

FRANCHISE ALERT # 11: BEAUTY FRANCHISES

OWNER'S ROLE:

Executive management - this is a full-time commitment. The owner executes the business plan; builds, motivates and leads a team; and manages the business by the numbers.

Manage the manager - this has a limited or part-time commitment. The owner manages managers of multiple locations. This person has the same responsibilities as the full-time executive management role but the focus is on scaling the business to multiple locations. Managers at each store oversee the daily operations. This is how a beauty concept can be a **semi-absentee business** model for the franchisee.

SKILLS REQUIRED:

Business skills - management of operations and of people

NOTE 1: INDUSTRY EXPERIENCE IS NOT REQUIRED!

Remember that franchises provide training and support. They are already the experts in their field. They are looking for business skills and drive when they award territories, NOT industry experience.

NOTE 2: Owner/operator is not mentioned as a role for the owner of a beauty franchise. This is because beauty franchisors award territory to people with strong **BUSINESS SKILLS**. The franchisees **DO NOT work "IN" the business** as a beauty technician, hair stylist or esthetician. The franchisees **HIRE** these skilled specialists. Owners **work "ON" the business** in a management role.

TYPES OF BEAUTY BUSINESSES:

Let's start with HAIR - there are hair salons for women, for men, for children and for families.

There are hair salons that wash and style hair ONLY but don't offer **haircuts**. These are called blow out or dry bars.

There are **hair removal** services that include waxing and laser procedures.

The rage now are **eyelash extension** franchises where lashes are added.

Let's move on to NAILS. There are **nail salons** galore that offer manicures and pedicures.

In the spa category there are **facial spas, medical spas** and even "fast casual" **beauty spas** with a variety of cosmetic services like **brow shaping** and **brow tinting**.





UNIQUE CHARACTERISTICS:

The beauty industry is a multi-billion dollar per year industry. Many segments of it do well even in down economies. Why is this? People consider haircuts, manicures and makeup as **affordable luxuries**. This is called the **"Lipstick Effect."** Data shows that cosmetic sales actually go up in down economies. People can and do treat themselves with getting their hair done or picking up a new tube of lipstick. These are relatively inexpensive purchases and people don't want to do without these.

When the budget belt gets tightened, the first things that are eliminated are travel and dining out. **People want to look good and are willing to pay for it** especially with the relatively low ticket prices associated with many beauty products and services.

MINIMUM FINANCIAL QUALIFICATIONS:

\$125K - \$150K liquid, non-financed cash

\$350K - \$500K Net Worth

Great funding information is available on our website under the [Resources tab](#).

HOT MARKETS:

All across North America.

NEXT STEP: 3 options

1. Visit our [website](#), [FAQs](#), [videos](#), [testimonials](#), [Resources](#), and [LinkedIn profile](#)
2. Schedule a confidential appointment with Anna by calling/texting 706.736.0579, emailing anna@selectfranchises.com, or [clicking here](#).
3. Stay in touch and informed by connecting on social media to get the latest news on what's hot in franchising and learn what you need to know about franchises.
 - Invite me to connect on [LinkedIn](#)
 - Follow [Select Franchises](#) on LinkedIn
 - Send me a friend request on [Facebook](#)
 - Follow [Select Franchises](#) on Facebook
 - Subscribe to our [Youtube channel](#)
 - Be informed on [Instagram](#)
 - [Tweet](#) me your questions

It is my pleasure to provide insightful economic data and information to you about franchises!



Anna Wilds, CFE
Certified Franchise Executive
Franchise Economist and Elite Advisor

Learn. Launch. Live Your Dreams.



anna@selectfranchises.com



706-736-0579



www.howtoselectfranchises.com



@annawilds