

BONDING OVER BEAUTY

BLOSSOMING FRANCHISE OPPORTUNITY

Franchise Proposition

Hello Kitty Beauty Spa is an award-winning salon, spa, party and edutainment destination and boutique all rolled into one. These multiple profit centers reinforce one another to increase store sales.

Hello Kitty Beauty Spa is a one-of-a-kind concept in a niche market that is set for exponential growth.

We are dedicated to the success of your franchise by offering complete support to help you launch and grow your own business.

Unique Selling Proposition

- · Unique & Pioneering Concept
- · Global Brand
- · Multiple Profit Center
- · Broad Customer Base
- Reasonable Initial Investment
- · Complete Support from the Master Franchisee
- · Growth in the Children's Salon & Spa Industry
- · Creative & Evolving Concept
- · An Exciting, Fun & Rewarding Business



Multiple Revenue Centers

- · Hair Services for Queens & Princesses
- · Nail Services for Queens & Princesses
- · Massages for Queens & Princesses
- · Facials for Oueens & Princesses
- Packages
- · Themed Sparty Packages for Queens & Princesses
- · Bubble'Lish Bath & Body Bar Packages
- · Retail & F&B Boutique

A Franchise with Great Potential



Hello Kitty Beauty Spa is a unique bonding experience for mothers & daughters and specifically caters to girls from 2 to 14

The multiple revenue centers build on one another

- Beauty Salon & Hair Treatments for Queens & Princesses
- Nail Services & Pampering Packages for Queens & Princesses
- Massage & Facial for Queens & Princesses
- Unique Sparty Destination with several theme choices for Queens & Princesses
- Bubble'Lish Bath & Body Bar Packages & Educational Workshops
- Retail & F&B Boutique with a range of fun merchandise & original Hello Kitty Products & Sweets

The connection between these different components maximizes the revenue potential making this an exciting franchise opportunity.

The face of the retail industry is changing drastically and has unfortunately shifted many brick & mortar businesses to the online space. Some exceptions are obviously beauty salon, spa, edutainment & experience-based services as these cannot be purchased online and all of them are available under one roof with the Hello Kitty Beauty Spa concept.

A Franchise with Great Benefits

12 reasons for you to consider Hello Kitty Beauty Spa Concept · Unique Concept: with little or no direct competition Destination Location: Since everyone is looking for an exciting and fun experience our client base is known to drive long distances A Child-Focused, Family-Friendly Business: Any business focused on children will attract parents. It is known that parents are willing to spend money for their children's education and happiness and when you also give parents time to unwind and relax then you surely have a winning business with high potential for growth. Large Client Base: that keeps coming back whether for the first haircut or the birthday parties, our clients love the experience and keep coming back for more. Partnership: As a Master Franchisee we consider our franchisees our partners and we are fully dedicated to your Success: Your success is our success A Fully Developed Program: We have worked hard to create a simple and strong business model. We have fine-tuned every aspect of our system and we are constantly on the lookout for ways to improve through a collaborative and strong feedback process. • Satisfaction: The Hello Kitty Beauty Spa is a concept that you will love and will give you a feeling of fulfillment and satisfaction. Every time you will pronounce the name you will put a smile on someone's face, and this is priceless. Multiple-Revenue Streams that give you the opportunity to cross-sell & upsell constantly. Clients who come for nails will inevitably want to book their sparties or experience the Bubble'Lish

Bath & Body Bar



A Franchise with a Great Experience

Hello Kitty Beauty Spa offers luxury hair, nail and beauty treatments and experiences using bespoke products and brands in a chic boutique-style setting. The unique salon experience at Hello Kitty Beauty Spa puts the client at the center of our services and attention. Our extensive menus cater for all situations and the client's requirements are covered from top the toe.



Our range of treatments include:

- Massages
- Facials
- · Hair
- Nails
- Make-up
- Face painting
- Glitter body tattoos

Hair Treatments:

- · First haircut (with certificate and lock of hair)
- Cuts, washes and blow-dries
- Bang, straightening and styling
- · Hair Color/Highlights/Roots...
- Braiding
- Hair strand sparkle
- Bubbly shampoo
- Macadamia hair treatments
- Smoothing treatments
- Hello Kitty signature bow

We offer a variety of mani/peditreatments which include:

- Manicure/Pedicure D'Amour
- · Mani-Pedi Combo
- · Mermaid Manis & Pedis
- · French Manicure/Pedicure/Mani-Pedi Combo
- · Gel Polish Manicure/Pedicure/Mani-Pedi Combo
- Luxio Gel Polish Manicure/Pedicure/Mani-Pedi Combo
- Luxio Gel Polish Nail build per Nail/Full Nails
- · Queen Nail Build per Nail/Full Nails
- · Queen Nail Art per Nail/Full Nails
- Queen Polish Wish



Hello Kitty Beauty Spa Franchise Process

Step

1

Evaluation Form

Complete the Franchise Evaluation Form & Review the Frequently Asked Questions

Step

2

Prequalification

Once we have received a completed Franchise Evaluation Form, we will initiate contact shortly thereafter, by telephone or by email. At this time, we will talk about the general qualification requirements, both financial and operational, as well as the availability of the selected territory of interest.

Step

3

Formal Qualification

During this step we will examine and confirm the potential for our brand within the selected market, as well as to verify your financial capability. At this stage we will ask you to sign the Non-Disclosure Agreement. We will also provide information to you so you can prepare your preliminary business plan.



Step

4

Discussion of Commercial Terms

In this step in the process, we present market-specific commercial terms to you for your review and agreement

Step

5

Presentation of the Letter of Intent (LOI)

Once commercial terms are agreed, we prepare a formalized summary of those terms in the form of a Letter of Intent (LOI) and present it to you. You will then sign the LOI and prepare payment for 10% of the agreed upon Territory Fee. After execution of the LOI, formal versions of the Franchise Agreement and the Area Development Agreement are drawn up, including the specific terms of the deal from the LOI.

Step

6

Face-To-Face Meeting

Every international franchise candidate schedules a visit to our company headquarters to meet key personnel. An additional face-to-face meeting will also take place with you within your selected market

Step

7

Review and Signing of the Agreements

After your review and approval of the Agreements, the formal agreements are then signed and returned to us, and, at that time, the remainder of the Fees are paid and the Franchise Operating Manual is then shared with the Franchisee

A FRANCHISE WITH GREAT SUPPORT

We are dedicated and committed to your success and we provide you with the support you need to succeed

- A Protected Territory
- Site Selection Guidelines
- · Site Approval
- Design Guidelines
- Support during the Design & Construction
 Phase
- · Marketing Guidelines & Support
- · Comprehensive Operations Manuals
- · Purchasing Guidelines & Support
- · Equipment & Supply Packages
- Extensive Initial Training in all areas of the Spa
- · On-Going Training & Support
- Continuous Improvement Initiatives
- Open Lines of Communication
- · And Much More....



Fee Structure & Individual Location Investment

Area Development Franchise Fee:

The amount of this fee is determined by valuating each market independently

The balance of the fee is paid upon signing of the Franchise Agreement and Area Development Fee

Deposit:

Individual

10% of the fee is paid upon signing of the Letter Of Intent

Branded Package:

Branded products, Uniforms, towels & soaps...to be purchased from Master Franchisee. Price will vary depending on quantity required.

Area

Development Fee

(Example 3 Units):

- USD54,000 (Includes USD27,000 1st Unit Franchise Fee & 50% of the next 2 Units)
- USD13,500 (Upon Opening of 2nd Unit 50% Balance of Franchise Fee)
- USD13,500 (Upon Opening of 3rd Unit 50% Balance of Franchise Fee)

Annual Property Usage Fee: USD6,000 for the usage of Hello Kitty Brand

Local

Advertising:

2-4% of gross sales, to be spent locally on Marketing

Corporate Advertising: 2% of gross sales,

Royalty Fee

10% of aross sales.

payable monthly

2% of gross sales, payable monthly to Master Franchisee

Investment on Individual Locations:

The investment level required to open each individual location will vary from country to country and depends on many factors such as size of location, country of operation, government fees, number of employees, etc... As a general approximation, the investment can range from USD200/sqft to USD300/sqft. It is the responsibility of the franchisee to draw an accurate business plan and to demonstrate healthy financial standing.

Size:

Recommended for each unit can range from 130sqm - 230sqm and will require 12 to 20 employees respectively as a start.

Design Fee:

Design Fee depends on the level of involvement required by Franchisee for Architecture, Construction, FF&E



