

 fashiontv

FashionTV Blow Dry Bar

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**Blow Dry Bar**

 fashiontv *blowdrybar*

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# Blow Dry Bar in India

- > Blow dry bars and salons are the new, emerging trend in salon business models, with 25% growth in both service revenues.
- > According to the research, Blow-Dry Bars and Salons produced nearly **\$7 BILLION** in service sales and **\$2 BILLION** in retail sales in 2017.
- > Blow-Dry Bars and Salons have a huge retail business in both hard goods and soft goods. In some cases, 30% of revenues come from highly profitable retailing, after an average service ticket of **\$45.00**.
- > FashionTV has launched its special Blow-dry only stations to take advantage of this new service and product sales opportunity.
- > An increasing rate of urbanization, corporate sector and disposable income of citizens has influenced the means to look flawless and classy. To complement their entire look with beautiful hair, they visit FTV Blow Dry Bars which has led to the growth of the business in the industry.





# FTV Blow Dry Bar

- > Welcome to FTV Blow Dry Bar - initiated because everyone deserves to feel beautiful, inside and out. We believe that blow dry has the power to uplift you and enhance your whole look! But beautiful hair is just the beginning. You never need a special occasion to treat yourself, so book your beauty appointment now with **FTV BLOW DRY BAR**.
- > More than only a Blow Dry Bar, today, we're very much focussed on total hair transformation that start with customised colour, and in case you so choice weft hair extensions to compliment your whole look.
- > We offer a full range of services, including Foils & Highlights, Full Colour, Colour Corrections, Style Cuts, Event Styling, Bridal Up styling, Blow Dry & Express Styling for that special day out.
- > We love transforming **HAIR DREAMS INTO REALITY** for our clients every day, which is why our dedicated team of expert stylists are so passionate about what they do.





# FTV Blow Dry Bar Perspective

- > FashionTV is the world's biggest fashion media with a large client base in the market, so surely this is going to be a worthwhile funding of the season for investors.
- > FashionTV offers a luxury blow dry **EXPERIENCE WITH INTERNATIONAL** blend to your style. By launching FTV Blow Dry Bar in different metro cities of the country we aim to enhance your look with love & creativity and capture the market.
- > **FTV BLOW DRY BAR** is inspired by the latest trends coming from the different parts of the globe, which is highly adored by the population of India as their preferences are influenced by urban countries.
- > FTV Blow Dry Bar is highly preferred by high class population as we provide the most **LUXURIOUS** hair dressing and offers you the classiest makeover to compliment your standard.
- > Our people are specially selected for their exceptional hairdressing skills and their dedication to fully support our mission, to deliver luxury experience using a customised approach to hairdressing.



# FTV Blow dry bar philosophy

## VISION

To bring the latest trends of hairdressing coming from the different parts of the globe in India and offer with the classiest makeover to compliment your standard.

## MISSION

To provide the most luxurious hair transformation to our client base and capture the market with maximum profit generation.

## AIM

FTV Blow Dry Bar aims to offer exceptional hairdressing skills and dedication to our mission, to deliver the best hair care experience to our customers.





# Why Franchise With FTV?

FashionTV / FTV is the World's **LARGEST** Fashion Network!!!

Some FashionTV KEY FACTS:-

- > 12 Channels of 24 hrs dedicated to Fashion & Lifestyle channels.
- > **23 GLORIOUS YEARS** of success.
- > **UHD 4K** and 8K 24 hours channels.
- > Available on leading OTT platforms all over the world.
- > **100 PLUS HOURS** of new fashion and lifestyle content every week.
- > **2 BILLION WORLDWIDE** Viewers.
- > Available on 250+ Global Cable Satellites.
- > Presence in **193+ COUNTRIES**.
- > Reaching 500 Million + Households.





# Some FashionTV key facts

- > Viewed on **10 MILLION** Public TV Sets in Public Places.
- > 5M website hits per month.
- > FashionTV App gets **500K SUBSCRIBERS** & 35K installation per Month.
- > 65M views on FTV youtube channel.
- > 90M subscribers per month on the channel.
- > Facebook garners over 4.5M likes and 12M views.
- > The number of followers on instagram is over 300K an 125K is organic reach.

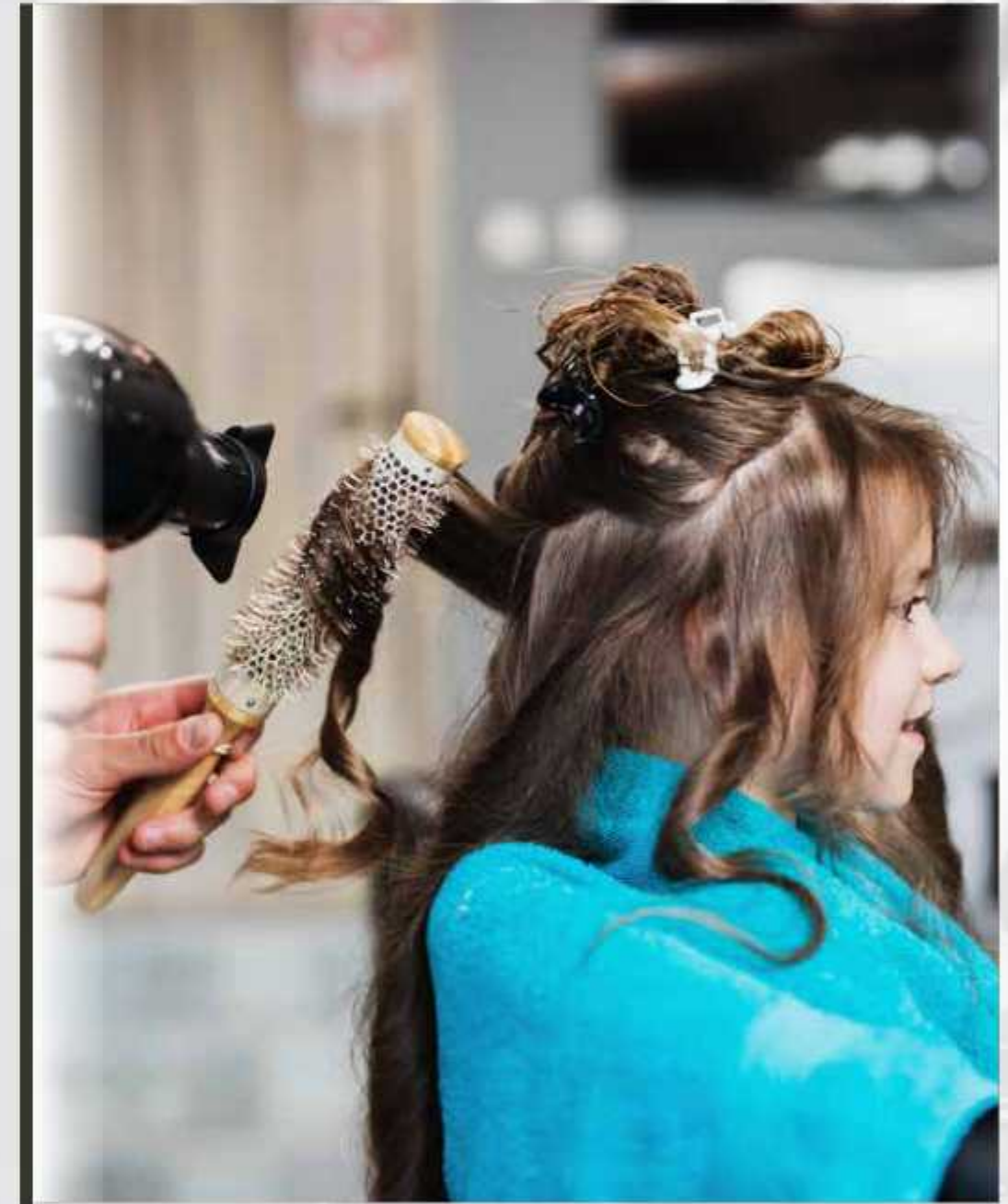




# FashionTV 360 degree Franchise Support

## Pre-Opening Support:

- > Location Analysis and approval.
- > Architect, **DESIGNS**, Layout, Etc.
- > **DIAMOND** Inspired Designs (Walls, Ceilings, Furniture, etc.)
- > Staff Recruitment.
- > FashionTV Proprietary Products Supply.
- > Other Products and Vendor Tie-ups.
- > **STRATEGIC** Planning.





# Launch Support

- > Planning and Execution.
- > Launch Plan in SMM and PR
- > **PROMOTIONS**
- > Cross Marketing.

# Post Opening Support

- > Sales **INCREMENTAL** Strategies.
- > Audits.
- > Promotional Offers.
- > FashionTV Loyalty **MEMBERSHIP** programs.
- > Google and Website Listing





# USP's Of FashionTV

8K Video Wall Fashion Shows and VJ

- > Projections of FashionTV shows by Top **DESIGNERS**.
- > 3D FashionTV "**FLOOR**" stunning luxury fashion animations.
- > Live FashionTV channel with shows from across the globe.
- > Promotional videos of FashionTV parties from across the world.
- > Promotional content through celebrities.
- > Endorsing the brand from across the globe.





# USP's Of FashionTV

FashionTV Proprietary **PRODUCTS**

FTV branded merchandise:

FashionTV beverages

FashionTV apparels

FashionTV lingerie

FashionTV cosmetics

FashionTV accessories

FashionTV art jewellery

FashionTV eyewear

FashionTV footwear

FashionTV bags

**AND MORE!!**





# USP's OF FASHIONTV

FashionTV unique **DIAMOND** Inspired Design

- FashionTV upholstery
- FashionTV stage design
- FashionTV banners
- FashionTV podium
- FashionTV ramp
- FashionTV lighting
- FashionTV stalls
- FashionTV flyers/printouts





# USP'S OF FASHIONTV

## SPECIAL SMALL EVENTS

A special runway will placed at all events.

> Top notch models ramp walking in state-of-the art fashion proprietary products (beverages, apparels, cosmetics, accessories, art jewellery, eyewear, footwear, bags).





# Social Media Marketing

Dedicated Social Media Marketing Handles:

- > **FACEBOOK**
- > **INSTAGRAM**
- > **TWITTER**
- > **YOUTUBE**
- > **LINKEDIN**





# Social Engagement

- Instagram **UPLOADS**
- Twitter Postings
- Facebook Uploads
- Instagram check-ins
- Facebook check-ins
- LinkedIn Posts
- YouTube Videos
- Google AD's





# Social Engagements Statistics

150 New stories [Facebook]  
200 New Stories [Instagram]  
50 New Stories [Twitter]

**MORE THAN 300 NEW STORIES PER DAY!**

Due to FashionTV 's brand popularity and social media engagement from our beloved customers and influencers all the platforms are engaged from every locations.





# New Media Statistics

- > Facebook has over **3,000,000 VIEWS**.
- > The fashionTV.com has an average 500,000 monthly visits.
- > The youtube channel has **1,000,000 SUBSCRIBERS** and an average of 15,000,000 monthly views.
- > The video platform DailyMotion has an average of 500,000 monthly views





# Sponsored Local Listings

- > Facebook Local
- > **GOOGLE LOCAL**
- > GPS location based AD's
- > Facebook ads post and likes campaign
- > Instagram Ad and likes
- > SEO marketing
- > SEM marketing
- > Analytics and reports
- > YouTube promotions and video **BOOST**





# Franchise Basic Requirements

## AAA Location

FTV Franchise should be located in a prime triple A location of the city, so that it can easily reach to the targeted customer base.

## Strong Financial Backings

All Franchise must be able to show strong financial backings to ensure the success of the business..

## FRANCHISE FASHION Industry Attraction

All Franchise must have the attraction towards the trendiest and classiest hair styling and a desire to provide top class services to our clients.

## Strong Desire to be more: Rich, Famous & Successful





# FashionTV Franchise Financials

MODULE	STANDARD
Franchising Fee	Rs. 10 Lacs
Area Up to	700 Sq. Ft
Outlet Setup	Rs. 35 Lacs
Royalty	10%
Average ROI in 3 Yrs.	85%







BLOW DRY  
BAR