



Franchise

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🌐 Wowobody.eu

Beauty and Health is the 2nd Largest market in the World



A wide market segment (for her, from 15 to 65 years old)

In terms of beauty, hair is a negative & undesirable element of our body
Other hair removal services are painful or ineffective while laser removal
is very desirable and sought-after service





What is WowBody?!!

WowBody is a new polish fast developing franchise in Hair removal Business, We are hiring the best skilled employees for the best treatment ever.

WowBody is expert in the field of permanent hair removal and phototherapy.

WowBody 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 & comfortable, WowBody have created with our scientists our own laser with the highest efficiency.



The Franchise

WowBody - The company was founded in 2020, with a vision to be the fastest growing laser hair removal network in Poland

While starting by Opening (3) salons in Poland and having (5) stores under construction

We are planning to expand in 2021 in (3) Polish cities to reach (15) stores, (50) stores in 2022 and (100) stores by the end of 2023.

'PROFESSIONALISM IS OUR KEY SUCCESS FACTOR'



The Franchise

93% of Business in

Franchise works **VS**

70% of Business in Single
closes in its FIFTH YEAR

97% of Business in

Franchise works **VS**

25% of Business in Single
closes in its FIRST YEAR

Must Know ...

01



A Franchise is a huge support and knowledge of how to achieve success, with great requirements and obligations that must be met

02



A Franchise is not an independent business, it is not only a brand logo and training

03



Think about what your own business Goal?
What do you want to achieve? How much to earn?

04



Check your financial capacity. Need from 150k to 160k PLN, depending on the cost of adapting the premises

05



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

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 (20m² to 30m²).
- 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 should be within (150K PLN - 160K PLN) according to space and location

Average time for ROI

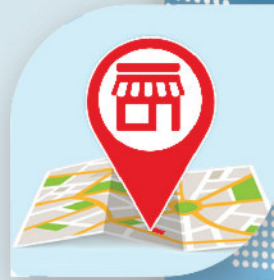
- Estimated time is 24 - 30 months



Franchisee 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 have his team to match our standard.



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.



Operations

We offer our marketing services



Franchisee Support

Full Access to checked Know How instructions and Handbooks

- Operating instructions, Management Guide, Manual of visual & Identification.
- Standard Operation Procedures (SOP) & Implementation guide & Devices Training manual
- Certified initial training in customer service, sales & management Annual training plan
- Periodic business analysis & visits to the help & mentor the Franchisor
- Marketing, service and other instruction from preparation & before opening till the full operation .
- Permanent telephone and e-mail support
- Salon equipment; professional laser, cash register, 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)



Franchisee Support

An Analyzing expert to monitor the results of each WowBody salon, working with the analytical, sales, marketing and hotline departments, to constantly increase your sales revenues.

Customer service, with a Call center, 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



Franchisee Support

Marketing Activities and Communication

Customized Activities with media partners: Campaigns on social media, local portals, Local marketing campaigns, cooperation, fairs, competitions, vouchers and all possible advertising media.

Managing the Digital Advertising profiles, inquiries, messages, comments, Creating Ads & sponsored posts attracting new customers & to ensure the best traffic in your Salon

Customer Base Development: We provide up to 20 new clients per month to your franchise salon.

Text and display ad structure for your salon on the **Google Display Network.**

CRM: Loyalty program for clients to maintain old clients and develop loyalty

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



Franchisee Support

Marketing Activities and Communication

- We will arrange a group of ads targeted only at your salon with high visibility of your salon in the search results
- Updated marketing campaign every quarter
- Fast and professional hotline
- Your client will be able to book a 24/7 visit and online payment (including installments).
- 30% of calls end with another new visit to your calendar.
- You can focus on performing treatments or other more important matters, we take care of other related issues .
- Our Hotline is open from 8:00 a.m. to 8:00 p.m.



Marketing Activities and Communication

- You will get additional clients thanks to the cooperation between **WowBody** and **Groupon Polska**.
 - You will receive good terms of cooperation with us.
 - And in addition to similar offers with similar partners.
- 

Even Earn More,...

20 - 30% of hair removal patients choose our other salon services

A new line of professional WowBody cosmetics brands:

- Moisturizing Cream & Soothing lotion after laser.
- Anti-discoloration lotion SPF 50 with UVA / UVB protection.
- Managing the inventory and delivery of the supplies.



You only focus on CUSTOMERS!!!

The most frequently chosen treatments

Comfort treatment
PLN 499
Comfort package
PLN 3299.



50% of Clients
return for
the next procedure.

25 average number of
new clients per month
per Wowbody salon.



PLN 7,000-10,000
average net income
of the salon per month.



You Are The Next Franchisee of Wowbody!

We will now start a joint work on
the success of your salon

Join the new fast growing
Polish brand of modern depilation

Start earning money with us
from the first month

Big and continuous
growing market

Easy to manage
and secure services
with no needed experience
in the industry

Full operation,
marketing,
and training support
from day one



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