

FashionTV Nail Spa

The Home of *fashion*

 fashionontv

NAIL SPA

NAIL SPA IN INDIA

- According to statistics, the Indian nail spa industry will expand at a CAGR of around 26.05% over the next ten years. The market predicted an increase from INR 11.12 billion in 2019 to 112.6 billion by 2029. The nail salon owners annually make almost \$67,000.
- The demand for nail technicians will grow by 10% between 2016 and 2028. The nail care business is steaming up the Indian cosmetics industry.
- Consumers and their needs will continue to evolve, driving the transition from remedial care to a more holistic view of preventive care.
- With FTV Nail Spa in India, don't miss the and trendsetting Instagram worth displaying nail arts.



FTV NAIL SPA

- Nails speak a lot of At FTV Nail Spa, it is not just about nailing the look. The moment patrons enter, it's about creating indulgences that help them experience magnificence. The attention to detail practised in each and every one of our services speaks volumes for our ravishing nail haven.
- FTV Nail Spa is a trendsetting destination for the patrons who never settles for the ordinary and want an experience with the phenomenal indulgence of artistry as well as accuracy.
- When we talk about the cosmetic business trends and ideas coming up now and then, FTV Nail Spa is the new go-to destination for the same.
- A statement nail care to make jaws drop anywhere you go and antidotes to zen your mind, body and soul.



FTV NAIL SPA PHILOSOPHY

VISION

To advance the fashion and lifestyle benchmarks of the Indian fashionistas by introducing spellbinding styles of tailor-made garments in the nation.

MISION

To become the first choice for custom-made luxurious attire in India and provide the highest quality services to our beloved customers.

AIM

To construct long-lasting affinities with our clients and bring out the best in fashion tailoring with our highly customised Made to Measure vêtements de luxe.



WHY FRANCHISE WITH FTV ?

Aside from being the LARGEST FashionTV Network, the reasons are many but some of them are:

- 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.
- 5M website visits every month
- FashionTV app has over 500K subscribers & 35K installations per month.
- The fashionTV.com has an average 500,000 monthly visits.
- The video platform DailyMotion has an average of 500,000 monthly views.



USP'S OF FASHIONTV

- Massive Profits
- 360 degree support
- Brand Equity Leverage
- Strong Industry Linkages
- Global Presence
- Exhilarating Events
- Ubiquitous Promotions



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.
- FashionTV unique diamond inspired design.
- FashionTV upholstery, stage design, FashionTV banners, FashionTV podium, FashionTV ramp, FashionTV lighting, FashionTV stalls, FashionTV flyers/printouts

Special 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).



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!!



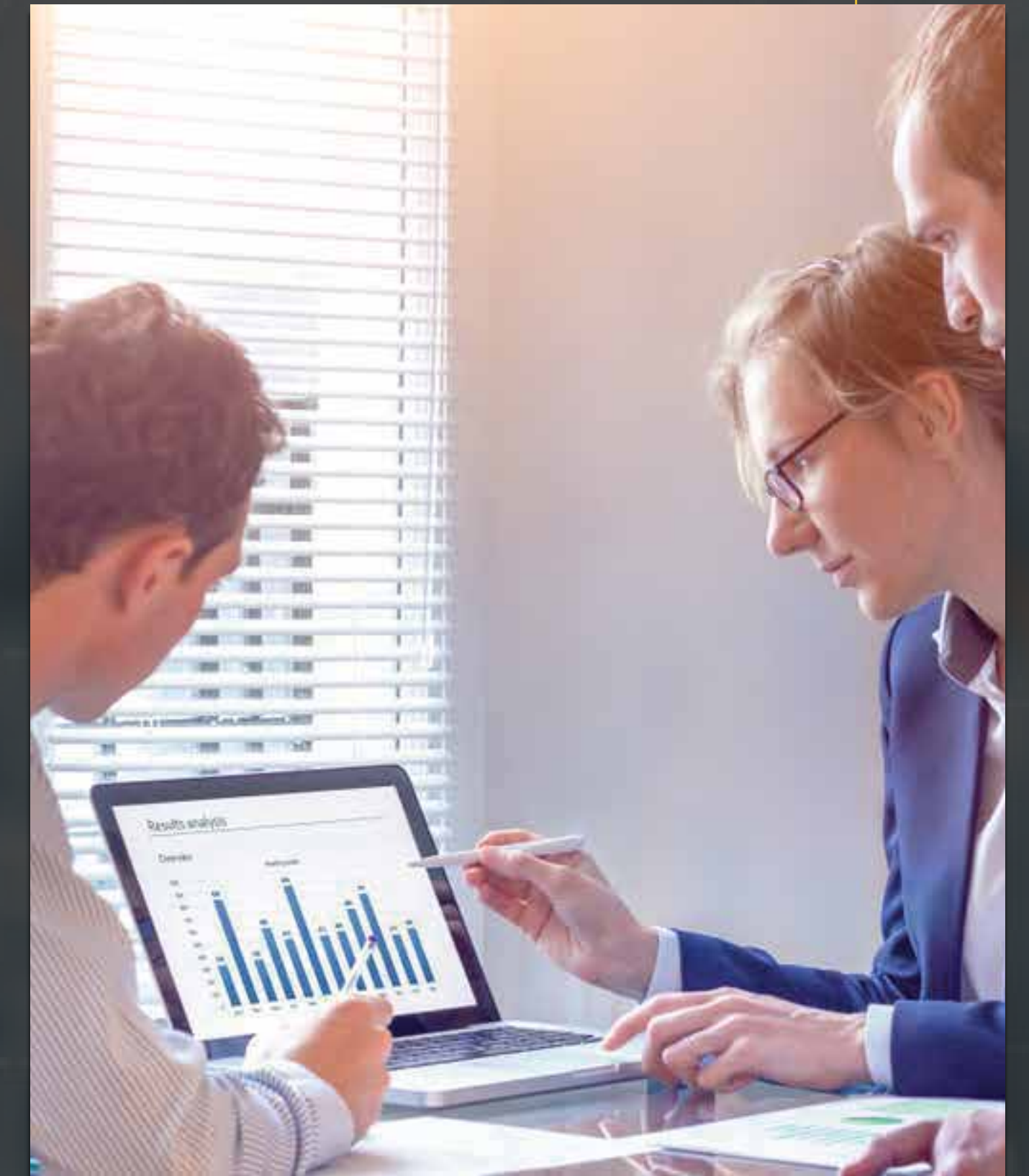
SOCIAL ENGAGEMENTS STATISTICS

- 150 new stories (Facebook)
- 200 new stories (Instagram)
- 50 new stories (Twitter)

More than 300 new stories per day!

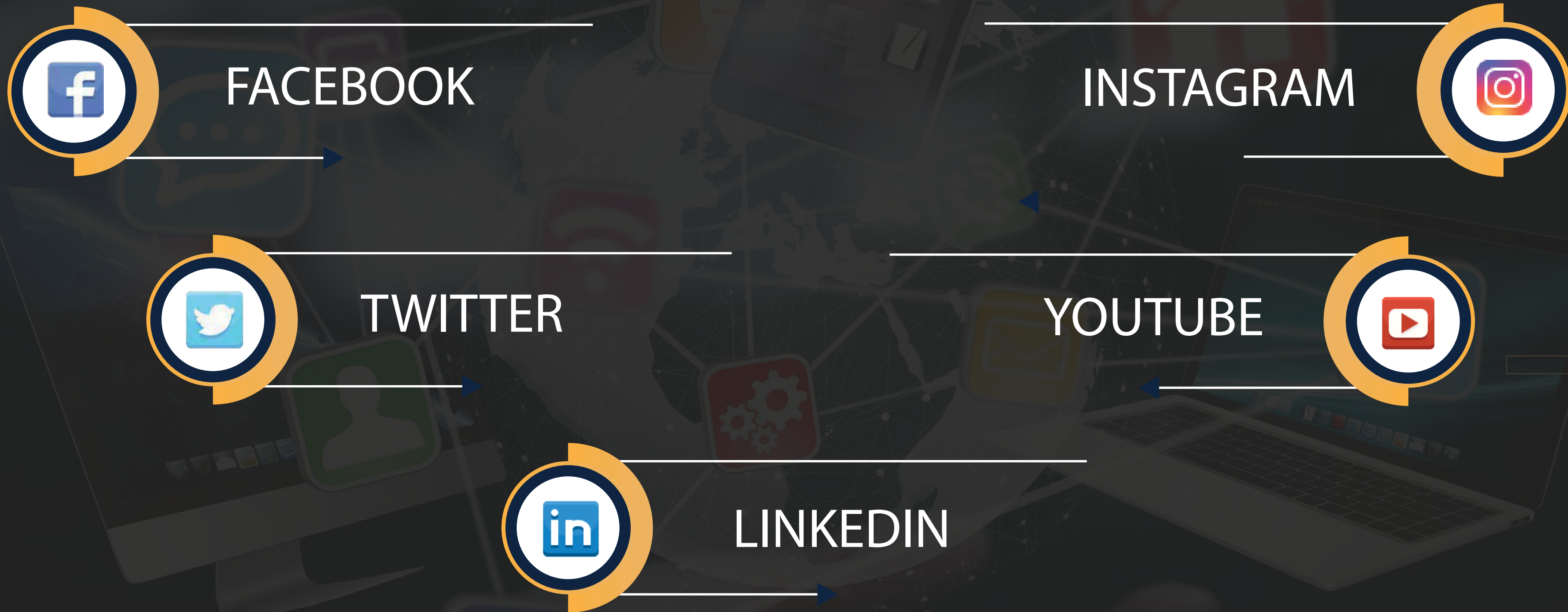
- 65M views on FTV youtube channel.
- 90M subscribers per month on the channel.
- Facebook garners over 4.5M likes and 12M views.
- The number of followers on instagram is over 300K and 125K is organic reach.

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



SOCIAL MEDIA MARKETING

Dedicated social media marketing handles



SOCIAL ENGAGEMENT

 Instagram uploads

 Twitter postings

 Facebook uploads

 Instagram check-ins

Facebook check-ins 

LinkedIn posts 

Youtube videos 

Google ADs 

SPONSORED LOCAL LISTINGS

- Facebook Local
- GOOGLE LOCAL
- GPS based ADs
- Facebook ads post and likes campaign
- Google ads words campaign
- Instagram Ad and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- YouTube promotions and video BOOST



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.
- Staff extensive Training and execution.
- FashionTV Billing & Security Platform.



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

FTV NAIL SPA FRANCHISE BASIC REQUIREMENT

AAA Location

FTV Made To Measure outlets should be located in posh metropolitan areas of the city, where it can reach the right segment of the town.

Strong Financial Backings

All affiliates must have strong financial backing to ensure the business excels.

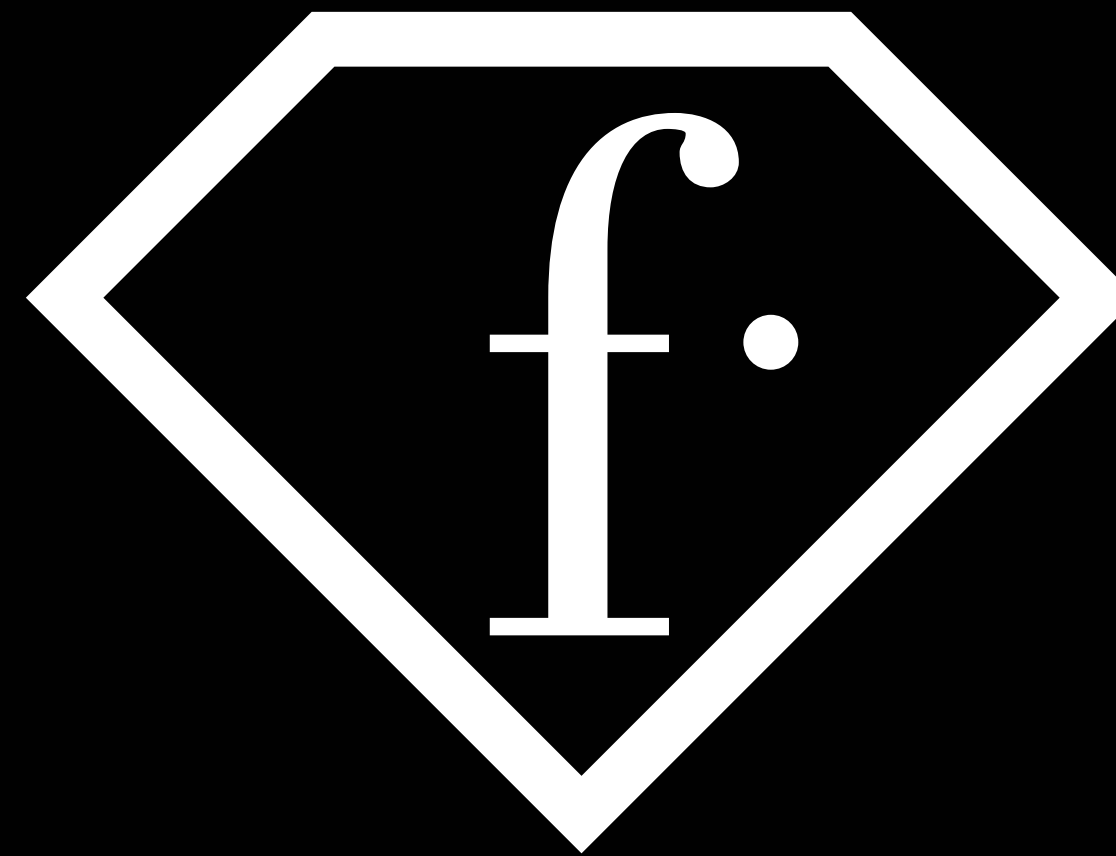
FRANCHISE FASHION Industry Attraction

All affiliates must have interests in the fashion and retail Industry with a zeal to learn, explore and strive to succeed.

Strong Desire to be more: Rich, Famous & Successful

FTV NAIL SPA FRANCHISE FINANCIALS

FRANCHISE FEE	10 Lakhs
AREA REQUIRED	500+ sq ft
TOTAL INVESTMENT	30 Lakhs approx
ROYALTY	10%
ROI	85% (approx 3 year)



NAIL SPA