



my  
makeover  
party

# FRANCHISE PROSPECTUS



## ABOUT US



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Founded in 2007, Gayle Dallas recognised a real gap in the market, children's parties were becoming more and more sophisticated as children looked at more "trendy" ideas for their party. The rest is now history as Gayle now manages the Milton Keynes area and has a strong party diary despite the current economic climate!

My Makeover Party will come to your home and entertain your birthday girl and her guests with a fantastic package of fun and glamour. Gayle has a background in beauty and photography and as a mother herself has had lots of experience with children of all ages. Our party programme is focussed on 2 key areas-

### **(a) Miss Makeover (aged 4 and upwards)**

We transform party guests into Fairies, princesses, pop stars or any theme that you can imagine using dress-up, hair styling, nails painted, age appropriate make-up and delicate face art followed by a photo shoot of each girl.

### **(b) Pamper Makeover (aged 9 and upwards)**

For the older girl we offer a pamper treatment, for example a mini manicure, mini pedicure, facial or a hand or foot massage followed by a before photo shoot, then the transformation using age appropriate make-up, hair styling and dress-up, ready for the after photo shoot.

Our **Franchise Programme** is centered upon a 5 year Franchise Agreement with full rights of renewal, operating in an exclusive territory. Although this will be your business you will be working to our established systems and we have put together a "turnkey package" for our franchisees that includes vital support in a number of key areas:

- Business Planning and Funding Advice
- Induction and Training Programme
- Marketing/Brand Starter Pack
- Local Marketing Tool kit
- National brand Development Plan
- Head Office and Field Support-operations and technical

We will provide you with all the knowledge and expertise that you need to develop your territory. Our Head Office team will also help develop key National Accounts with corporate customers who operate across the UK.

By investing in a My Makeover Party franchise you will be buying a business that has a proven track record, with the total support of Head Office!

- Be your own boss in a GROWING market!
- Low overheads and an ideal 2<sup>nd</sup> income opportunity!

## OUR SUPPORT



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Our support begins the moment we first talk to you and develops as the business relationship grows-

### 1. Recruitment and Business Planning

We realise that the decision you are looking to make is a big one, possibly one of the most important you will ever make! We will therefore do all we can to help you in your decision making process. We do not sign up every potential franchisee that applies to us, if we feel the franchise is not right for you, we will say so. We want to ensure that the decision we make is right for us both-after all it is the beginning of a long relationship! During the business planning stage we can also “sign post” franchisees to suitable funding partners.

### 2. Training

We want to ensure that you get our total attention so that when you leave you are able to “hit the ground running”!

Upon leaving the Training Programme you should have a great understanding of all aspects of the business including “running a party”, sales and marketing, administration..... in fact, all aspects of running your franchise!

We are constantly improving our party packages and with this in mind we will take you through regular training updates.

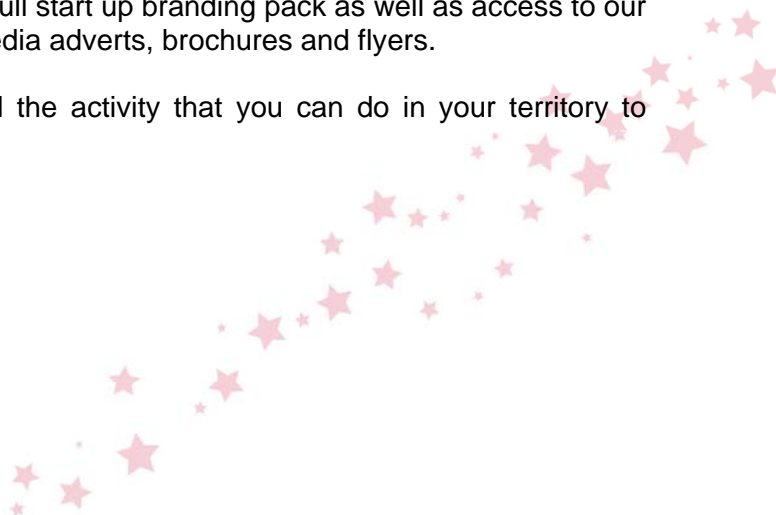
### 3. On Going Support

Our franchise package provides everything you need to start out in your business life! We include all your personalised stationery, web site and a comprehensive Operations Manual and Training materials

### 4. Marketing

We provide our franchisees with a full start up branding pack as well as access to our local marketing tool kit including media adverts, brochures and flyers.

In addition we will train you on all the activity that you can do in your territory to market your business!



## FINANCES



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Taking on a franchise is a major decision and we recognise that it becoming your own boss is not an easy one and requires a great deal of commitment and hard work; however, it also requires a financial commitment!

### (a) Initial Franchise Fee

The initial investment is £4,995 (exc. VAT) and includes:

- Licence to trade and operate under the My Makeover Party name
- Training Programme
- Branding and Stationery Pack
- Launch Programme (e.g. local press advertising and PR, flyers)
- Operations Manual and Training materials

This, together with a small amount of working capital to support your business through the first couple of months will ensure that you have set the business up in the correct way!

### (b) On-Going Fees

Franchisees will pay 2 on-going fees-

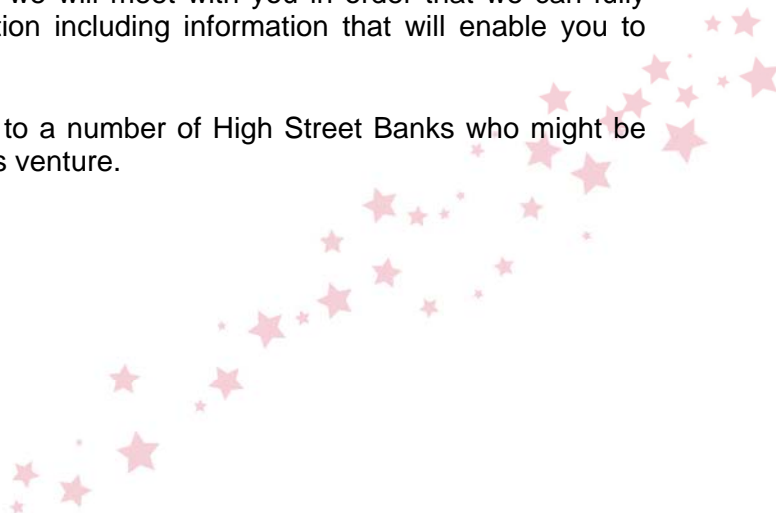
1. A Management Services Fee based on fixed fee of £35 for each party that you deliver
2. A Fixed Advertising Fee-£50 per month, this fee is a contribution towards corporate marketing and is spent on the development of the brand

Our fixed fee approach enables you to manage your finances effectively without the uncertainty of variable fees.

### (c) Franchise Projections

As part of the recruitment process we will meet with you in order that we can fully disclose detailed financial information including information that will enable you to build a Business Plan.

We are also able to introduce you to a number of High Street Banks who might be able to help fund your new business venture.



## NEXT STEPS



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As a franchisee we do not expect you to have all the knowledge required to run a new business and that is why we have put together a comprehensive package of support.

However, we do expect our franchisees to be:

- Self-motivated and committed to the business
- Hard working and enthusiastic
- A good planner
- Customer friendly and enjoy working with children
- Business and commercially aware of some of the aspects of running your own business

We are sure that you will have lots of questions and we want to be sure that we are the right fit for you, so we ask you to follow a number of steps-

1. Complete our **Franchise Application Form** and return to us at Head Office.
2. We will then call you to have an informal chat.
3. Come and meet us for an initial interview during which we will be able to decide if this opportunity is right for both parties!
4. Sign a Confidentiality Agreement and we can then give you more detailed information we can even arrange for you to spend time with us attending a party of marketing event.
5. Commitment-sign a franchise agreement and we are then up and running!

