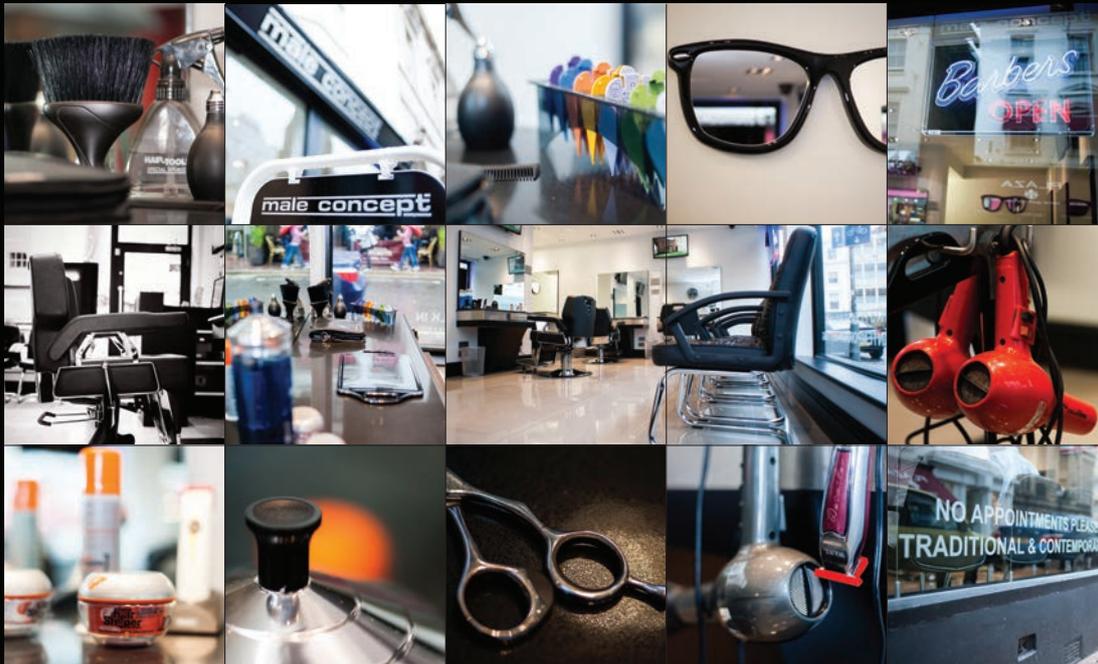


male concept



Not just another franchise, a cut above the rest



About Male Concept Barbers



Male Concept Barbers was started in 2007 by the current directors, who after spending many years of having haircuts in barber shops that were past their prime or using salons due to there being no barber shop, decided to take action, and regenerate male grooming by opening a traditional barber shop offering proper male grooming services at an affordable price.

Since opening, the company has built up an enviable reputation for service amongst its customers and has since opened two more shops, one in Horsham, and the latest 'flagship' shop in Brighton. Business is booming, due to the demand for a barber shop where the everyday man can enjoy grooming services in a comfortable relaxing environment.

By joining the Male Concept Barbers Franchise you will be joining a brand with a reputation for excellent customer service, with a proven business system, that has been developed in the UK so that it can be easily replicated to ensure that franchisees can get up and running and earning money in a very short period of time. As you read through this prospectus we hope that you will feel as excited as we do by the opportunities that are available to you in this fast-growing (and highly lucrative) marketplace.

Barbers have made a comeback, as men go for retro styles and abandon unisex salons. The return of short back and sides as the must have hair style for fashion conscious men has had a helpful impact on beleaguered high streets, more barber shops opened last year than any other kind of business. While book shops, technology retailers and music stores all suffered, barbers bucked the economic downturn. More than a 150 new shops have opened, which is a 6.24% rise, driven by men, who are looking after themselves a lot more and have realised that the barber is the best person to cut their hair. Men are also looking for cheaper options than the unisex salons they may have used in the past but on the other hand are also willing to spend more on pampering themselves with rising demand for hot-towel shaves and waxing.

This business is a management Franchise, with proven systems, quality equipment and a turnkey shop fit which make the business easy to learn and straightforward to manage, allowing the Franchisee to concentrate on developing their business and delivering the levels of customer service that our customers have come to expect. A Male Concept Barbers franchise is one of the most exciting franchise businesses on the market today, and the fact that the service cannot be offered on the internet, requires no investment in stock and does not require experience in hairdressing, make it an extremely attractive business proposition.

Originally operating in Chichester, growing demand from word of mouth and customers that have relocated, has led to us opening Horsham and Brighton. We are now taking the business to the next level, and that's where you come in.

About the franchise



In order to service the needs and demands of a rapidly increasing market, we are looking for highly-motivated, dedicated individuals to operate franchised barber shops in their own local area. Running a fully operational bespoke barbers, you will be responsible for looking after Male Concept customers to the same high standards upon which we have built our business - and our excellent reputation.

The first stage of your role will be to ensure that your barber shop provides quality service in an environment where your customers can relax and enjoy traditional male grooming services at affordable prices.

To ensure that you are able to deliver the level of service that our customers demand, we provide extensive training both in a classroom situation and on the job in our 'flagship' Brighton barbers which covers every area of the business operation including:

- Shop Management**
- Marketing**
- Recruitment**
- Running your own business**
- Customer Service**
- Accounting Systems**

After your training, you will run your own bespoke barber shop in a protected location which will provide thousands of potential customers to your business. The location, once agreed with you, will form an integral part of your franchise agreement.

You will then provide the following services to the customers in your location:

- Standard Haircuts**
- Wash/Cut/Dry**
- Restyle**
- Seniors**
- Juniors**
- Beard Trims**
- V.I.P Packs**
- Gift Vouchers**

What is the investment level?

Our aim is to ensure that you have everything you need to get your own Male Concept Barbers Franchise up and running as quickly and as easily as possible.

We will provide support in finding the ideal location and premises in a mutually located and agreed area. Your shop will be fully operational, completed to our high standards and ready for you to walk in and start business, with a launch marketing campaign in your area and our website optimised to generate interest in your business right from the start. You will also receive a marketing pack, which includes flyers, balloons and gift vouchers so that you can let everyone know that our traditional yet contemporary services are now available in their area.

We will issue you with all the necessary support, equipment and systems to get you started, which will allow you to take advantage of the increasing demand for traditional barber services from day one.

The Male Concept Barbers Franchise package price is £50,000 plus VAT payable on commencement, and includes everything we have mentioned above, all of which we will be delighted to go through with you in more detail if you decide to investigate this opportunity further.



Our ongoing fees

Our fee structure is designed to be fair and ethical. We don't charge you a percentage of your hard earned turnover, we charge a set fee, so that the better you do, the more you earn. We don't charge anything for the first three months, and thereafter have a sliding scale charge for the first two years to assist you in building your business. It is of course in all of our interests to help you build up a bigger business as quickly as possible and we therefore have no 'Minimum fees' or 'Marketing Fees' payable at any time.



Can I get finance?

We will provide an introduction to the main High Street banks, most of whom will advance you between 50% and 70% of the funding required. They will of course require you to present them with a business plan showing how you intend to build your business, and we will be pleased to assist you in the production of this.



What other costs will I have?

We will show you the actual financial information from our own shops to help you calculate your ongoing costs. You will need some working capital to see you through the first few months. We would estimate that in total you would need access to around £60,000 (of which around £30,000 will need to be liquid capital, and the rest could be borrowed) although the amount of funding required will of course vary depending upon how much you need to draw from the business for your living expenses. If you decide to take the step of joining us we will help you develop a fully detailed business plan which will be tailored around your own personal aims and aspirations for the business.

What can I earn?

As with all businesses, the profit that you take home depends very much on how well you run your business and the effort that you put in. You will need to be able to impress people with your service quite quickly in order for your customers to keep coming back, but ultimately the harder you work, the more you can earn.

Using data drawn from our own operations, a single shop should generate a reasonable profit in the first year, rising quite quickly to the level of our pilot operation, which achieved sales revenue of £300,000 in year five. As our initial operation was started without support, systems or a marketing program, we would expect that our franchisees businesses would develop much quicker. Of course, we must stress these figures aren't guaranteed, and a very ambitious franchisee may even way surpass these figures provided they actively develop the customer base in their area.

Before you make the decision to join our franchise network, we will run through some far more detailed financial projections and ensure that you have a thorough understanding of the financial aspects of the business as well as the practical and operational sides. At this stage we will be able to provide you with guidance on approaching banks for funding and give you an honest appraisal as to the extent to which you could develop your business, based on your own needs, aspirations and ambition.



Is a Male Concept Barbers franchise right for me?



The male grooming business has enormous potential, we need to ensure that you are going to look after your customers carefully and maximise the potential from your shop. We also need to be sure that you have the ability to follow our proven systems and ensure that our reputation is maintained and enhanced.

We will make every effort to help you to make a properly informed decision on whether or not this business is right for you. It is in our interest as much as it is in yours that your new business is successful and that it is one that you continue to enjoy and benefit from.

We know that this is an exciting opportunity and the potential can be unlimited, but we really wouldn't want to recruit you as a Male Concept Barbers franchisee if you would not enjoy the business and develop it as a long-term investment, so we will help you in any way we can to make sure that this is the right opportunity for you.

In summary

Do you enjoy meeting people and working with a team?

Would you enjoy the challenge of 'impressing' a customer with your service?

Are you reasonably literate and numerate?

Are you looking forward to building your own business?

Do you have access to around £30,000 liquid capital?

Do you see yourself being the manager of your own business?

Are you happy to follow a tried-and-tested system?

Are you prepared to work hard for long-term success?

If this sounds like you, then we really should get together for a chat. We can talk you through the opportunity in more detail, and provide you with information for you to take away and review. All of our conversations will be confidential and with no obligation. Please remember, we will never pressure you to take a franchise – it is not in our interest or yours. It is however very important to us that we can work together in the long term, and we believe that this starts with open and honest discussions from the beginning.

Contact us now

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