Depil Concept

Franchising DepilConcept

JOIN A UNIQUE AND PROFITABLE CONCEPT

Invest in a successful business!

PORTUGAL • BRAZIL • POLAND • SERBIA

FRANCHISING:

LESS RISK, GREATER SUCCESS

- Faster business growth
- Greater advantage over the competition
- Quality assurance
- Easy to manage
- Economy of scale

INDEPENDENT BUSINESS

25% CLOSE IN THE 1ST YEAR

70% CLOSE UNTIL THE 5Th YEAR

FRANCHISED BUSINESSES

97% CONTINUE OPEN AFTER THE 1ST YEAR

93% CONTINUE OPEN AFTER THE 5TH YEAR

Source: The Franchise Magazine

FRANCHISING:

THE MARKET IN OUR FAVOR

- Esthetic and health are the 2nd largest market in the world
- Esthetically, the hair is considered a negative and undesirable element
- Substitute services are painful and ineffective
- Reduced time interval between sessions
- Very desirable and requested service
- Men increasing search for hair removal services
- Extended market segment (unisex, 14 to 65 years old)

FRANCHISING:

GRUPOCONCEPT

- More than 12 years in the market
- More than 130 clinics Worldwide
- Market leaders in Portugal and Poland
- International Presence: Portugal, Brazil, Poland

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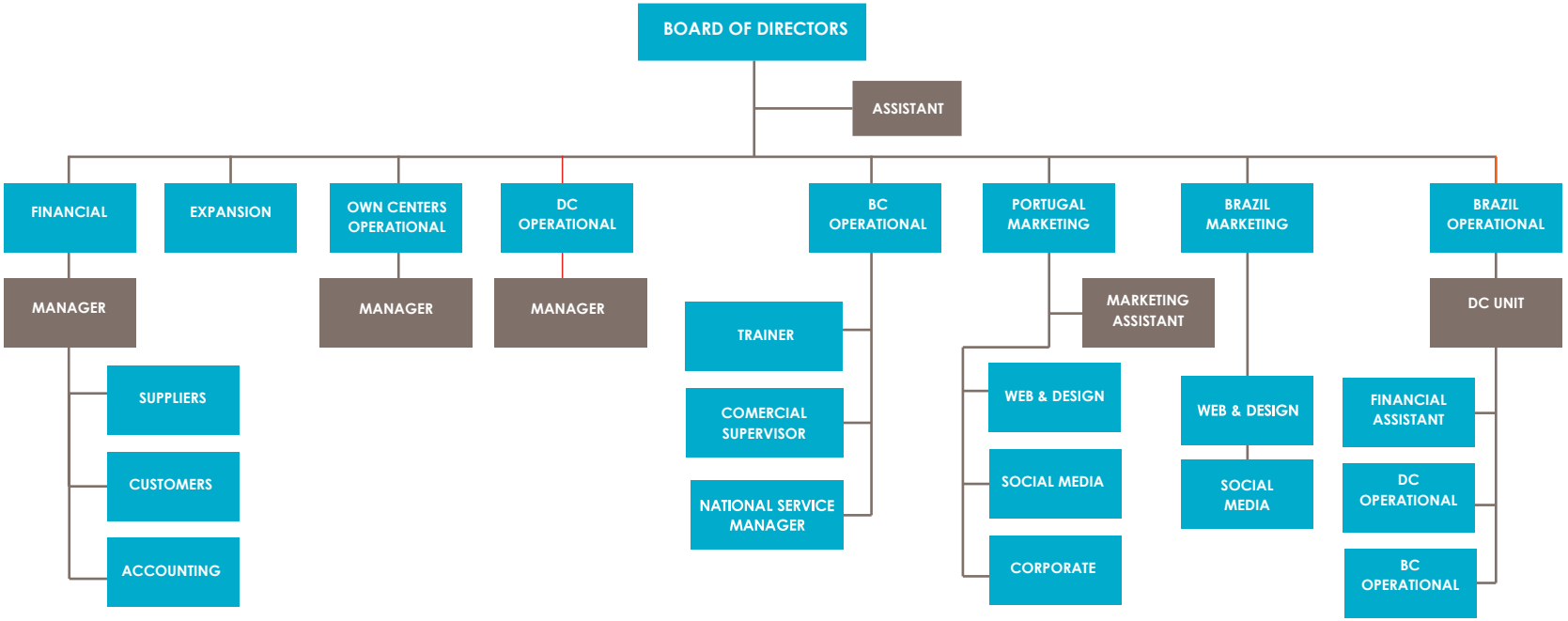
WHY DEPILCONCEPT?

STRUCTURE OF SUPPORT FOR THE MASTER FRANCHISOR



DEPILCONCEPT

YOUR RELIABLE BRAND

- Franchising award for best network support 2011
- Franchising honorable commendation for internationalization strategy 2012
- Franchising award (Top 3) for best network support 2012
- Franchising award (Top 3) for best network support 2014
- Franchising award for internationalization 2014
- Franchising award for internationalization 2015

PRÉMIOS DE FRANCHISING

Annual award promoted by the Franchising Information Institute and Business & Franchising Magazine

WHY DEPILCONCEPT?

NETWORK CREDIBILITY

THE ONLY BRAND WITH WRITTEN RESULTS WARRANTY

Diode laser
permanent hair removal

micropigmentation

wrinkle removal
phototherapy treatment

Wax Depilation

Pulsed Light
permanent hair removal

acne
phototherapy treatment

Capillary Spils
phototherapy treatment

WHY DEPILCONCEPT?

UNIQUE CONCEPT. SMART COST

- Very affordable prices: 7,50€ per express area/session and remaining areas for 20€ per session
- Specialized and trained professionals
- State-of-the-art equipment
- Exclusive own brand products
- Continue research

WHY DEPILCONCEPT?

INVESTMENT ON MARKETING

Structure support:

- Central Marketing department
- Graphic Designers
- PR and press office
- Digital marketing manager
- Mystery shopper
- Online platforms management: site, Facebook, Instagram,
- Linkedin, Google AdWords
- Franchisees Intranet

WHY DEPILCONCEPT?

INVESTMENT ON MARKETING

Communication and marketing actions:

- Frequent partnerships with public figures and influencers
- Massive use of different media: television, radio, magazines, emailing, newsletter and social responsability actions, among others
- Facebook campaigns
- Local marketing actions: merchandising, contests and vouchers distribution, among others
- New marketing campaigns every 3 months

WHY DEPILCONCEPT?

EASY MANAGEMENT

- Simple and safe service
- Profitable business from the first day
- Does not require experience in the area
- Reduced operational costs
- Reduced Human Resources structure:
  1 manager/ commercial and 1 beautician
- Reduced stocks

WHY DEPILCONCEPT?

TRAINING SUPPORT

Manuals:

- Store initial set up
- Corporate Identity
- Brand
- General management
- Operational and Training
- Corporate work

WHY DEPILCONCEPT?

TRAINING SUPPORT

Support:

- 5 days certified initial training: technical, commercial, management
- Continuous training plan
- Mistery shopper periodical evaluation
- Periodical operational meetings
- Periodic visits to franchised clinics
- Annual brand convention
- Constant telephone and email support

DEPILCONCEPT

BUSINESS MODELS

- Master franchisor contract length:10 years renewable
- Master license investment: Upon Request

Franchisee conditions (adaptable to each country):

- Store size: 40m2 to 70m2 minimum
- Location: street shop, with nearby parking and landmarks (banks, post-office, services, etc.)
- Investment: from 26.000€ to 34.000€*
- Monthly Royalties: 250€
- Monthly Marketing: 250€

* Before customs and transport costs

DEPILCONCEPT

HOW TO OPEN A DEPILCONCEPT FRANCHISE

- Find out about our company and our competition
- Select an area and apply for our franchising
- Sign the reservation and then the contract
- We search for a store together
- We define the layout and do the recruting together
- Schedule the initial training and opening date
- Open your clinic with the presence of our team

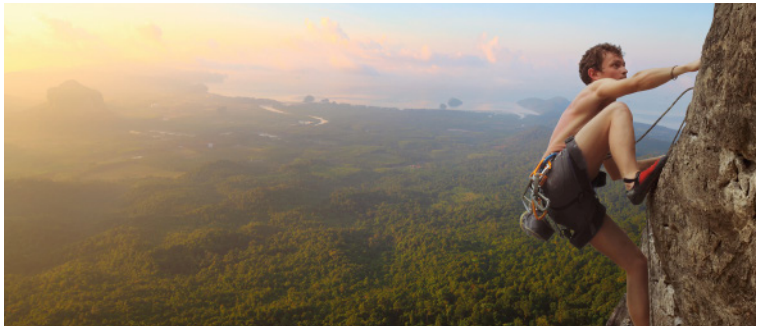
SIMPLE! AND BECOME A SUCCESSFUL FRANCHISEE!

DEPILCONCEPT

OUR FOCUS IS YOUR SUCCESS!

. + than **130 clinics**
. + than **500 employees**
. + than **90% of satisfied franchisees**
. + than **200.000 very satisfied customers**

#EnjoyEachMoment



Invest in a successful business!

JOIN A GREAT EUROPEAN HAIR REMOVAL BRAND

Be a part of a smart cost franchise unique on the market

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