

FRANCHISE PROPOSAL



THE SALON MAFIATM

UNISEX



Where Style Meets **POWER.**
Where Business Meets **IDENTITY.**



INTRODUCTION

“Beauty with Power. Identity with Class.”

The Salon Mafia is not a salon brand.

It is a **statement**, a **culture**, and a **new-age beauty movement** built for people who dare to stand out.

In a beauty market crowded with predictable designs and repetitive experiences, The Salon Mafia brings a revolution — a bold identity that blends power, style, class and confidence.

OUR MISSION

Our mission is simple:

To create a grooming space where beauty becomes power and presence becomes identity.

Every corner of The Salon Mafia reflects boldness.
Every service reflects excellence.
Every experience reflects class.

This is the salon people remember.
This is the salon people talk about.
This is the salon people come back to.

Welcome to **a new era of beauty culture**.
Welcome to **THE SALON MAFIA™**.

WHY WE CHOOSE

“THE SALON MAFIA” — TRUE MEANING

1. Mafia = Power, Not Crime

The name represents confidence, influence and bold identity.

2. A Name That Stands Out

“The Salon Mafia” grabs instant attention and creates strong recall in the market.

3. A Blend of Class & Attitude

It reflects a premium lifestyle, strong personality and high-class grooming culture.

4. Youth-Focused & Trend-Setting

Modern customers love bold brands. “Mafia” matches their style, attitude and social media appeal.

5. Strong & Memorable Identity

Common salon names fade away — but The Salon Mafia becomes a statement.

6. A New-Age Beauty Culture

We break the typical salon image by offering bold interiors, premium ambience and a unique experience.

7. A Positive Movement, Not a Misunderstanding

We promote professionalism, luxury and confidence — the name is a symbol of power.

8. The Name Attracts, The Experience Wins

The bold name brings customers in; the premium service and hospitality make them return.



> FOUNDER'S VISION & BRAND PHILOSOPHY



Vivek Gautam

Founder

(17+ Years of Salon & Entrepreneurial Leadership)

The Founder's Mandate

"When I created The Salon Mafia, **I didn't want a salon; I wanted to build a culture.** A bold, stylish, and fearless culture designed to give every client **absolute confidence and mastery.**"

The modern customer demands transformation. Today's clients need more than just grooming; they need a brand that **matches their aura** and spaces that **validate their attitude.**

The Salon Mafia is built specifically for the generation that demands:

- ✓ Best-in-Class Style
- ✓ Strong Personal Identity
- ✓ Social Media Buzz (Looks great online)
- ✓ Truly Premium Experience
- ✓ Styling That Boosts Confidence

Our Brand's Strategic Pillars

Our brand stands on four **Pillars of Success:**

- 1. Identity Over Everything:** A strong name that customers remember and that secures immediate attention.
- 2. Beauty With Power:** Our services are designed to maximize client confidence and showcase their natural strength.
- 3. Class With Attitude:** High-end, premium experiences mixed with bold, unique interior design.
- 4. Modern Relevance:** Designs focused on youth, spaces that work perfectly for social media, and a consistently stylish atmosphere.

The Salon Mafia is more than just grooming — it is a blend of **lifestyle, feeling, connection, and real market impact.**

THE MAFIA EXPERIENCE & WHY WE STAND OUT

THE MAFIA EXPERIENCE

Every element inside The Salon Mafia is crafted with intention:

BLACK-GOLD INTERIOR THEME

SIGNATURE MAFIA AMBIENCE

HIGH HOSPITALITY STANDARDS

VIP CUSTOMER HANDLING

**PREMIUM SCENT + CURATED
MUSIC**

INSTAGRAM-READY CORNERS

LUXURY WAITING LOUNGE

CRAFTED LIGHTING FOR PHOTOS

Here, customers don't just get a haircut or facial—
they experience a world of style that makes them **feel important, powerful and confident.**

Why The Salon Mafia Dominates the Market

Because we don't create salons.

We create impact.

The Salon Mafia stands out due to:

- ✓ A name that sells itself
- ✓ Bold branding and visuals
- ✓ High youth engagement
- ✓ Modern digital presence
- ✓ Eye-catching interiors
- ✓ Strong recall value
- ✓ Social media buzz
- ✓ Influencer-friendly aesthetics

We don't
blend in —
We dominate.

OUR SERVICES

We offer a premium and profit-focused range of services:

HAIR DIVISION

- Mafia Signature Haircuts
- Fashion & Global Coloring
- Balayage / Highlights / Creative Shades
- Keratin / Botox / Smoothing
- Advance Scalp Treatments
- Beard Shaping & Men's Grooming

SKIN DIVISION

- Hydra Glow Ritual
- Anti-Ageing Facials
- Brightening Facial Rituals
- Luxury Clean-Up Treatments
- Advance Skin Polish

MAKEUP DIVISION

- Signature Mafia Bride Look
- HD Bridal Makeup
- Engagement Makeup
- Party Glam Looks
- Occasion Soft Glam

NAIL LUXURY BAR

- Nail Extensions
- Gel Polish
- French Tips
- Nail Art Designs
- Refills & Touchups

- **Each division is designed for:**

- ✓ High customer demand
- ✓ Youth attraction

- ✓ High profitability
- ✓ Strong re-visit cycle

WHY CHOOSE A SALON FRANCHISE? (EXPANDED PREMIUM EXPLANATION)

1. Strong & Ready-Made Brand Identity

A franchise gives you an established brand that people instantly recognize and trust.

This means:

- You do NOT start from zero.
- Customers immediately feel confident choosing your salon.
- You get strong footfall from the very beginning.
- The brand name itself becomes your biggest marketing tool.

A good brand already has market popularity — and you benefit from that reputation from Day 1.

2. A Proven & Successful Business Model

A major advantage of a franchise is that the business model is tested and perfected.

The brand has already figured out:

- Ideal service menu
- Pricing structure
- Profit margins
- Customer experience flow
- Operational systems

You don't need to experiment or take unnecessary risks.

You simply follow a successful, already-working formula.

3. Complete Staff Training & Development

Your staff is the heart of your salon.

A franchise provides professional training systems, including:

- Advanced hair training
- Skin and facial treatments
- Makeup standards and techniques
- Nail artistry
- Customer service behaviour
- Grooming and hygiene rules
- Sales and consultation training

This ensures your team stays skilled, confident and service-ready — always.

4. Powerful Marketing & Branding Support

With a franchise, you receive continuous marketing **assistance like:**

- Professionally designed social media posts
- Monthly marketing calendars
- Festival and seasonal campaigns
- Video and reel ideas
- Branding templates
- Influencer collaboration strategies

This keeps your salon active, stylish and visible across digital platforms.

5. Faster Growth & Higher Success Rate

Independent salons struggle for recognition.

Franchised salons grow faster because:

- They already have brand credibility
- Their systems are proven
- Their marketing is structured
- Customers trust them more

This results in faster sales, quicker customer base, and stable growth.

6. Full Operational Guidance

Running a salon becomes easier because the franchise **supports you in:**

- Appointment management
- Staff performance supervision
- Customer journey and experience
- Inventory planning
- Pricing and service strategy
- Upselling & cross-selling techniques
- Quality standards
- Client retention systems

You get a clear, step-by-step system for smooth daily operations.



7. Lower Risk, Higher Stability

Starting a new business alone comes with high risk.

A franchise reduces that risk because:

- You follow a tested model
- The brand is already successful
- Customer trust is pre-established
- The franchise guides you at every step

This gives you a secure and stable foundation for long-term profit.

8 . Strong Customer Trust & Immediate Market Acceptance

Customers prefer branded salons because they expect:

- Good hygiene
- Trained professionals
- Standardized service quality
- Premium interiors

Consistent experience



9. High Brand Visibility & Digital Presence

A franchise already has strong social media presence.

You automatically benefit from:

- Brand recognition
- Online popularity
- Consistent engagement
- Professional content

Your salon becomes well-known even before it opens.

10. Long-Term Support & Growth System

A franchise doesn't just help you start — it helps you grow.

You receive:

- Monthly business reviews
- Festival and seasonal offer strategies
- New service updates
- Staff retraining
- Marketing and branding upgrades
- Regular performance monitoring

This ensures your salon remains profitable, modern and high-performing.

FRANCHISE BENEFITS & SUPPORT

The Salon Mafia offers a complete 360° franchise system.

➤ MAJOR BENEFITS

- ✓ Strong, bold, memorable brand identity
- ✓ Complete staff recruitment & training
- ✓ Pre-launch marketing budgets
- ✓ Social media kit & branding tools
- ✓ Interior concept planning + 3D layout
- ✓ High recall name (instant buzz)
- ✓ Business guidance & SOPs
- ✓ Access to premium products
- ✓ Loyalty & retention strategies



➤ PRE-OPENING SUPPORT

We assist you in:

- Market study
- Locality & footfall research
- Competition analysis
- Rental feasibility
- Salon blueprint + layout planning
- Mafia-themed interior design
- Staff hiring planning
- Team training (Hair, Skin, Makeup, Nails)
- Soft-launch marketing
- Influencer collaborations

➤ POST-OPENING SUPPORT

After launch, The Salon Mafia continues to assist you with:

- Monthly business review
- Weekly management support
- New service introduction
- Festival marketing campaigns
- Social media calendar & creatives
- Regular training workshops
- Inventory & stock management
- Customer retention strategies
- Quality audits & performance monitoring

➤ **YOU DON'T START ALONE —
WE START WITH YOU.**

Training Structure



*Your team becomes
Mafia Standard Certified —
professional, sharp and skilled.*

1. Technical Excellence

Hair | Skin | Makeup | Nails

2. Customer Psychology

- Consultation
- Hospitality
- High-value client handling

3. Hygiene Protocols

- Tools
- Floor
- Grooming standards

4. Sales Intelligence

- Upsell methods
- Add-on conversions
- Client follow-ups.

INVESTMENT MODEL & FRANCHISE PROCESS



Investment Model

- Required Area: 1000 sq ft
- Team Size: 8 trained professionals
- Total Investment: ₹20 Lakhs above (excl. products & equipment)
- Brand Fee: ₹3.5 Lakhs + GST
- Royalty: 25000 + GST per Month
- Cooling Period: 180 Days / 6 months (No Royalty)
- Setup Duration: 60–75 Days

Most outlets begin stable growth within **2nd–4th month**, depending on marketing and location.

- **Interior & Development Cost**
₹2,000 per sq ft
interior Artwork : ₹100 per sq ft
- **Franchise Agreement**
Valid for 5 years
Brand Fee: ₹3.5 Lakhs + GST
- **Royalty**
25000 + GST per Month .
- **Renewal**
50% of the current brand fee.
- **Token Amount**
₹1,00,000 + GST
Refundable only if the location is rejected.
- **Payment Window**
₹All dues must be cleared within 7–10 days post approval.
- **Expected Earnings**
₹All dues must be cleared within 7–10 days post approval.

INVESTMENT DETAILS & FRANCHISE TERMS

Interior Design & Setup Cost

The overall interior development is estimated at ₹3,000 to ₹3,500 per sq. ft., which includes:

- Premium interior design as per brand theme
- Furniture & fixtures
- Flooring
- Brand signage and visual elements

Note: Tools, equipment, and professional product stock are not included in the interior development cost.

- Any additional custom design elements or modifications will be charged at ₹150 per sq. ft.



Franchise Agreement Duration

- The franchise agreement is valid for 3 years.
- Brand Fee: ₹ 3.5 lakhs` + GST (for a 5-year license period).



Cooling Period (Royalty-Free Period)

- A 180 days cooling period is provided after the launch.
- During these first 6 months, no royalty will be charged.

This allows the franchise to stabilize operations and build customer flow without financial pressure.



Royalty Structure

- A 10% royalty will be charged only on service sales revenue.
- Retail product sales are not included in royalty.



Agreement Renewal Policy

- After the completion of the 3-year agreement, renewal for the next cycle will require 50% of the current financial year's brand fee.



Token Amount for Site Visit

- Before scheduling an official site visit, a token amount of ₹1,00,000 + GST is required.
- Accepted payment modes: Cheque, NEFT, RTGS • Note: Cash payments are not accepted.



Token Money Refund Conditions

- Refundable — If the proposed site is not approved by The Salon Mafia Survey Team.
- Non-refundable — If the “Interested Party”:
 - Changes their decision after the site is approved
 - Withdraws from the project at any stage after approval
 - Fails to continue or comply after confirmation

Once the site is approved, the token amount becomes non-refundable.



Payment Timeline After Site Approval

Once the location is approved, the franchisee must clear all remaining dues within 7 to 10 days to proceed with the project initiation.



Finalizing Funding Rounds

Secure equity financing to execute the next growth phase.

Franchise Journey

01

Brand Introduction
Understanding your vision

04

MOU Signing
Agreement and planning kickoff.

07

Pre-launch Hype
Marketing campaigns +
Influencers.

02

Token Payment
Project confirmation.

05

Interior & Designing
Mafia-style theme development.

08

Grand Opening
High-impact launch event.

03

Site Visit & Approval
Location study and approval.

06

Staff Hiring + Training
Team preparation for launch.

09

Ongoing Support
Monthly guidance + system
support.



> STRATEGIC PRODUCT ALLIANCES

We operate at the apex of product excellence. The Salon Mafia maintains exclusive, strategic alliances with globally certified beauty corporations, ensuring we leverage a curated portfolio of premium, high-performance brands in every service delivery.



Brand Associations

Category

Skin Category

Hair Category

Elite Partner Brands

Lotus, O3+, Kanpeki, Dokmai London, Casmara & Skeyndor

Loreal, Biotop, Dokmai london, G.K, Wella, Morfose & Copacabana

Please Get In Touch

For More Information

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The Salon Mafia

www.thesalonmafia.com

Join the Movement. Own the identity. Lead the Mafia.

The Salon Mafia is not for everyone.
It is built for dreamers, risk-takers and strong-minded entrepreneurs
who want to make a mark in their city.

If you want a brand that radiates style...

If you want interiors that speak class...

If you want a salon people never forget...

If you want a business with strong profitability...

If you want to build something iconic...



THEN YOU ARE READY FOR THE SALON MAFIA.



THIS IS YOUR MOMENT.

THIS IS YOUR MOVEMENT.

THIS IS YOUR IDENTITY.

LET'S BUILD YOUR MAFIA EMPIRE.



THE SALON MAFIA™

UNISEX

**THANK YOU FOR EXPLORING
THE SALON MAFIA.**

**Be a Part of the Fastest-Growing
Beauty Movement.**