

## CERTITUDES

- Strands Salons Pvt. Ltd. was established in 2005.
- It is one of the biggest salon chains in India having presence in 14 States.
- Strands have been immensely successful, being an associate to a huge brand like 'Wella'.

## BEACON OF TOMORROW

- Strands' vision is all about taking the need and excellence of beauty and salon business all over the nation.
- The think tank is leaving no stone unturned in opening cluster salons and looks ahead to team up with prospective franchisees and master franchisees.

**H**e ventured into the franchise world as Strands Salon 'n' Spa. In a span of 10 years, Strands have grown as a brand and now is on the verge of taking the big leap forward. The Strands core team of Naunihal Singh, CEO; Amit Chawla, Head Franchisee; and Raman, Head Training is leaving no stone unturned to ensure Strands is a trendsetter and a global winner in every endeavor.

### STRANDS: THE FRANCHISEE SUPER BRAND

Strands have completely changed the way franchise industry is perceived and believed. Its revolutionary models of Zero Risk, No franchisee fee has taken the industry to a whole new level. According to Amit Chawla, Head Franchisee, a Strands franchisee has nothing to lose, as they provide the platform and expertise, and the skill set to make his/her investment give good returns. Strands Salon 'n' Spa is currently running 12 Company-Owned Company-Operated (COCO) outlets, 36 Franchisee-Owned Company-Operated (FOCO) outlets and 12 Franchisee-Owned Franchisee-Operated (FOFO) outlets.

### BUSINESS PARTNER REQUISITES

Strands allow its franchisees to pick the best bet among Franchisee-Owned Company-Operated (FOCO) and Franchisee-Owned Franchisee-Operated (FOFO) models for expansion.

In FOCO model, the franchisee invests in the brand and company holds 25% share in the business while 75% remains with the franchisee. In this business model, the franchisee just has to oversee the outlet, and the company will control its overall store operations. While in case of FOFO model, the franchisee will have to pay the franchisee a royalty fee in order to acquire brand's rights to operate the outlet within the given guidelines of the company. In this business model, the franchisee will independently handle the entire store operations.

### PROJECTED GROWTH

Strands, the brand, is now looking ahead to redefine the salon industry

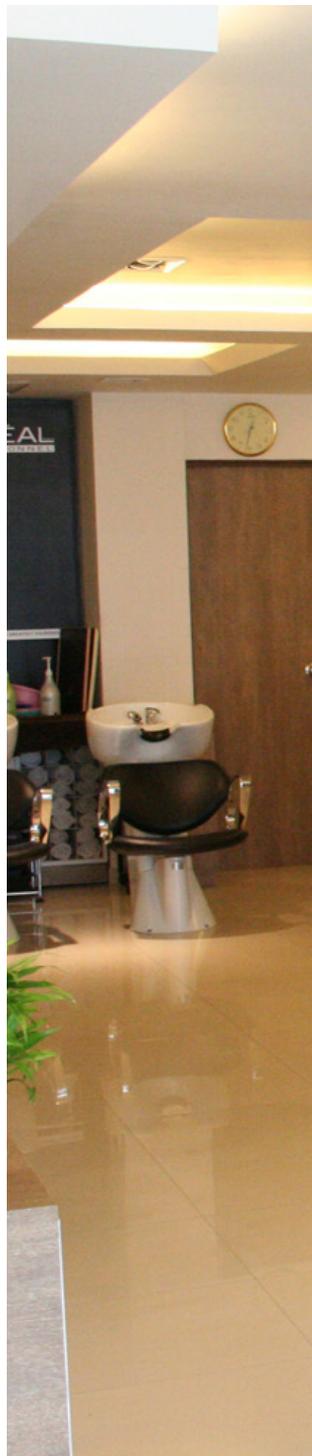
by launching its new salon – Alchemy Boutique soon. Naunihal Singh is buoyant about the beauty salon business. His vision is to open 500 company partnership model salons (FOCO & FOFO) by 2018. Looking at the ongoing market trends, he sees a pool of opportunity in this segment. He further plans to add 200 salons in its network by 2016. The brand has ambitious plans to explore global frontiers of Qatar, Dubai and Australia.

### STRANDS HAVE ITS OWN NICHE

The salon industry is really on the upswing in India. From metros to suburbs to satellite towns to emerging cities everywhere in the country salons and spas can be seen blooming and growing. Strands saw it coming at a very early stage and started working to carve its own niche. Today the brand is safely secured in its own league and is increasing its boundaries with each passing day. Pan-India presence in 14 States and 60 salons proves it that Strands in its category is a leader by all means.

### PRESENT & FUTURE OF THE INDUSTRY

Beauty and salon business has been recognized as the hottest industry to invest into as one can make quick revenues by offering quality beauty services coupled with best of customer service. Beauty industry is perhaps one of the few arenas where quality deliverance and impeccable customer care are enough to make any brand a super brand. Beauty and wellness never go out of vogue; they are and will be shielded from rollercoaster effects of the markets and economy. Naunihal Singh believes that there is less competition in small markets so after exploring metros for expansion, tier II, III and IV markets will be targeted for expansion.



# Strands Salon 'n' Spa

Changing the Definition of Beauty

It all started a decade back when Naunihal Singh, a hardcore marketing professional armed with 15+ year's hands-on experience of working with renowned beauty and cosmetic brands in the industry decided to become the game changer

