

WIG-O-MANIA



WIGOMANIA
TRESS COUTURE

A UNIQUE FRANCHISING CONCEPT & OPPORTUNITY WITH
A UK BRAND - THE 1ST OF IT'S KIND IN INDIA



WIG-O-MANIA – BUILDING A BRAND IN THE ALTERNATE HAIR INDUSTRY

Heard of Rapunzel lauded for her beautiful long hair? Yes this may be a fairy tale, yet healthy hair has always attracted a metaphorical pull not just in the pixie world but also in the real world. For centuries men and women across the globe have craved for beautiful and shiny hair. Giving wings to their dreams, Wig-O-Mania is your one stop shopping destination for all your hair needs be it for fashion and necessity wearers.

WIG-O-MANIA brand of hair products is a UK based company since 2006 that offers a one-stop solution for an exclusive range of Extensions, Wigs & Hairpieces. It is capable of catering to a very wide segment of the industry as its products are made in Remy human hair, Japanese high heat fibre & superior quality of Synthetic fibre that has the look and feel of European hair.

Wig-O-Mania clients can now have hair-wear options they never dreamed possible. Whether it is for a personal use, a social occasion, catwalk or even a magazine photo shoot - our versatile and durable styles are aimed at creating a variety of stunning looks with that added sophistication.

Be it necessity wearers or high fashion individuals - we are able to cater to all requirements based on market demand.

WOM are manufacturers and promoters of its own brand, without a chain of distributors and middlemen. The WOM brand brings with it a wealth of resources of knowledge and experience in all areas related to its business.

WIG-O-MANIA FAMILY - WE ARE ONE!

WIG-O-MANIA comprises of a bunch of highly versatile, widely experienced and passionate members who have together driven it from a local UK company to an internationally recognised brand that has the ability to not only compete with the top brands across the world, but capable of manufacturing a complete range of exclusive products catering to almost the entire spectrum of male and female requirements.



TASNEEM HS
Promoter and Founder

A person with a creative mind and acute management skills, she is the brain behind the making of WOM.

She has strived hard to provide a world class infrastructure and ensures steady flow of raw materials into the factories.



**JOYCE
CHAPMAN**
Creative Technical Consultant

Joyce is a professional hairdresser, an art she has mastered over the years. Coming with a rich experience in hairdressing, she is well adept in marketing techniques and spearheads the marketing research and sales promotion wing of WOM. She has been in the wig industry for over 48 years proving her eminence in the field.

She has worked with prominent names in the industry and this vast experience has done wonders to the organization. She is aware of the market demands and has the acumen to source the right products for our unit.



**HASNAIN
MOHAMEDALI**
CEO

The face behind the branding of WOM, he comes with a background of Business, Banking & Finance a vital combination to run any business. He understands the pulse of the markets and knows how to drive the products in any market. He is responsible for the expansion of the company. His rich work experiences in Dubai, India and the United Kingdom for over 20 years makes him the most wanted name in the hair weaving industry.

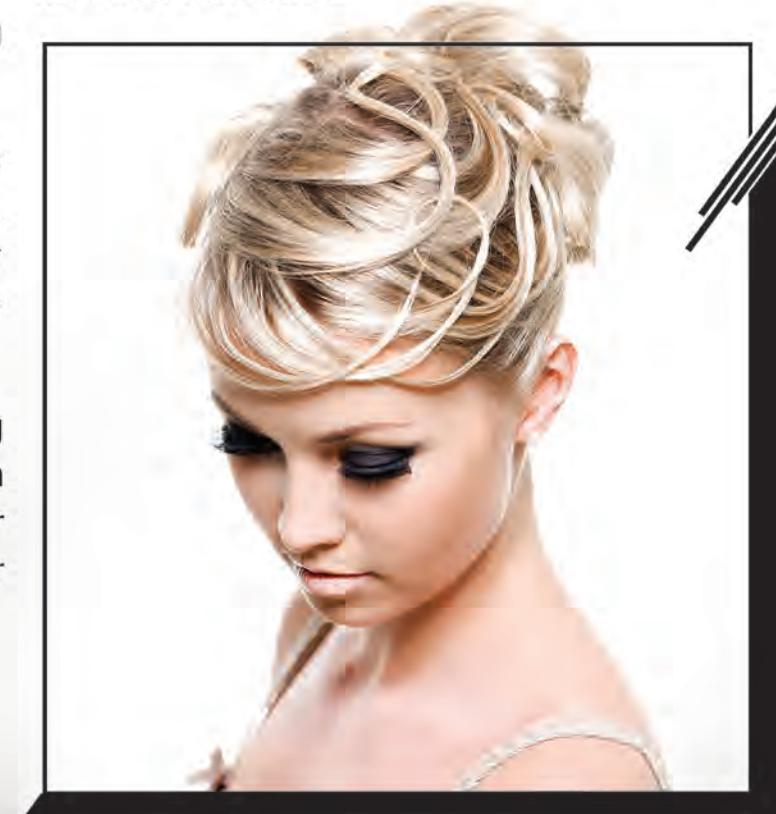
The success of WOM is also attributed to his personalized touch and innovative skills. Being a dynamic personality and very competitive in nature, he adds to the success of the company.

Hasnain's sound administrative skills bring his team together to work towards a common goal. All three are united in their belief of being able to offer excellent user experience at an affordable price.



SHAN
HEAD - FRANCHISE
DIVISION

His core strength is setup of turnkey operations with a 10+ years of experience to his credit in the salon industry and his strongest personality trait being his unique ability to bring people together, hence he is lovingly called "One of a Kind" in the Wig-O-Mania family. He owns a handful of high end salons which is ably managed by his better half Latha.



WHY INVEST IN THE BEAUTY INDUSTRY?

- ✓ It is a vertical growing business which is highly fragmented and going through an evolution.
- ✓ There is huge growing awareness for hair care and beauty in both men and women in India.
- ✓ As per data from The Federation of Indian Chambers of Commerce and Industry and Ernst & Young, the beauty market and the wellness industry is pegged at Rs. 4,010 crore with a steady growth rate of 20% - more than twice the annual growth. (CII reports)
- ✓ An increasing number of middle-class sections are turning to beauty care.
- ✓ The potential in terms of numbers, along with the continuous growth of urban population and mass media at our disposal can generate a multi million dollar corporate business.
- ✓ Increasing number of consumers willing to pay a premium fee for beauty care and styling.
- ✓ This has given rise to high end quality beauty care treatments and spas that cater to the demand by a widening section of the population.
- ✓ Hence the need for hair products which offer the versatility and options that are easily available in the West.





WIG-O-MANIA BUSINESS PROFILE – CREATING A NICHE

WIG-O-MANIA is a hair brand that is capable of catering to a very wide segment of the Indian market - from high end individuals to the middle class with an average income. It wants to become a household name as a One-Stop shop for all hair pieces needs for both ladies and gents.

The only challenge is to create an awareness in the market. With the right partner this can be achieved – the proposal is to market a product that has a clear monopoly in terms of range, styles, and above all quality.

The potential in terms of numbers along with the continuous growth of urban population and mass media at our disposal can generate a multi million dollar corporate.

Our franchisee store offers a unique concept, which will give the opportunity to an individual to start and run its own successful business. Our stores offer exemplary service to its clients - both fashion and necessity wearers. Both, franchisee partners and staff are trained and supported at every step of the way with ongoing updates of new products and it's applications.

OUR FORTE

Wig-O-Mania caters to an array of hair users but have bifurcated them into two broad categories – Fashion users & Necessity users



FASHION

Using hair pieces has become a trend. Celebrities endorse it and hence end users want to flaunt it. It offers them the option of length & volume, a different style and/or a different colour to their own hair without having to use chemicals that often damage natural hair.

There are various options now on hand and most of them are easy to use and maintain - such as Clip & Go Extensions, Ponytails and Wigs.

Products are made in the finest quality of Remy human hair & Japanese high heat fibre that has the look and feel of natural hair.

Wig-O-Mania manufactures all of them in various length, sizes and colours.

NECESSITY WEARERS

The loss of one's crowning glory is a very traumatic experience – an immediate solution would enable them to not only revive a normal lifestyle but continue an ongoing medical treatment with no loss of self esteem.

Due to various medical and non-medical reasons, ladies lose their hair. Hence as an immediate solution or until their treatments are completed, they need a hair piece to cover either their scanty areas, bald patches or in some cases entire head.

We offer a comprehensive range of Hairpieces - Wigs, Toppers, Closures and Toupee in various base materials, sizes and textures to suit every requirement.



FASHION

**Hair your 'Crowning Glory' -
Enjoy our luscious locks range...**

Semi-Permanent Extensions

These are Wig-O-Mania's most popular range of semi-permanent hair extensions. They lie flat on the head and feel like one's own natural hair. They are undetectable, light and comfortable. Unlike other extensions, these do not damage one's own hair or cause hair fall during application and removal and they are re-usable if looked after well.



FASHION

**Hair your 'Crowning Glory' –
Enjoy our luscious locks range...**

Clip & Go Hair Extensions

These are temporary and easy to fix hair extensions that do not require professional assistance to put or remove them nor for its after care. The quality of the hair and its tic-tac clips along with the convenience to wear them whenever needed in a few minutes makes it easy for daily use. They come in various specs, lengths and colours in both Remy human hair and Japanese high heat fibre.



FASHION

Hair your 'Crowning Glory' - Enjoy our luscious locks range...

V-Patch Clip-in Extensions

This is our latest add-on to our collection of products that cater specially to ladies with thinning hair around the Crown area and Nape. These ladies not only need a hair piece to cover it but also to give their hair length & volume.

The piece is specially designed to cater to this issue as it sits neatly on top of the crown area and covered with one's own hair from the front to give a natural look. This technique of application also helps cover the odd greying hair in the front.

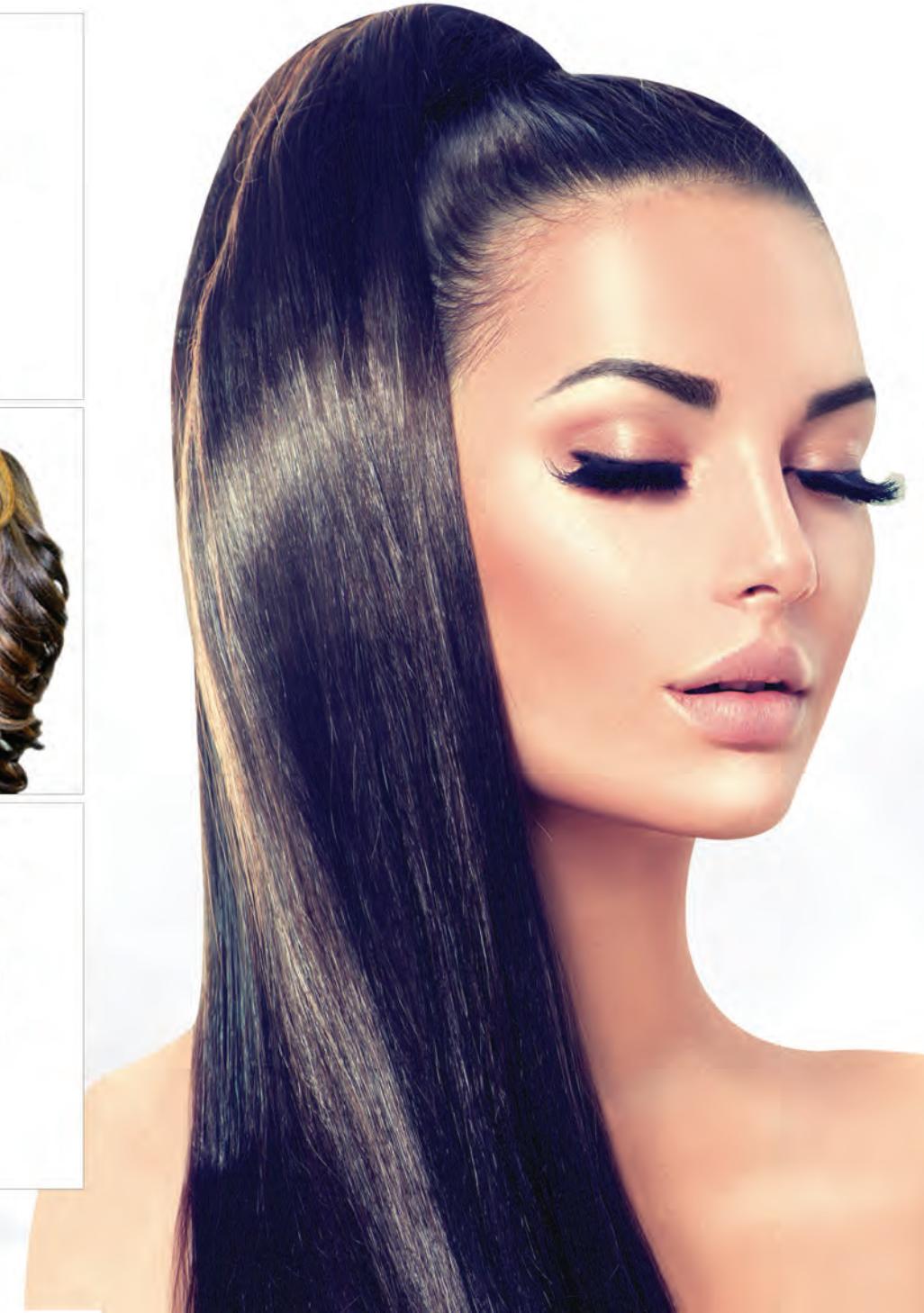


FASHION

Hair your 'Crowning Glory' - Enjoy our precious locks range...

Ponytails

These are a superb answer to instant convenient hair & an ideal solution to holiday hair too. You can be on the beach, in the swimming pool and not have to worry about your hair for the evening. Even if it is covered in sun cream, you can do a quick shampoo whilst in the shower. Give it a quick dry and then tie it back in a ponytail and put on your hairpiece for instant glam. The same can be said if you are at work and want to go out in the evening and haven't got time to visit the hairdressers. Work all day, come home and pop on your ponytail quicker than having to do your own hair.



FASHION

**Hair your 'Crowning Glory' -
Enjoy our exquisite range...**

Wigs

Our latest styles of wigs in both human hair and Japanese fibre now give ladies an option to change their hair style, hair colour and even length without the need to touch or change their own hair. The craftsmanship in the making of our wigs makes them easy to use, undetectable, and featherweight on the hair. Ladies with medium hair can now enjoy a short hair or those with short and medium length hair can have an instant and immediate long luscious locks for that special occasion.

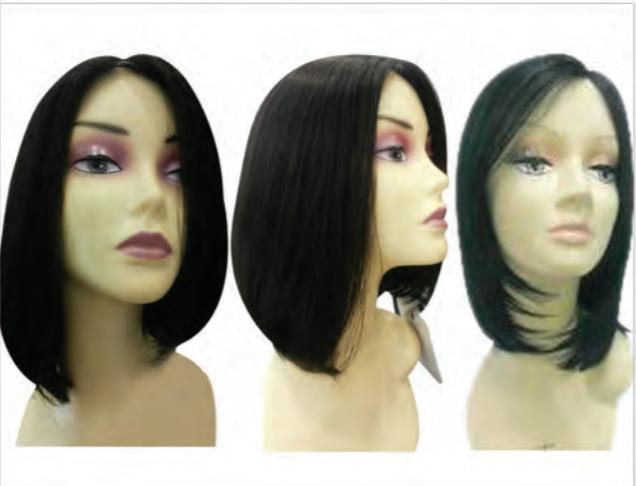


NECESSITY WEARERS

**Hair loss is no more stress or stigma...
We have an instant solution...**

Wigs

Our wigs are specially designed to cater to the Indian market with special emphasis on the necessary wearers. The focus is presently on women who undergo chemotherapy and are told that among the many side effects it will have, one would be an immediate hair loss. They need an immediate hairpiece – a wig that not only gives her back her original look but also makes her feel comfortable wearing it.



NECESSITY WEARERS

Hair loss is no more stress or stigma...
We have an instant solution...

Closures

Closures are small hair patches that sit neatly on top of the head attached with small clips and used for ladies who suffer from hair loss resulting in scanty hair across various small areas on their head. These come in various base materials, sizes and length of hair. It is easy to fit and use. Its after care is minimal with a long life span too as it is made in natural hair.



BEFORE

AFTER



NECESSITY WEARERS

**Hair loss is no more stress or stigma...
We have an instant solution...**

Ladies Toupee for Alopecia

These are non-surgical hair pieces that offer an instant solution for ladies who suffer from bald patches, hair loss or scanty hair over a wide area of their head or crown areas.

Our exclusively designed ladies toupee are made in a monofilament base that fits seamlessly to one's own hair, not only gives a natural look and feel as if hair is growing from the scalp but also allows the scalp to breath.

These are recommended for ladies who suffer from Alopecia wherein they suffer from bald patches in certain areas above the forehead and crown areas and otherwise have thick hair below crown. It comes in various length and textures to enable it to blend with own hair. It is easy to fit and use. Its after care is minimal with a long life span too as it is made in natural hair.



NECESSITY WEARERS

**Hair loss is no more stress or stigma...
We have an instant solution...**

Men's Hair Systems

We believe that having a good head of hair is your right to your crowning glory and very important to everyone. Wig-O-Mania offers a range of options for men who suffer from hair loss resulting in scanty hair or baldness for all ages.

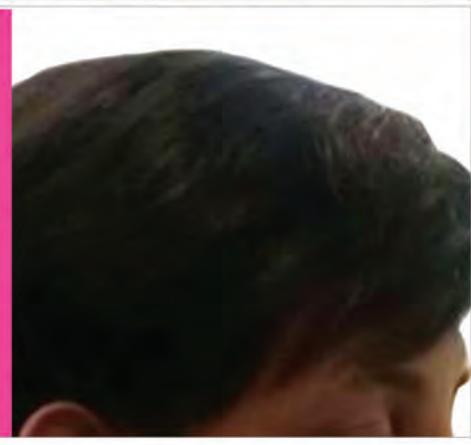
Wigs in various styles, textures and colours are easy to wear without any professional help.

Men's toupees are also offered if an exact hair style is required to be achieved. These are cut and blended professionally by our trained staff and thereafter can be used easily by the client. Our method is different from the general market which ensures there is no allergy or discomfort after application and results in a long lasting product with minimal after-care.



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WIG-O-MANIA FRANCHISE PROJECT - INDIA

Salient features...

- ✓ No franchisee fee
- ✓ No royalty on sales
- ✓ Exclusive store in assigned region
- ✓ Retail store – 1000 sq feet with facility to offer services to clients in privacy
- ✓ Store to carry a complete range of products that cater to Fashion & Necessity wearers
- ✓ Maintain stocks of projected sale of 3 months at any given time
- ✓ Monthly orders for additional stocks based on sales of previous month. Option to order more than once if required
- ✓ In-house marketing team that caters to corporates within the region including salons, hospitals, doctors and NGO's
- ✓ In-house training provided by technical team
- ✓ Minimum marketing budget of 5 Lakhs per annum



WHY WIG-O-MANIA?

- ✓ 1st UK & Western brand of a kind to bring an entire array of products catering to a very wide segment of the market
- ✓ Unique franchising opportunity being introduced for the 1st time in India for a limited period only – No upfront fees to buy the franchisee & no royalty on sales
- ✓ Exclusive store in the assigned region
- ✓ No set background requirements to run our store and become a successful franchisee. Management experience is a definite plus
- ✓ Franchiser support includes from site selection, lease negotiations to design & construction support along with selection of staff, comprehensive training programs for management, technical and marketing staff at various levels
- ✓ 1st preference to all new products introduced
- ✓ Financial assistance subject to T&C and approvals from financial institutions can be offered

INCOME STREAMS FLOW TOGETHER

| RETAIL SALES | CORPORATE SALES | IN HOUSE SERVICE | ONLINE SALES |
|--|--|--|---|
| Exclusive store in assigned area | Catering to corporates / salons within assigned region | Catering to retail and corporate sales service | Option to build own exclusive website to promote online |
| Offer a complete range of products servicing Fashion and Necessity wearers | Assign an exclusive sales & marketing team to market products | In-store demo and trainings for corporates | Promote website to generate traffic and online sales |
| On site professional support – hair stylist at all times | Participate in shows / exhibitions and promotion activities | Servicing retail clients thereby generating extra income | Promote on web portals |
| Retail store 7 days – 10 hours a day | Arrange for delivery service of products and trainings on site | Home service on offer | Offer COD services |

FRANCHISEE STEPS

- ✓ Submit an application - We will conduct our due diligence
- ✓ Conduct your due diligence - Franchisee agreement copy will be handed over to you regarding the business and franchise terms and conditions
- ✓ Field Interview - A one-on-one meeting with you to have all your questions answered and also enable us in our decision to make you a Wig-O-Mania franchise owner
- ✓ Recommendation - Once your financial statement and credit score has been validated and your application approved, we will give you a road map to successfully start the store within a time frame
- ✓ Visit us at our flagship store - During your visit to our flagship store, you will receive an in-depth introduction to Wig-O-Mania range of products and understand our philosophy and systems



DO YOU HAVE WHAT IT TAKES...

- ✓ Can you see yourself as an owner of a business that offers not only a range of exclusive products for fashion but also caters to people who are in desperate need of the products being offered?
- ✓ Do you have the passion to work on an exclusive brand and range of products that have an almost monopoly in the region as of date?
- ✓ Are you a people's person that has basic entrepreneurial skills, knowledge of the local and cultural climate with a personal network and contacts?
- ✓ Do you want the freedom to push your vision across a wide range of people covering a very wide segment of the population who need the products – as a fashion accessory and necessity wear?
- ✓ Willing to learn and adapt?



THEN...

Join the Wig-O-Mania family and own a unique, one-of-a-kind retail outlet, under a strong brand umbrella, offering range of products with almost nil competition, and at a low cost of entry than most franchisees. We school you not only in our business and range of products, but also in our commitment to serve.

Wig-O-Mania is not only looking for investment partners, rather places great importance on building partnerships strengthened by the acumen of both the brand owners and franchisee.

If you're ready to take the next steps, we'd love to discuss the opportunity with you and make a mutual decision about whether a Wig-O-Mania franchise is the perfect fit for you.

Remember, we're also looking for franchisees who are a perfect fit to help us reach our goals.



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“ ALL THE FORCES IN THE WORLD ARE NOT SO POWERFUL.....
AS AN IDEA WHOSE TIME HAS COME. ♪♪

- VICTOR HUGO



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