



FALL IN LOVE WITH  
**THE MASTER**  
**FRANCHISEE**  
MODEL

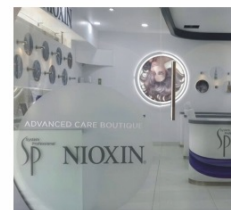




# THE STRANDS STORY

In 2005, one visionary saw the dream of becoming the largest and the happiest salon chain in India with open eyes and today Strands is much more than just a reality. It is a live example of entrepreneurial excellence, leadership flair and community development. Mr. Naunihal Singh, Founder and CEO, Strands is a man on the dual mission to elevate Indian Salon & Spa industry on global benchmarks and to empower next door entrepreneur to write his own destiny with pride.

What separates Strands from the rest is the unique roster of enterprising franchisee models. Over the years, the three musketeers of COCO, FOCO & FOFO have won many admirers and accolades. That's why in a decade the Strands flag is flying high as 50 outlets in 10 states (Chandigarh, Punjab, Haryana, New Delhi, Himachal Pradesh, Jharkhand, Chhatisgarh, West Bengal, Kerala and Maharashtra). This ever growing kitty also includes acquired existing salon chains too.





# TWO RAVISHING FRANCHISEE MODELS

## **Pre-requisite to be a FOCO (Franchisee Owned Company Operated)**

1. Franchisee fee to be Rs. 30-50 lacs
2. To open a flagship outlet in capital city or leading city of the state
3. To create an office space for team to support Franchisee business

## **Revenue Opportunity**

- Master Franchisee company will be a 50-50 partnership with Strands
- Franchisee Fee will be credited to the Master Franchisee Partnership Company
- 25% of the stake in FOCO model will be by the name of the master Franchisee Partnership Company.
- Management fee and royalty will be paid to the Master Franchisee Company
- Marketing and Advertising of the state will be done by the Master Franchisee Company

## **Pre-requisite to be a FOF0 (Franchisee Owned Franchisee Operated)**

- The master franchisee fee is ₹ 70 lac onwards
- ROI on this can be up to ₹ 3.5 crore in 3 years
- Franchisees can be made in the chosen state ranging from ₹ 5 lacs to 15 lacs

## **What the Franchiser Offers to Both?**

- The Franchiser will give know how of the salon industry
- The Franchiser will give know how to manage the franchisee industry
- The Franchiser will provide all demographical data on the state which will be the key for the MF to know his domain like the back of the palm
- Full consultancy will be provided to establish the flagship salon by the franchiser
- The Franchiser will bear the expense of promoting the MF by Digital Marketing
- The Franchiser will provide a well trained team of salon experienced professionals



10 STATES | 50 SALONS



BE AN  
**ENTREPRENEUR**  
 WITH ONE OF THE  
**INDIA'S BIGGEST**  
**SALON CHAIN**

the2creatives.com



Franchisee Enquiry Solicited: Call +91 9646200464 or mail at amit@strands.in; strandsthesalon@gmail.com

New Delhi: (Rajouri Garden | Dwarka | Malviya Nagar | Patel Nagar | G.K. 2) | Dhanbad | Panipat (HUDA & M.T.) | Bilaspur | Ambala City | Raipur | Panchkula (Sector 6 | Sector 20) | Kharar: (Sunny Enclave | Landran) | Bhilai | Chandigarh: (Sector 11 | Sector 35-C) | Pinjore | Ludhiana: (Model Town | Park Plaza) | Patiala | Ambala Cantt | Mohali | Jalandhar Cantt. | Jalandhar City: (Vijay Nagar | Model Town | Sat Kartar Nagar) | Zirakpur | Mumbai (Borivali) | Pune | Kolkata

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