



Dear _____

Greetings from orchid beauty lounge!!!

At the onset I would like to thank you for considering franchising of orchid beauty lounge Salon.

Trendy, Unique, Customized. That's how every look and treatment at orchid beauty lounge meets individual requirements. Catering to the needs of the **ardent fashion followers, trendsetters** and **celebrities**, orchid beauty lounge is one of India's most successful salon chains with over a decade of experience and now, a leader in Hair and Beauty Care industry.

Orchid beauty lounge is now looking for **Franchise Partners, for metros and upcoming metros of India.**

- You will be extremely happy to know that the salon business is a **positive market and growing at 25 % to 30% annually.**
- Salon is an need based cash business
- The frequency of women visiting salons have increased and also almost close to 40% of women in Urban Cities are visiting salon twice a month.
- Men are also not far behind they have now graduated from basic haircut and shave to skin care regime.

All these are exciting scenario and more reason for one to setup an salon.

orchid beauty lounge have created a brand that's edgy, international and constantly updated with global trends and technology, using the latest innovative hair dressing and beauty treatment techniques. In the ever-growing fashion and styling industry, partnering with orchid beauty lounge sure makes good business sense!

We are looking at partners who have passion towards beauty business, **understand the essence of this brand** in Salon Segment, who will be walking with us as we take the brand to the next level. As you know, the salon segment is nascent & getting more organized now, this is where orchid beauty lounge add better value in terms of Top Global Brand, Quality & Attractive range of professional & home products for its clients.

We have a very transparent and high quality partner support program in place, our objective is that you should spend most of your time running the business efficiently and we will provide you with the backend support.

Attached are few pics of salon which will give you an idea on the **"Look & Feel"** which we have at our new salons.



Also attached is Salon Working Sheet which has two sheet first sheet namely is “ P & L for first six months” & other sheet is “ROI” working sheet. These numbers will give you an idea about the operational cost.

Also attached is Excel Sheet ,In Which I have also worked approximate numbers for **Capital Investment for 2000sqft area** & ROI workings projecting five year revenue generation numbers.

Below is a brief on proposal

- Location:- 1500 sqft carpet area,
- Investment :- Approx 15-20lakhs rupees
- Non Refundable Franchisee Fee Payable to orchid beauty lounge **Rs. 5lacs + GST**
- Royalty Applicable Rs.15000/- or10 % whichever is greater.

orchid beauty lounge SUPPORT:- Brand name, Location evaluation, Interior Designs, Training the initial team & training at regular interval, Setting up the salon for operation, Marketing Strategy, Scheme on Retail and On floor use products etc.

I am available at the following contact information, if you feel that you would want to know more or take the process ahead, please Call / SMS / Whatsapp me, Thanking you once again.

Regards,

**DAVINDER SINGH
(DIRECTOR - SALES)**

ORCHID BEAUTY LOUNGE

