

# FREQUENTLY

## HOW MUCH IS THE TOTAL INVESTMENT FOR A FRANCHISE?

The initial investment for an individual Bedashing Beauty Lounge outlet ranges from AED 1,500,000 to AED 2,300,000 (AED 1,900,000 on average) this includes the Franchise Fee and initial training program.

## HOW MUCH IS THE FRANCHISE FEE?

Franchise for an individual: AED 140,000  
Franchise for an Area Development: AED 360,000

The Franchise Fee schedule for an Area Development:

Project Stage	Franchise Fee	Remarks
Upon signing	AED 240,000	Includes Franchise Fee for the 1st unit & 50% of next 2 units
Upon opening 2nd unit	AED 60,000	Balance of the Franchise Fee 50%
Upon opening 3rd unit	AED 60,000	Balance of the Franchise Fee 50%
<b>TOTAL</b>	<b>AED 360,000</b>	

# ASKED QUESTIONS

## HOW MUCH IS THE ROYALTY FEE FOR CONTINUING SUPPORT SERVICES?

The Royalty Fee for continuing services is 6% of total gross sales and is payable monthly.

This fee entitles you to use the Bedashing Beauty Lounge service mark, the distinctive business model, marketing assistance, ongoing business development and counseling, and other benefits.

## WILL I HAVE AN EXCLUSIVE TERRITORY?

Bedashing Beauty Lounge grants an exclusive territory of:

- 3-5km radius surrounding the Bedashing Beauty Lounge
- Based upon a minimum of 3 units, agreed on a case to case basis

## ADVERTISING COSTS

- Franchisees are required to spend a minimum of 3% on local advertising
- Additionally there is an established Marketing Fund. Franchisees are required to contribute 2% of gross monthly sales to this fund.

# FREQUENTLY ASKED QUESTIONS

## WHAT TRAINING AND ASSISTANCE ARE PROVIDED IN THE BEDASHING BEAUTY LOUNGE SYSTEM?

There are 3 levels of training that the management provides before, during and after opening the Lounge

### Phase I

- To provide training in Bedashing Beauty Lounge HQ or a location designated by Bedashing
- For the Owner, covering all aspects of conducting business: The Manual (Introduction, Establishing, Personnel, Operations Advertising)
- For up to 4 key members of the team (Lounge Manager, Head Receptionist, Team Leaders)
- 15 - 30 days training delivered to the key personnel to qualify them to perform the Bedashing Beauty Lounge services exceptionally.

### Phase II

- Provide 2 weeks onsite training before the opening of the Lounge
- Conduct staff evaluation and advise action for improvement
- Ensure all services are covered and ready to be offered

### Phase III: Opening Assistance

- Provide 7-10 days onsite assistance during opening
- Experienced Bedashing Beauty Lounge staff onsite to provide:
  - Training on the entire operation
  - Training franchisee staff on techniques and methods within Bedashing Beauty Lounge operations
  - Provide general assistance

### On Going Training

- Invite Franchisee Lounge Managers to attend ongoing training and seminars; maximum of 2 times per year
- Invite Franchisee representative to attend training for:
  - Implementation of new procedures and treatments
  - Training on new techniques and trends
  - Share training calendar template
  - Share updated training Manual/SOPs

## WHAT ARE THE TERMS OF THE BEDASHING BEAUTY LOUNGE FRANCHISE AGREEMENT?

The initial term of the Franchise Agreement is five years from the date the Franchise Agreement is signed. The franchise is renewable for four additional terms of five years each, providing you have complied with the provisions of the Franchise Agreement.

# OF OPERATIONS