






## FIU FIU BEAUTY SALON FRANCHISE

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## WHAT IS FIU FIU ?

**Fiu Fiu** is a new polish **fast developing** franchise in Beauty Business.



We are hiring the best skilled employees for **the best treatment ever.**

**Fiu Fiu** is expert in the field of manicure & pedicure, eye and facial treatments.

Our brand focuses its services on **the well-being** of the client, providing appropriate therapy programs tailored to specific needs at a reasonable price.

Focus on how to make customers feel **confident and comfortable**, Fiu Fiu have created with experienced scientists.



## Our Mission

Since 2021, we have been a leading destination for nails and face treatment continually raising the bar on the experience.

We are best known for our consistent quality and a true desire to connect with our clients and make sure they have an amazing experience every time.

## Our vision

A WIDE MARKET SEGMENT FOR HER,  
FROM 15 TO 65 YEARS OLD

Places aimed at ALL women who in one place can perform the most desired treatments, such as :

manicure

pedicure

Eyelash  
styling

facial care  
treatments



## Our target market

### BY AGE


Age is not an obstacle a woman of any age will find a treatment for herself with FIU FIU



### BY LIFE STYLE

most often our clients are women who, in the era of fast life, want to feel special for a moment, and with a cup of delicious coffee take advantage of our professional services





**Beauty begins the moment  
you decide to be yourself.**

**Coco Chanel**



## Our Core Values

### TO SERVE

To serve our clients means that we are here for them ! When client walk in, or thinking about something else while we are taking care of them We are present and our focus is on making sure our clients experience is awesome!

### TO EDUCATE

Since 2021, we have wanted to educate our clients on services and products that existed in the marketplace. We want to take the mystery out of this beauty world so our clients have the information they needs and can decide for themself what is best for them

### TO BE THE BEST

We want every detail to be perfect from the time that you book your appointment to the time you leave our salon. I know this is hard to do, we have been waking up every morning striving for perfection everyday!



## Build Your Own Business & Be Your Own Boss with FIU FIU

The company was founded in 2021, with a vision to be the fastest growing **small beauty place network in Poland.**

While starting by opening one salon in Poland and having 4 stores under construction.

We are planning to expand in 2022 in 3 Polish cities to reach 25 stores in 2023 and 45 stores by the end of 2024.



# Two models of Franchise for more flexibility





HYDROGEN PURIFICATION

DERMO PEN Q1

BASIC

Manicure , Pedicure eco line.

EYE & LASH STYLING

Make - up

Manicure , Pedicure eco line.

EYE & LASH STYLING

Make - up

PREMIUM

HYDROGEN PURIFICATION

DERMO PEN Q1

BLOOMEA

# Franchise Benefits

A man with a beard, wearing a grey sweater, is shaking hands with another person whose hand is visible from the left. They are sitting at a wooden table in a bright office environment. There are white coffee cups on the table, and a laptop is open in front of them. The background shows a bookshelf and a window with a view of greenery.

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Think about what your own business goal?  
Or what do you want to achieve?  
How much to earn?

Check your financial capacity. Need Average **130k PLN NET**, depending on the cost of adapting the premises.

**Come to us**, talk about the principles of cooperation and we will provide you with all necessary information to decide.





# How to START ?

## Application

CHOOSE A CITY AND  
SEND US YOUR  
APPLICATION DECIDE  
ABOUT COOPERATION  
WITH US AND SIGN  
A CONTRACT

## Space & Location

NEEDED SALON SPACE  
RANGE FROM  
35 M<sup>2</sup> TO 50 M<sup>2</sup>  
PREMISES  
WITH A DISPLAY,  
BETTER TO BE ON THE  
GROUND FLOOR  
NEAR TO PARKING,  
A SHOPPING CENTER  
PUBLIC TRUST  
FACILITIES  
(I.E., BANKS).

## Franchise Agreement

THE FRANCHISE AGREEMENT DURATION IS 5 YEARS AND TO BE RENEWED

## Investment Budget

INVESTMENT BUDGET NEEDED BEFORE OPENING SHOULD BE WITHIN AVERAGE **130 K PLN** NET EXCLUDING RENTAL FEES

## Average time for ROI

ESTIMATED TIME IS **22 - 26** MONTHS

# Franchise Support



## LOCATION SEARCH

Either we offer Premium locations, or the franchisee find his own choice and we approve it.



## REAL ESTATE & RENOVATION

Either we offer our services and our renovation team, or the franchisee has his team to match our standard.



## OPERATIONS

We offer our marketing services & It's Optional.



## HIRING STAFF

Either we offer our services for recruiting the senior manager and helping assistant then train both or the franchisee hire them, and we train.



**An Analyzing Expert:**

to monitor the results of each salon, working with the analytical, sales & marketing departments, to constantly increase your sales revenues.

**Customer Service:**

for initial sale of services, consultation, making an appointment & confirming visits, online payment processing, accepting & handling complaints

**Laser Service:**

one year warranty for operational damage, post - warranty service support

**Marketing:**

dedicated campaigns on social media & Google search engine around your franchise location, website positioning, sending mailings and SMS campaigns, creating graphic materials

**Staff training:**

for the internal system, equipment laser operation, sales & customer service

**Legal and substantive support:**

for verification of possible notifications

# Full Access to checked Know-How Instructions

STANDARD OPERATION PROCEDURES ( SOP)

CERTIFIED INITIAL TRAINING IN CUSTOMER SERVICE, SALES & MANAGEMENT  
ANNUAL TRAINING PLAN

VISITS TO HELP THE FRANCHISEE TEAM

MARKETING SERVICE AND OTHER INSTRUCTION FROM  
PREPARATION & BEFORE OPENING TILL THE FULL OPERATION

TELEPHONE AND E-MAIL SUPPORT

SALON EQUIPMENT; PROFESSIONAL PAYMENT TERMINAL,  
COMPANY ATTIRE

SALON SERVICE SYSTEM & IT SYSTEM FOR MANAGING THE SALON AND PERSONNEL

SALES REPORTS, MARKETING REPORTS, BOOKING SERVICE, VISIT SCHEDULE, EMPLOYEE SERVICE,  
INVENTORY LEVELS

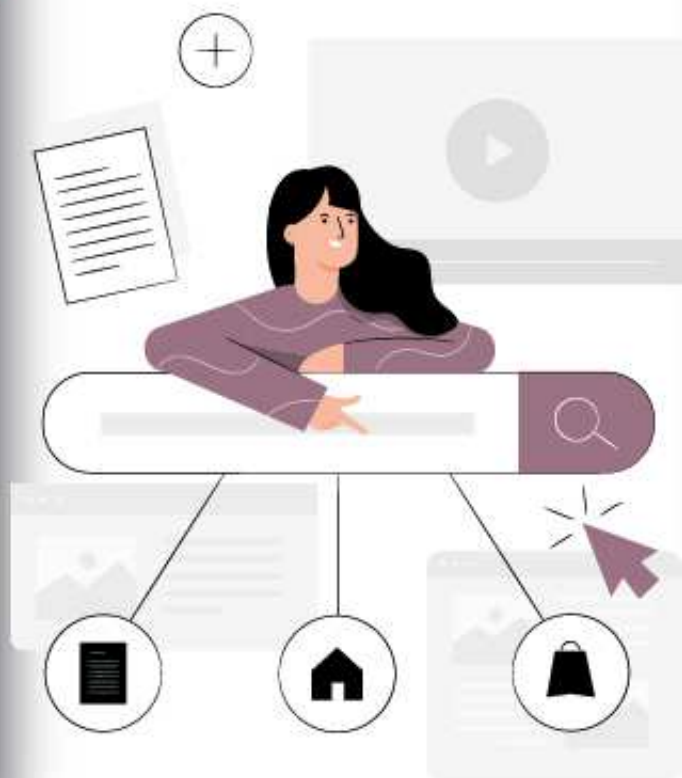




## MARKETING ACTIVITIES AND COMMUNICATION

### CUSTOMERBASE DEVELOPMENT

We provide up to 20 new clients per month to your franchise salon



### GOOGLE DISPLAY NETWORK

Text and display ad structure for your salon



## MAR K ETI NG ACTI VI TI ES AND COMMUNI CATI ON

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c l i e n t s t o m a i n t a i n o l d  
c l i e n t s a n d d e v e l o p  
l o y a l t y



### STAFF TRAINING

for the internal  
sy stem , equipment  
laser operation,  
s a l e s & c u s t o m e r s e r v i c e



**MAKE IT  
FRANCHISE HUB  
WOWBODY- FIU FIU**



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# Team

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We recruit people with character !

IN - DEPTH STRATEGY

OUR COSMETOLOGISTS ARE PEOPLE WITH EXPERIENCE  
THEY ARE ALSO, AND ABOVE ALL, PEOPLE WITH PASSION  
DISTINCTIVE BY EMPATHY VERY AMBITIOUS AND HARD WORKING

**THIS IS OUR WAY TO SUCCESS**





# Let's Mix it Beauty Island

## WoWbody & FiuFiu



# IDEAL PREMISE REQUIREMENTS

EXCELLENT LOCATION

RARE COMPETITION

LOW RENTAL FEES

LARGE NUMBER OF INHABITANTS GOOD SPACE THAT CAN BE DIVIDED INTO TWO PROJECTS

LOW COSTS OF RENOVATION





# The Opening

**When can you start  
your new beauty business?**

The opening can be after one month

ONLY ONE FRANCHISE FEES  
NOT DOUBLE!  
LOW & SHARED RENTAL  
COST LOW & SHARED  
RENOVATION COST

SHARED MONTHLY BILLS  
TARGET THE SAME CLIENT  
WITH DIFFERENT  
APPROACHES  
& SERVICES

## ADVANTAGE OF HAVING BOTH FRANCHISES AT THE SAME PREMISE

SHARED EMPLOYEES,  
SHARED COSMETICS

MARKETING FOR EACH  
BUSINESS ALONE WHILE  
MAKING USE OF EACH  
CLIENT FOR BOTH SERVICES

