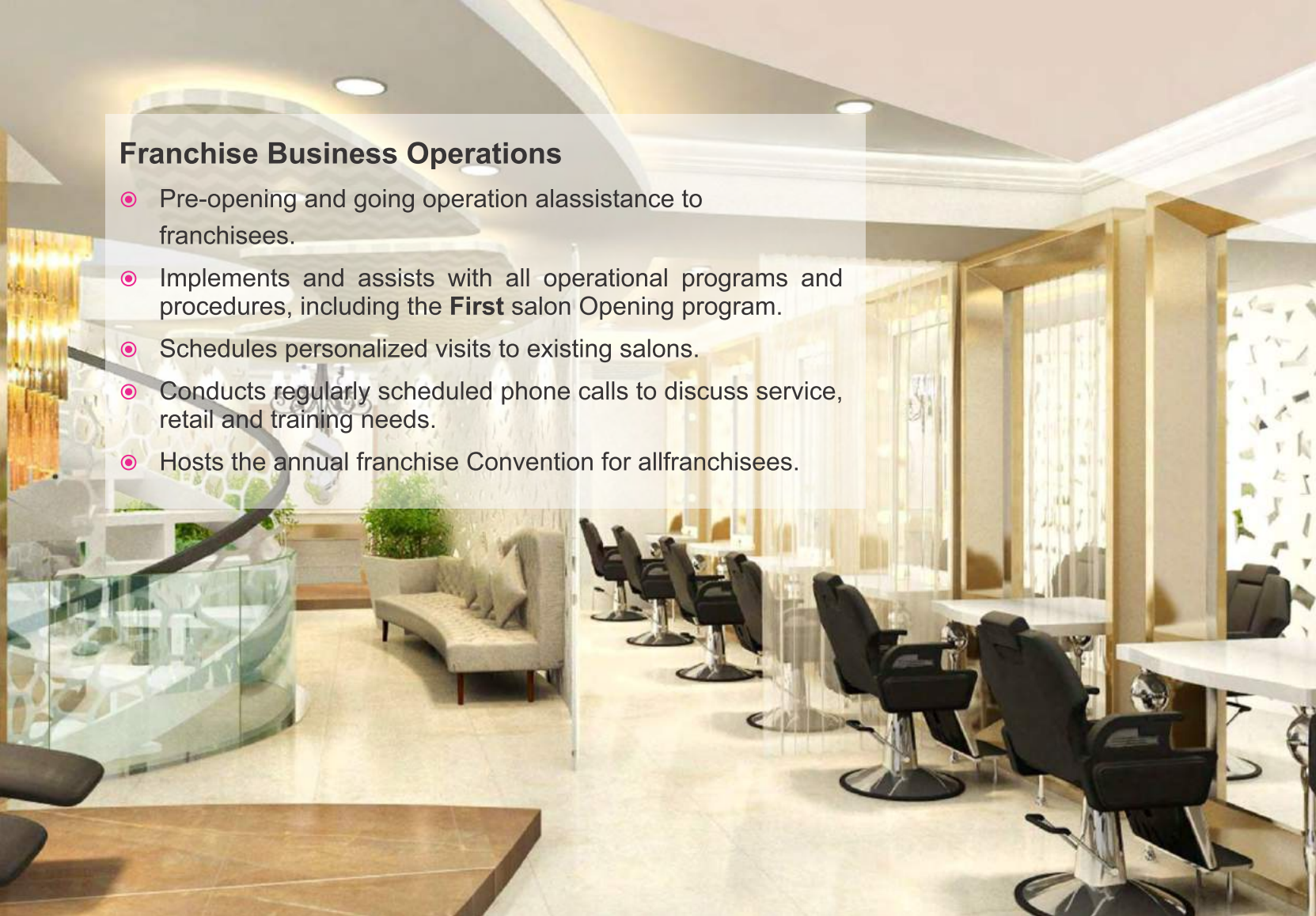
Start up Support

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



Franchise Business Operations

- Pre-opening and going operation 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 beautyskills.
- 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.



Management Information System	Recurring Supplies
We will share with you a MIS with over 100 types of report for analysis and marketing & Strategy planing.	Franchisee will get the benefits from the buying power of “ Louis Unisex Salon ” for beauty product, imported machine and furniture.
	Leverage from strong relationship with top hair care companies.
Ongoing Support & Service Across	Expansion Opportunities the country
Staff recruitment & training	Our Franchisees have direct access to the vast accumulated knowledge, resources and best operating and marketing practices of “ Louis Unisex Salon ” and their franchisee.
Utilize the staff pool	Nothing is permanent but change, the environment in which we do business is also dynamic & fast changing. We continuously learn about our industry and consumers and adapt as necessary & pass on our learning to our team of franchisee.
Manager Recruitment & Traning	We make available to our franchisees what we have learned and continue to learn.
Inventory Controls & Audit	
Standards maintenance training & Audit.	

Marketing

Highly innovative/irresistible marketing offer like “**Free pick & drop**” & “**Life time hair cut free**”. Merchandise.

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.

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 & company (Louis Unisex Salon) run the operations, “Louis Unisex Salon” will take care of all the operational expenses like Rent, Salary, Electricity, Telecom, Maintenance, Salon Consumption etc and will pay 10% of revenue to the franchisee(which would be approx. 33% of Profits)

Model 2*. 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 to the “Louis Unisex Salon” (Which would be approx. 33% of Profits). 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 3*. Franchisee invests & company (Louis Unisex Salon team) run the operations, “Louis unisex salon” will take care of all the operational expenses like All Expenses Rent, Salary, Electricity, Telecom, Maintenance, Salon Consumption etc. and will pay 20% of revenue to the franchisee and company will pay minimum guarantee of 1% of total franchise investment amount per month.


Model 4*. 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 the fixed royalty / support fees of Rs. 30000 per month(with annual increment). This means that the more your business grows you pay fixed and you get more returns.

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Franchisee Steps to Opening

1. Initial Franchisee enquiry 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. 25000/- =
 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 & **“Louis 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 “Louis 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 “Louis Unisex Salon”.
 14. New Staff recruitment by franchisee.
 15. 1 Week training of new staff by “Louis Unisex Salon” at franchisee premises.
 16. Salon ready for inaugurations.
 17. Grand opening of Salon.
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FAQ's

Do I need to have experience in the Salon business to start a Salon?

Absolutely not.

We would much prefer your business management experience and people skills and with **NO** hair care experience at all.

Do I have to leave my current Job?

No, not necessary. We have built our Systems & Processes so that you don't have to make too many changes in your life. A Salon manager, trained and certified by Louis Unisex Salon, runs the day-to-day operation of your franchise. You handle the supervision. (All the company owned store are managed by managers)

Although it can't be denied that what **YOU** can do, your salon manager can't. So if you wish you run the day to day operations things will be better. The success of your Salon will be in direct relation to the amount of time you choose to spend managing/supervising and promoting your Salon.





How do I Know if I am right for a Louis Unisex Salon Franchise?

Ask yourself the following questions:

- ◉ Do I enjoy working with people?
- ◉ Am I willing to unlearn my past experience & learn new trade tricks?
- ◉ Can I travel an extra mile to keep the customer happy-every time?
- ◉ Do I have the Capital it takes to become a “Louis Unisex Salon” Franchisee?
- ◉ Am I financial stable?
- ◉ Am I success driven?
- ◉ Am I willing to follow a proven business system?

Are franchised businesses more successful?

Generally it has been agreed that franchised businesses have a better chance of success compared to independent small businesses. It is so for a variety of reasons including:

- ◉ The franchisor has a vested interest that the franchisee succeed.
- ◉ Franchisor’s proven business model which has been tried and tested.
- ◉ Support from the franchisor.
- ◉ Franchisee is a bigger ship that running his own small boat.
- ◉ Networking with others in same profession (other franchisee)
- ◉ Learning from others experience, without costing anything to you.
- ◉ Franchisee is also a advisor for franchisee on issue like accounts, legal, taxes etc.
- ◉ The established brand and customers who are loyal to the brand.



Why should I take Louis Unisex Salon Franchisee?

With “Louis Unisex Salon” franchise you get the highly recognized trademark, entire business concept from marketing strategy and plan, standards operational procedure, Billing systems, MIS, training, quality control and ongoing assistance, guidance and supervision. You should opt for “Louis Unisex Salon” Franchise because

- ⊙ Easier to attract manpower
- ⊙ Make use of the employee pool of “Louis Unisex Salon”.
- ⊙ Company is managed by professional from IIMC Kolkata with over 13 year experience.
- ⊙ Company doing lot of events for employee welfare, recognition & retention
- ⊙ Staff training.
- ⊙ Honesty & Transparency.
- ⊙ You generate employment for growing India.

What products will I be using for hair & Skin services?

Do you have tie up with multinational companies like L’Oreal,

Matrix of Similar companies?

“Louis Unisex Salon” has tie up with L’Oreal professional division & Matrix for hair care marketing material & Promotional activities. We use VLCC, Shahnaz, Aroma, O3+, Krylon, MAC, Vedicline, Lotus for skin care. All this product will be supplied to you at special rates of “Louis Unisex Salon”.



Will you help me get started?

We will not just help you getting started but we will partner with you through out. Training is #1 in “Louis Unisex Salon”. You are taught customer service, Salon employee relations, Salon Operations, sales tracking, fulfilling legal obligations and just about every aspect of the Salon business that can help with your success. And training doesn't stop after the grand opening. We'll keep you current on operations and business procedures as long as you operate your salon franchise.

How much money will I make? What will be my profit percentage? What are the profit margins of other franchisees? What kind of return on my investment may I expect?

Even before you start your first Salon with “Louis Unisex Salon”, We will ensure that you know all the costs and the potential turnover of the business, after the you have filled the application form. Prospective franchisees are encouraged to use this information as they determine whether they believe a “Louis Unisex Salon”, may be profitable in their area.

On the discovery day before signing the franchise agreement the prospective franchisees will be asked to run existing store for day & learn if he/she thinks that he/she wants to enter our franchise.

The profit from the franchisee will depend on your dedication and motivation to expand the business.

Return on investment depends upon your geography and your capability to manage and run your own business according to the specified standard operating procedure. The estimated payback period on an average is between 1 to 3 years & ROI will be approx. 33%.



How does my staff get trained?

Before you open your first “Louis Unisex Salon”, 2 key holders of your Salon required to attend and complete “Louis Unisex Salon”, Management training program. Key holders could include the franchisee & Salon manager. Training ranges from 2-3 weeks (depending on the past experience) and is conducted at our H.O. by our certified training stores. There is a initial training fee(mentioned in the Franchise set up cost) for the training and the Franchisee is responsible for all costs incurred including travel and lodging of the management team.

Our technical staff will frequently visit your Salon (as per the franchise options you choose) to present the latest hair techniques, beauty treatments and conduct in-salon workshops. In addition you will receive an extensive library of educational DVDs.

We also have tie up with top Hair & beauty industry leaders to train on current trends and techniques to help improve management skills and promote a positive salon environment, we hold ongoing salon training programs for store managers.

Do I get help with store design and construction?

The “Louis Unisex Salon” has empanelled/approved architect and they will develop total design and salon décor package proven to work. The architect will be given Turn key project to construct the salon after the design is approved by Louis Unisex Salon.

We will work with you and the approved architect to ensure your salon is nothing short of perfect before opening.



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Does, “Louis Unisex Salon”, provide financing to help me open my full service salon?

No, “Louis Unisex Salon”, does not provide third party financing.

How long does it take to build a “Louis Unisex Salon” franchise?

It takes approximately 2-3 months.

How long it the Franchise Agreement?

The Louis Unisex Salon agreement is for five (5) years. However, assuming both parties agree and then upon payment of a renewal fee the parties can mutually agree to extend the contract for a further five (5) years.

Can I sell my business?

Yes, However the “Louis Unisex Salon” must approve the individual or company buying the franchise. The purchase must also agree to the terms and conditions of the franchise agreement. Franchise fee is non-transferable. New agreement would be made & fresh franchisee fee would be charged.

Do I receive a territory?

“Louis Unisex Salon” does not allocate territories. However it is in the best interest of both parties to ensure growth in sales and profit. Hence, extensive market research is completed on location and suburb choice and the impact on neighboring “Louis Unisex Salon” – if there are any.

Will I get help in advertising my grand opening?

Our PR company will organize the grand opening day for your Salon.

What is National Marketing fund?

This is a pool of marketing fund for common advertising for all stores, like advertisement on TV, Newspaper, National and Regional Magazine, Specifically for increasing sales.

This pool of fund is created by paying equivalent to 1 Hair female cut per day—payable weekly to franchisor.





Can “Louis Unisex Salon” “Guarantee” my success as a franchisee?

We have been providing quality service and robust operational and training support which has worked for us in different geographies. You will find “Louis Unisex Salon” franchise concepts to be successful, proven investment opportunities with huge growth potential.

But just like any other business, a franchisee or company owned salon could fail for the following reasons:

- ⦿ Poor location
- ⦿ Insufficient capital
- ⦿ Mismanagement of employees, self clients or suppliers
- ⦿ Poor control of Cash
- ⦿ Poor control of expenses
- ⦿ Competition
- ⦿ Non compliance with “Louis Unisex Salon” Process & Systems.

Is there a strict standard I am required to follow in operating a “Louis Unisex Salon” franchise?

Yes. We know what works. We have proved it works. We will pass this business formula on to you.

Is the Franchisee refundable? Can I pay it in stages?

The franchise fee is non-refundable and is fully payable at the time of signing the agreement.

Can I own more than one franchisee?

Most certainly, we have a unique operational process that works for you instead of you working for the system. Which means that you can own and operate more than one salonsAns manage easily.



What is the completion like?

The market is dominated by un-structured local players, who do not have a standard operation procedure, customers get different experience and behaviour most of the time.

Local players are generally not highly educated and have inherited this business, do not have foresight, do not get upgraded trainings.

No brand backs the local player & client does relate themselves with local players and when customer gets an option for better interior place, hygienic environment, proper care latest trends – they just switch.

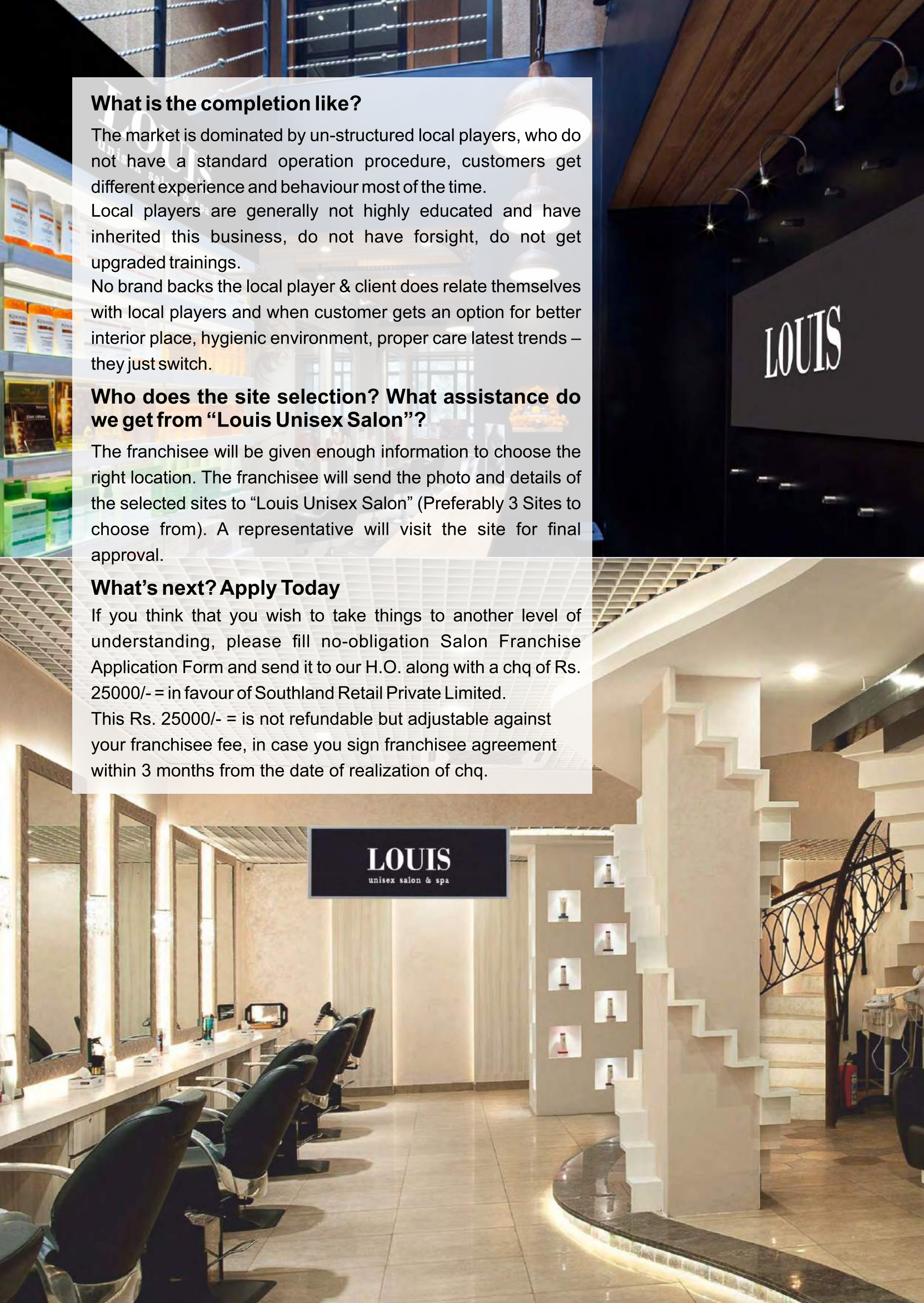
Who does the site selection? What assistance do we get from “Louis Unisex Salon”?

The franchisee will be given enough information to choose the right location. The franchisee will send the photo and details of the selected sites to “Louis Unisex Salon” (Preferably 3 Sites to choose from). A representative will visit the site for final approval.

What's next? Apply Today

If you think that you wish to take things to another level of understanding, please fill no-obligation Salon Franchise Application Form and send it to our H.O. along with a chq of Rs. 25000/- = in favour of Southland Retail Private Limited.

This Rs. 25000/- = is not refundable but adjustable against your franchisee fee, in case you sign franchisee agreement within 3 months from the date of realization of chq.





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 “Louis Unisex 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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Louis Unisex Salon Incorporation

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