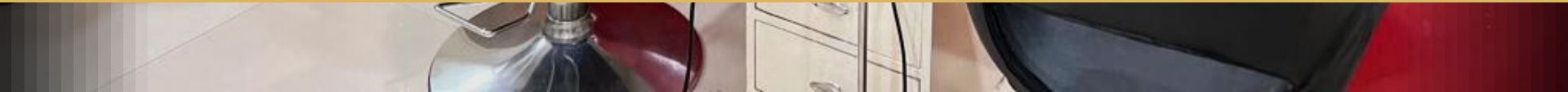




Contact:- 7827719099

# BUSINESS PROPOSAL

Unlock Your True Beauty with Priyanka's Hair & Makeup Studio





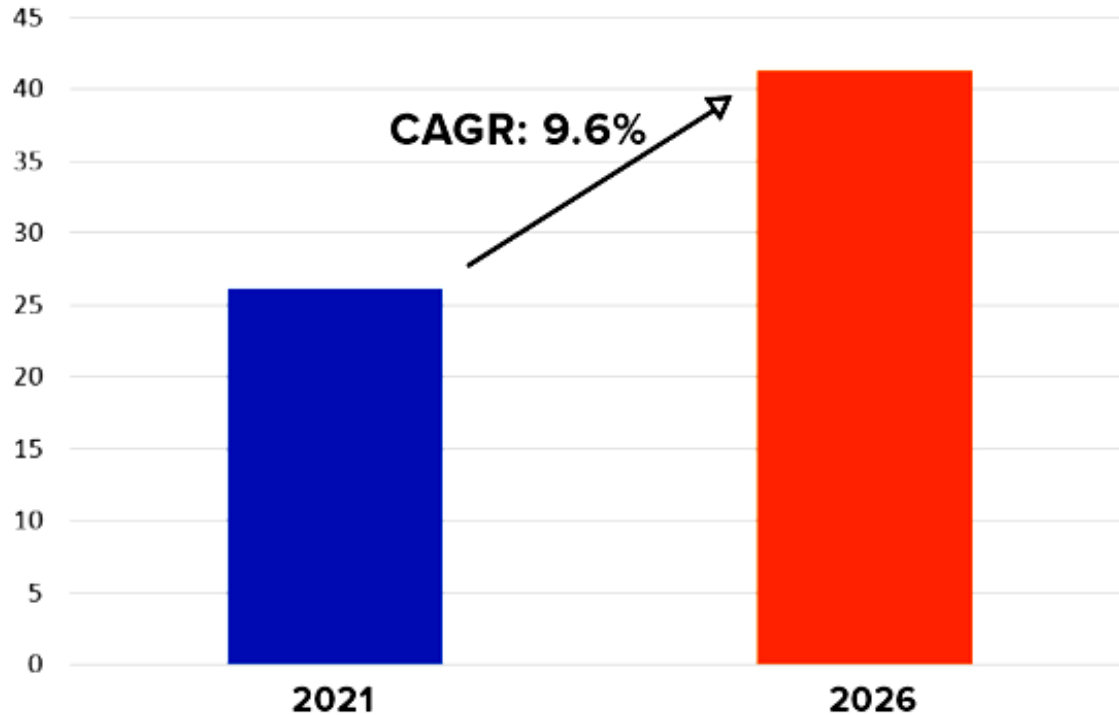
**"Transforming Faces, Enhancing Confidence with *Priyanka Makeup Studio*"**

# *Start Makeup Studio Business in Your Location”*



# INDIA BEAUTY CARE MARKET

## 2020 - 2026



**2020**  
US\$26.1bn

**2021**



**CAGR: 9.6%**  
**(projected)**



**2026**

# BENEFITS OF SALON BUSINESS



Loyal  
Customers

High Profit  
Margin

Recurring  
Revenue

All-cash  
Business

Recession  
Proof

High rate of  
growth



# ▶ MARKET COMPETITION



*The makeup studio business in India is a highly competitive industry, with numerous players vying for a share of the market.*

- 1) The market is dominated by established international brands like **MAC, Bobbi Brown, Sephora, and L'Oreal**, which have a strong presence and brand recognition in the country.
- 2) In addition to the established brands, there is also fierce competition from local & regional makeup studios. These studios often have a loyal customer base and strong local networks, catering to specific markets or regions.
- 3) Celebrity makeup artists also play a significant role in the competitive landscape. The popularity of these makeup artists creates a demand for their services and creates competition for other studios.
- 4) Many influencers have a massive following on platforms like Instagram and YouTube, and they often collaborate with makeup brands and offer makeup services to their audience.
- 5) Makeup studios need to stay updated with the latest trends and techniques, build a strong online presence through social media and a dedicated website, provide exceptional customer service, and continuously innovate to meet the evolving needs and preferences of their target audience.

## ► OUR GOALS

Our goal is to make great connections with our customers through our work. We want to viral our creativity through our art. Every girl & every woman should feel proud after getting a peculiar makeover from us. Either for a party, either for bridal looks or for a marriage function. We want to show our service, our work, and our gesture to people.



# ABOUT US

Welcome to Priyanka Hair and Makeup Studio!  
With a decade of experience in the industry, we take pride in offering a comprehensive range of salon services exclusively for ladies.

Since our establishment ten years ago, we have been dedicated to providing exceptional hair and makeup services, ensuring that each client leaves our studio feeling confident and beautiful.

At Priyanka's Hair and Makeup Studio, we understand the importance of a fabulous haircut and style. Our team of skilled hairstylists is adept at crafting trendy and personalized looks that suit your unique personality and preferences.







## MEET **FOUNDER** Priyanka Parmar

We aspire to take Priyanka's Hair Makeup Studio promise of runway excellency every day. We are looking for Priyanka's Hair Makeup Studio entrepreneurs who are proud to be a part of the fashion and beauty industry.

## ► **OUR MISSION & VISION**

Our mission is to provide exceptional beauty and Grooming services to women, empowering them to look and feel their best. Through our dedication to continuous improvement and the highest standards of professionalism, we aim to build long-lasting relationships with our clients and become their trusted partner in enhancing their natural beauty.

Vision: We aspire to be recognized for our innovative techniques, cutting-edge treatments, and a team of highly skilled professionals who stay updated with the latest trends and technologies.



**YEARS**  
**ANNIVERSARY**



**Priyanka's**  
HAIR & MAKEUP STUDIO

# ▶ **OUR SERVICES**

- Bridal Makeup
- Eyebrows & Eyelashes
- Manicure & pedicure
- Hair Cutting & Styling
- Waxing
- Hair Coloring
- Nail Extension
- Skin Services





# WHY CHOOSE

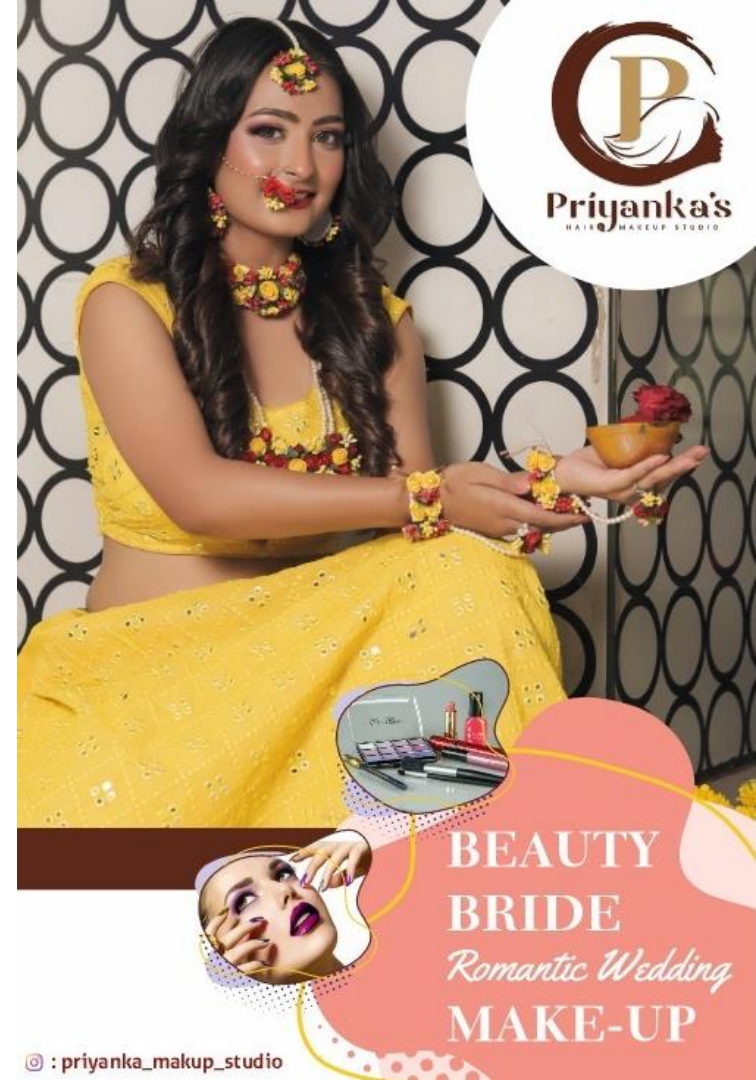
- 1) Priyanka Makeup Studio is already an established brand in last 10 years
- 2) Loyal customer base
- 3) Tremendous Support to the Franchises.
- 4) Collective marketing and advertising efforts.
- 5) Wide range of high-quality products and services.
- 6) Successful track record
- 7) Trained Team
- 8) Easy to Follow SOP
- 9) Low Investment in comparative to Market Standards

# USP's

The USP of Priyanka Makeup Studio franchise may include the following:

- ❖ Celebrity Association
- ❖ Customized Makeup Solutions
- ❖ High-Quality Products
- ❖ Trend-setting Techniques
- ❖ Professional Makeup Artists
- ❖ Specialized Services

It's important to note that the specific USP of Priyanka Makeup Studio franchise may vary based on the region and specific offerings of the franchise.





**FRANCHISE OPPORTUNITY**



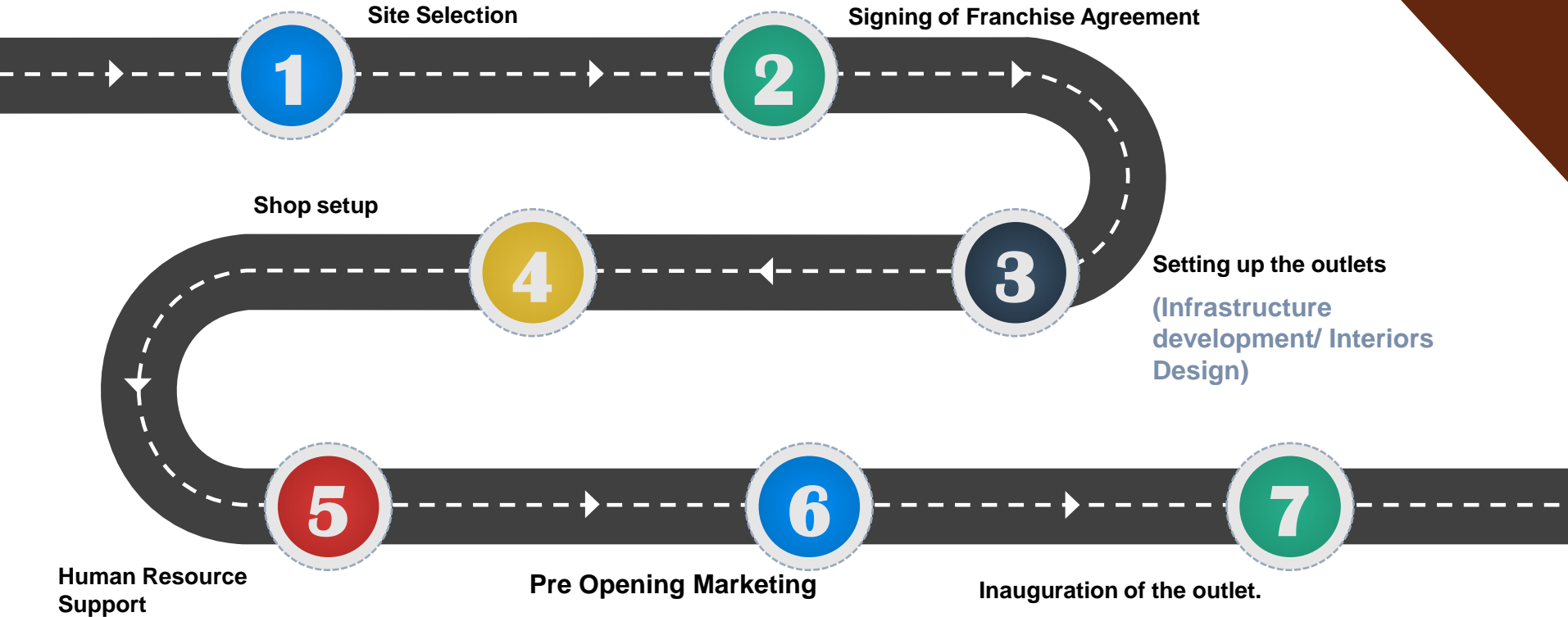
Check our complete one franchise business models where we have considered an affordable investment in a makeup studio franchise.

**FRANCHISE MODEL**



**SALON MODEL**

# ROADMAP TO OPEN A FRANCHISE





# STANDARD **SALON MODEL**

- Limited Services
- Low Investment Reqd
- Easy to Start
- Expansion in Metros with
- Tier 2 and tier 3 Cities as well
- Provide course





# ▶ **STANDARD SALON MODEL**

Area:- 300 – 500 Sq. Ft.

Franchise Fee:- 2.5 Lakh

## INVESTMENT

Interior 3 Lakh

Equipment's 1.5 Lakh

Raw material 1 Lakh

Branding & marketing 1 Lakh

Total Investment :- 9 Lakh



# OTHER REQUIREMENT



## Staff

- 2 Hair Dresser
- 2 Beautician
- 1 House Keeping



# PREMIUM **STUDIO MODEL**

- Premium Services
- High CAPEX Reqd
- High OPEX reqd
- Expansion in Metros and Urban Areas only
- HNI Clients



## ► PREMIUM SALON MODEL

Area:- 900 – 1500 Sq. Ft.

Franchise Fee:- 5 Lakh

### INVESTMENT

Interior 10 Lakh

Equipment's 4 Lakh

Raw material 4 Lakh

Branding & marketing 2 Lakh

Total Investment :- 25 Lakh



# OTHER REQUIREMENT

## Staff

- 1 Manager
- 1 Receptionist
- 2 Hair Dresser
- 2 Beautician
- 1 House Keeping





# REVENUE **FACTS**

ROI:- 18 – 24 Months

Gross Profit Margin:- 80- 90%

Agreement Term:- 2 years

**Staff required As per seats and Area\***

Contact Us:- 7827719099

# ► SUPPORT TO FRANCHISE

- Trained Staff
- SOP for Operation
- Marketing Strategy
- Digital Marketing Support
- Monthly Audit
- Branded Products







# THANK YOU !

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