



European Beauty and Healthcare Pvt Ltd

European Beauty and Healthcare Pvt. Ltd.

Franchise Investment Plans



Rated 4.9 Star Salon
★★★★★
www.baylendeLouis.com

BAYLEN de Louis

— CELEBRITY FAMILY SALON —

HAIR ■ SKIN ■ MAKEUP ■ NAIL ■ TATTOO ■ SPA

OUR
REGULAR
CELEBRITY
CLIENTS

Book Now!
8877001122



ADIL HUSSIN



ISHAN KISHAN



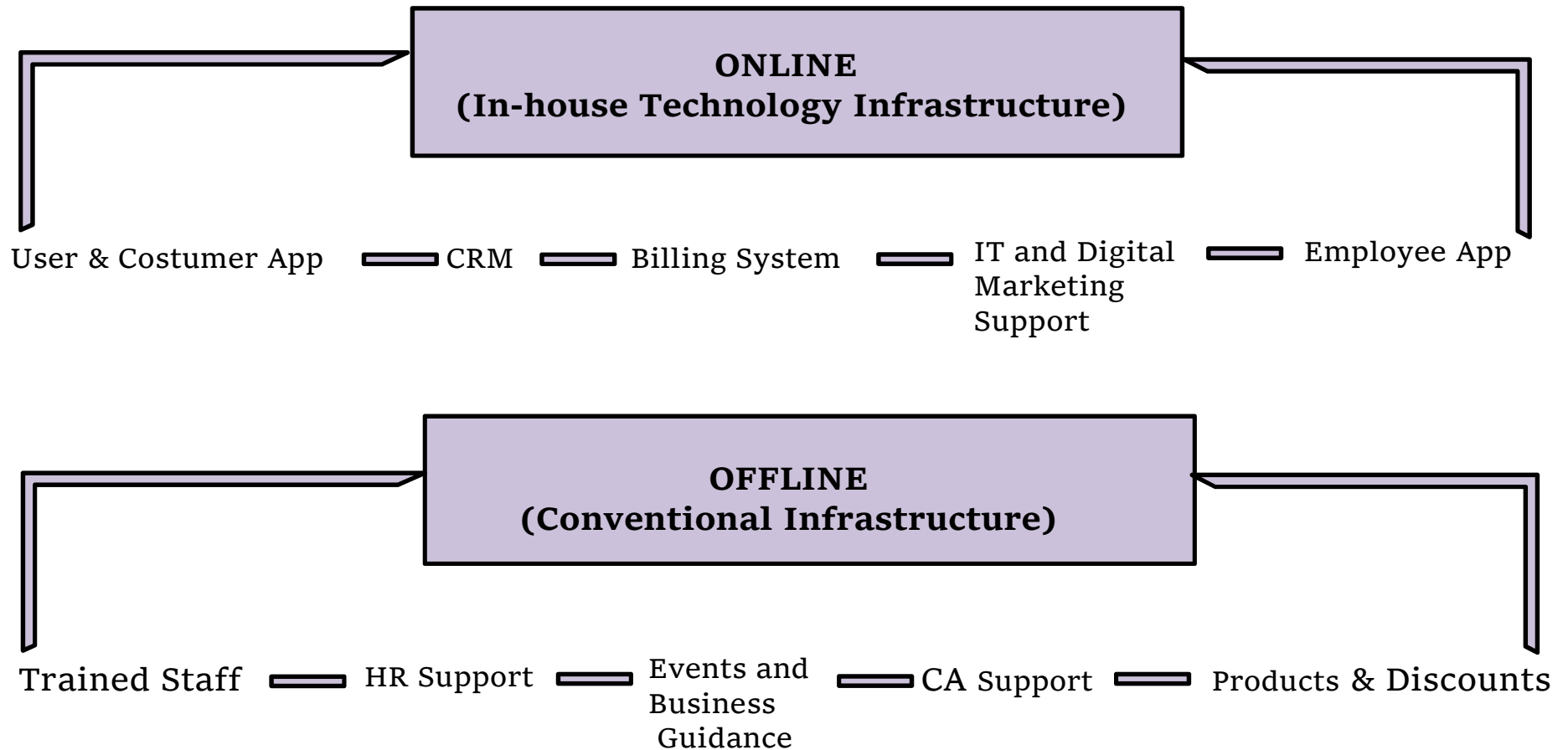
PRAKASH JHA



SAURABH TIWARY


2nd Floor, Hotel Yuvraj Palace,
Near Kadru Bridge, Doranda, Ranchi

ONLINE & OFFLINE





Complementary Foods and Beverages

- Culinary Delights for the Heart and Palate
 - Dining Experience
 - Indulge in exquisite culinary offerings at your beloved salon!
 - We proudly stand as one of the luxurious salons offering in-house dining options, encompassing an array of smoothies, non-alcoholic cocktails, and freshly pressed juices. Our renowned food and beverage selection caters to diverse tastes.
 - Come savor delectable bites and distinctive tastes, all while unwinding in the hair spa or enjoying a tranquil foot massage.
- 

Why you should choose us?

- ❖ CCTV Central Monitoring System.
- ❖ Ecommerce Enable Android And IOS App With Website.
- ❖ Call Center Support.
- ❖ Complete digital marketing solution (like local SEO for individual salon outlet, all social media profile handling, reply Of customers enq,appointment booking and product selling through all platform)
- ❖ Strong offline Presence as PVR ,Hoarding, New Paper , Pamphlet, School, College, Society Event.
- ❖ Complete Manpower, HR, Accounting support
- ❖ Better margin on products(Approx. 10% more margin)
- ❖ Payment Collection directly to all individual salon owner
- ❖ All advance software and app integration to manage business like tally with ICICI, ACC.
- ❖ Salary box with biometric, verified whatsapp integration with Google, Facebook, instagram
- ❖ World's best billing CRM software with integration with TATA telecom for automatic Calling, Whatsup, Google, Facebook, instagram
- ❖ settlement and redemption of package and membership etc.
- ❖ Centralized training of employee in best product brand with best trainer and technology.
- ❖ ISO satisfied brand (9001: 2015)



Benefits of being a Franchisee

Returns on investment

12 Months pay back period

Order fulfillment and after sales service extensive support & guidance on design and set-up Brand support on staff training, launch and marketing.

Dedicated Area Managers for sales & operational guidance.

Let's get started Day 1-3

Fill the franchisee form to schedule a detailed discussion on the model.

Day 5

Select the city and sign the Letter of intent (LOI).

Day 8

Identify the location and shortlist properties.

Day 9-15

Initiate SALON & SPA design, fit-outs & staff recruitment.

Day 45

Launch.



European Beauty And Health Care Pvt. Ltd. is one of the Leading Business Management Service provider in the Chain Business of Salons, Beauty Academy, Skin and Hair Clinics, Resorts and Hotels.

European Beauty And Health Care Pvt. Ltd. has many Brands i.e. “BAYLEN de Louis” to provide best in class services with a wide range of Services according to the needs and requisites of the Client.

We have Dedicated Workforce for handling the Management of the Business to increase the Productivity of the Business.

—Know About Us






To Set A
Benchmark In
Beauty Industry
And Maintain Its
Position In The
Category

VISION

MISSION

We are working on “Mission 300” in which our agenda is to open 100 franchise outlet in PAN India before the completion of this financial year. And 500 in next 3 years.

- Our salon will change the way you think about a haircut.
- Full service comfort, friendly staff, a relaxing atmosphere and the best prices in town which gives you an experience that will leave you glowing both inside out.



COMPANY VALUES

Client Satisfaction

We ensure that our clients are satisfied with our services.



Accountability

Accountability Our company believes that if something is to be done than we'll do it in the best manner.



Quality

We believe in offering top notch quality work that satisfies our clients.



Diversity

We have diversity in our services in our services and products offered to the clients.



Integrity

Everything we do, We value the integrity of our company.

Industry Facts

- ❑ **Second Largest Growing Industry In The World.**
- ❑ **Poised to touch \$20 billion by 2025, India's beauty industry is booming as demand For Services soars.**
- ❑ **Right Now In 2023 Its Contributing 3588 USD Billion Billion Dollar In Indian GDP.**
- ❑ **It has the world's fifth-largest foreign-exchange reserves worth \$561 billion. India has a high public debt with 83% of GDP, while its fiscal deficit stood at ...**
- ❑ **In Pan India There Are 65 Lakh Salon In Which Only 30% Are Registered.**
- ❑ **Salon Industry Generates 200 Cr Revenue Just By Selling Retail Products.**
- ❑ **The beauty industry, which constitutes an endless variety of skincare, makeup and hair products, amounts to a staggering USD 511 billion.**



❖ OUR PRESENCE

- 1.Gujarat
 2. Jharkhand
 - 3.Bihar
 - 4.Delhi
 - 5.West Bengal
 - 6.Chhattisgarh
- 



❖Upcoming Me And Many More ...

- 1.Dubai
 - 2.Goa
 3. Maharashtra
 - 4.Karnataka
- 

OUR PRODUCT PARTNERS

PRODUCTS WE USE



“BAYLEN de Louis”

Our 4 Business Models

New Franchise Model & Conversion Model

Become a Franchise partner & Open a new outlet With the minimum investment of **₹ 12.75 Lakh**

Brand Conversion Model

Convert your Local Salon & make it branded. With the minimum investment of **₹ 1.38 Lakh**

Investment Model

The best ROI ever with the partial Franchise ownership & monthly withdrawal option. With the minimum investment of **₹10 Lakh.**

Home Salon Service Franchise Model

Own our brand & our customers by opting this model just at fixed investment of **₹ 2.75 Lakh.**



“BAYLEN de Louis”

New Franchise Model



New Franchise Model

	SILVER	GOLD	DIAMOND	ROYALE 5-STAR	LUXURY 7-STAR
Area (SQFT)	0-250 sqft	251-500 sqft	501-1000 sqft	1001-2000 sqft	2001-3000 sqft
Franchise Cost	₹2,75,000/-	₹5,00,000/-	₹7,50,000/-	₹12,50,000/-	₹17,50,000/-
Royalty Fee	₹ 27,5 00/- Or 15% on Service Revenue and 5% on Product Revenue whichever is higher	₹ 50 ,0 00/- Or 15% on Service Revenue and 5% on Product Revenue whichever is higher	₹ 75,0 00/- Or 15% on Service Revenue and 5% on Product Revenue whichever is higher	₹ 1,25,000/- Or 15% on Service Revenue and 5% on Product Revenue whichever is higher	₹ 1,75,000/- Or 15% on Service Revenue and 5% on Product Revenue whichever is higher
Total Investment	₹ 12.75 Lakhs +18%GST	₹ 25 Lakhs +18%GST	₹ 37.50 Lakhs +18%GST	₹ 67.50 Lakhs +18%GST	₹ 90 Lakhs +18% GST

***Note- The prices mentioned above are fixed and are non negotiable.**

Brand Conversion Model

Area(In SQFT)	0-250 sqft	251-500 sqft	501-1000 sqft	1001-2000 sqft	2001-3000 sqft
Franchise Cost	₹1,37,500 /-	₹2,50,000/-	₹3,75,000/-	₹6,25,000/-	₹ 8,75,000/-
Royalty Fees (Per Month)	₹ 27,500/-	₹50,000/-	₹75,000/-	₹1,25,000/-	₹1,75,000/-

***Fixed Royalty Or 15% on Service Revenue and 5% on Product Revenue
Whichever is higher would be charged.**

Renovation:

Franchisee are expected to renovation the layout as per our expectation.

After the booking our Interior designer will visit the customer's outlet to take the measurements for making the 3d Interior designs to identify the scope of renovation as per the brand theme ,brand visibility and to maintain the standard. Please note that the sign-off to launch will not be given until we are satisfied.

Conversion Model

Area(In SFT)	0-251 sqft	251-500 sqft	501-1000 sqft	1001-2000 sqft	2001-3000 sqft
Franchise Cost	₹2,75,000/-	₹5,00,000/-	₹7,50,000/-	₹12,50,000/-	₹17,50,000/-
Royalty Fees (Per Month)	₹27,500/-	₹50,000/-	₹75,000/-	₹1,25,000/-	₹1,75,000/-

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Business Projection

	SILVER	GOLD	DIAMOND	ROYALE 5-STAR	LUXURY 7-STAR
Investment	₹ 12,75,000	₹ 25,00,000	₹ 37,50,000	₹ 67,50,000	₹ 90,00,000
Exp. Clients Per day	18	23	30	40	60
Revenue per Client	₹ 700	₹ 1,000	₹ 1,300	₹ 2,000	₹ 3,000
1 Day Revenue	₹ 12,600	₹ 23,000	₹ 39,000	₹ 80,000	₹ 1,80,000
1 Month Revenue from Service (A)	₹ 3,78,000	₹ 6,90,000	₹ 11,70,000	₹ 24,00,000	₹ 54,00,000
Product Retail Sale per Month(B)	₹ 75,600	₹ 1,38,000	₹ 2,34,000	₹ 4,80,000	₹ 10,80,000
TOTAL REVENUE(A+B)	₹ 4,53,600	₹ 8,28,000	₹ 14,04,000	₹ 28,80,000	₹ 64,80,000
6 Month Revenue	₹ 27,21,600	₹ 49,68,000	₹ 84,24,000	₹ 1,72,80,000	₹ 3,88,80,000
1 Year Revenue	₹ 54,43,200	₹ 99,36,000	₹ 1,68,48,000	₹ 3,45,60,000	₹ 7,77,60,000

Expected Operational Cost

	SILVER	GOLD	DIAMOND	ROYALE 5-STAR	LUXURY 7-STAR
Investment	₹12.75 Lakhs	₹25 Lakhs	₹37.50 Lakhs	₹67.50 Lakhs	₹90.00 Lakhs
TOTAL REVENUE	₹ 4,53,600	₹ 8,28,000	₹ 14,04,000	₹ 28,80,000	₹ 64,80,000
No. of Chair	3 Salon Chairs,1 Pedicure Station ,1 Facial Room and 1Shampoo Station	5 Salon Chairs,1 Pedicure Station,2 Facial Rooms 1Shampoo Station and 1 Bridal Room	6 Salon Chairs,2Pedicure Stations,3 Facial Rooms 2 Shampoo stations, 1Treatment room and 1 Bridal Room	10 Salon Chairs,3 Pedicure Stations,4 Facial Rooms, 4 Shampoo Stations, 1Treatment room and 2 Bridal Room	12 Salon Chairs,4 Pedicure Stations,4 Facial Rooms, 4 Shampoo Stations, 1Treatment room and 3 Bridal Room
No. of Staff	6 Staffs	9 Staffs	12 Staffs	15 Staffs	17 Staffs
Salary	₹ 73,000	₹ 1,31,500	₹ 2,04,000	₹ 3,01,000	₹ 3,57,000
Product Consumption (A) Approx.	₹ 75,600 (20% of Revenue)	₹ 1,24,200 (18% of Revenue)	₹ 1,87,200 (16% of Revenue)	₹ 2,64,000 (11% of Revenue)	₹ 2,70,000 (5% of Revenue)
Product Consumption (B) Approx. (70% of Revenue)	₹ 52,920	₹ 96,600	₹ 1,63,800	₹ 3,36,000	₹ 7,56,000
House Keeping (Materials) Approx. (2% of Revenue)	₹ 7,560 (2% of Revenue)	₹ 13,800 (2% of Revenue)	₹ 17,550 (1.5% of Revenue)	₹ 24,000 (1% of Revenue)	₹ 27,000 (0.5% of Revenue)
Rent (if any) Approx. (8% of Revenue)	₹ 30,240 (8% of Revenue)	₹ 48,300 (7% of Revenue)	₹ 70,200 (6% of Revenue)	₹ 1,20,000 (5% of Revenue)	₹ 1,35,000 (2.5% of Revenue)
Misc. Expenses(Electricity bill , Refreshments, Water supply & wear and tear Exp.) Approx.(2% of Revenue)	₹ 7,560 (2% of Revenue)	₹ 13,800 (2% of Revenue)	₹ 14,625 (1.25% of Revenue)	₹ 24,000 (1% of Revenue)	₹ 27,000 (0.5% of Revenue)
Opportunity Cost Approx. (10%p.a. of Investment)	₹ 10,625	₹ 20,833	₹ 31,250	₹ 56,250	₹ 75,000
Royalty Fees (15% on Service Revenue and 5% on Product Revenue) Approx.	₹ 60,480	₹ 1,10,400	₹ 1,87,200	₹ 3,84,000	₹ 8,64,000
Total Expense Approx.	₹ 3,17,985	₹ 5,59,433	₹ 8,75,825	₹ 15,09,250	₹ 25,11,000
Expected Profit Approx.	₹ 1,35,615	₹ 2,68,567	₹ 5,28,175	₹ 13,70,750	₹ 39,69,000
Profit % Approx.	29.90%	32.44%	37.62%	47.60%	61.25%

STAFF_REQUIREMENTS

Model	SILVER	GOLD	DIAMOND	ROYALE 5-STAR	LUXURY 7-STAR
Post	Salary	Salary	Salary	Salary	Salary
	No. of Staffs	No. of Staffs	No. of Staffs	No. of Staffs	No. of Staffs
Unisex Hairdresser	₹ 20,000	₹ 22,000	₹ 24,000	₹ 26,000	₹ 28,000
	1	1	2	2	2
SR. Unisex Hairdresser	0	₹ 24,000	₹ 28,000	₹ 32,000	₹ 34,000
	0	1	1	2	2
Male Hairdresser	₹ 12,000	₹ 14,000	₹ 16,000	₹ 18,000	₹ 20,000
	1	2	2	3	3
Manager	₹ 12,000	₹ 13,000	₹ 14,000	₹ 16,000	₹ 16,000
	1	1	1	1	2
SR. Manager	0	0	₹ 20,000	₹ 25,000	₹ 28,000
	0	0	1	1	1
Beautician	0	₹ 10,000	₹ 12,000	₹ 16,000	₹ 18,000
	0	1	1	2	2
Beautician Cum Makeup Artist	₹ 10,000	₹ 14,000	₹ 20,000	₹ 25,000	₹ 30,000
	1	1	1	1	1
Housekeeping	₹7,000	₹7,500	₹8,000	₹8,500	₹9,000
	1	1	2	2	3
Nail Artist	₹ 12,000	₹ 13,000	₹ 14,000	₹ 16,000	₹ 20,000
	1	1	1	1	1
Total	₹ 73,000	₹ 1,31,500	₹ 2,04,000	₹ 3,01,000	₹ 3,57,000
	6	9	12	15	17

Profit Projection for a Month

	Minimum Monthly Expected Revenue		Monthly Operating cost		Minimum Expected Profit
SILVER	₹4,53,600/-	=	₹3,17,985/-	=	₹1,35,615/-
GOLD	₹8,28,000/-	=	₹5,59,433/-	=	₹2,68,567/-
DIAMOND	₹14,04,000/-	=	₹8,75,825/-	=	₹5,28,175/-
ROYALE 5-STAR	₹28,80,000/-	=	₹15,09,250/-	=	₹13,70,750/-
LUXURY 7-STAR	₹64,80,000/-	=	₹25,11,000/-	=	₹39,69,000/-

Returns Against Franchise

SERVICES	SILVER	GOLD	DIAMOND	ROYALE 5-STAR	LUXURY 7-STAR
Architect Site Sq. Ft. (2D & 3D Design) & Visiting	₹ 50,000	₹ 1,00,000	₹ 2,00,000	₹ 4,00,000	₹ 6,00,000
Hoarding	-	-	₹ 20,000	₹ 30,000	₹ 40,000
Initial product Purchase Saving	₹ 5,000	₹ 10,000	₹ 15,000	₹ 25,000	₹ 30,000
App ios & Android fee	₹ 1,00,000	₹ 1,50,000	₹ 2,00,000	₹ 3,00,000	₹ 4,00,000
Software Installation Charge	₹ 3,000	₹ 5,000	₹ 5,000	₹ 5,000	₹ 5,000
Social Media Integration	₹ 10,000	₹ 10,000	₹ 10,000	₹ 10,000	₹ 15,000
Server Room Setup	₹ 50,000	₹ 50,000	₹ 50,000	₹ 50,000	₹ 50,000
Digital Marketing Setup	₹ 1,35,000	₹ 1,35,000	₹ 1,35,000	₹ 1,35,000	₹ 1,35,000
Employee Hiring	₹ 30,000	₹ 90,000	₹ 1,80,000	₹ 3,00,000	₹ 4,00,000
Training Fee	₹ 30,000	₹ 90,000	₹ 1,80,000	₹ 3,00,000	₹ 4,00,000
Premium Cell Phone No.	₹ 25,000	₹ 25,000	₹ 25,000	₹ 25,000	₹ 25,000
Location Searching Fee (1 Month Rent)	₹ 30,240	₹ 48,300	₹ 70,200	₹ 1,20,000	₹ 1,30,000
Total	₹ 4,68,240	₹ 7,13,300	₹ 10,90,200	₹ 17,00,000	₹ 22,30,000
Company Valuation Share with (1 Lakhs CR Company Valuation your Share will Be)	0.00025% (25 Lakhs)	0.00075% (75 Lakhs)	0.002% (2 CR)	0.0035% (3.5 CR)	0.0055% (5.5CR)

This is valid only for the city where we don't have any presence as on signing of New Agreement

Returns Against Royalty/Month

SUPPORT FROM COMPANY	SILVER	GOLD	DIAMOND	ROYALE 5-STAR	LUXURY 7-STAR
CRM and Billing Software	₹ 3,000	₹ 8,000	₹ 8,000	₹ 8,000	₹ 8,000
App on Android & IOS	₹ 3,000	₹ 3,000	₹ 3,000	₹ 3,000	₹ 3,000
Biometric Intigration	₹ 1,000	₹ 1,000	₹ 1,000	₹ 1,500	₹ 1,500
Whatsapp ezConnect	₹ 2,500	₹ 2,500	₹ 2,500	₹ 2,500	₹ 2,500
CCTV Monitoring, Office Rent, Office Setup Exp.	₹ 20,000	₹ 20,000	₹ 20,000	₹ 20,000	₹ 20,000
Products Purchase Saving, Menu (Product Use on service & product*6%+₹2000/-)	₹ 9,560	₹ 17,048	₹ 26,300	₹ 42,320	₹ 56,000
Dedicated Digital Marketing Team for Branding and Customer Support	₹ 57,000	₹ 67,000	₹ 77,000	₹ 97,000	₹ 1,07,000
Visiting Charge of Business Analyst Expert	₹ 3,000	₹ 4,000	₹ 5,000	₹ 5,800	₹ 7,000
Trained Employee Support	₹ 20,000	₹ 32,000	₹ 40,000	₹ 80,000	₹ 1,00,000
Accounting Services	₹ 2,000	₹ 3,000	₹ 4,000	₹ 6,000	₹ 7,000
HR Services	₹ 3,000	₹ 4,500	₹ 6,000	₹ 10,000	₹ 12,000
Total	₹ 1,24,060 +GST 18%	₹ 1,62,048 +GST 18%	₹ 1,92,800 +GST 18%	₹ 2,76,120 +GST 18%	₹ 3,24,000 +GST 18%



WE ARE THE BEST

**Premium Brand Diversified
Franchise Models**

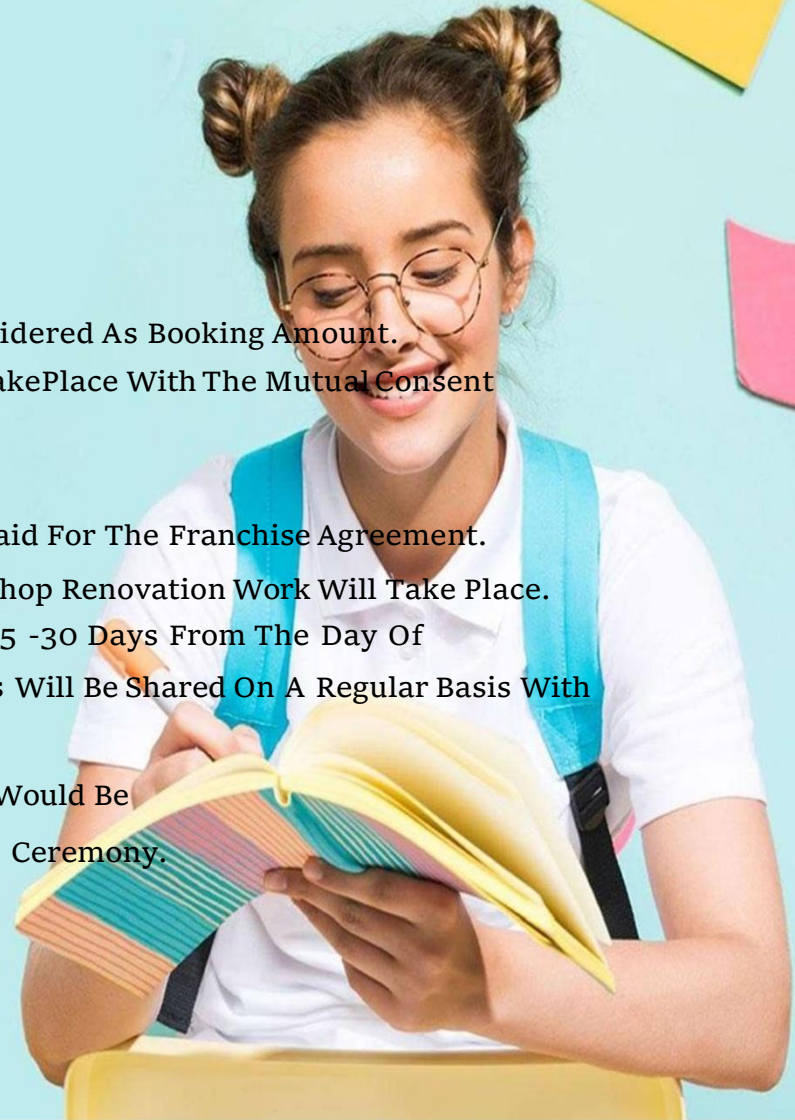
**7-Star Premium service
concept Break-Even within a
Year**

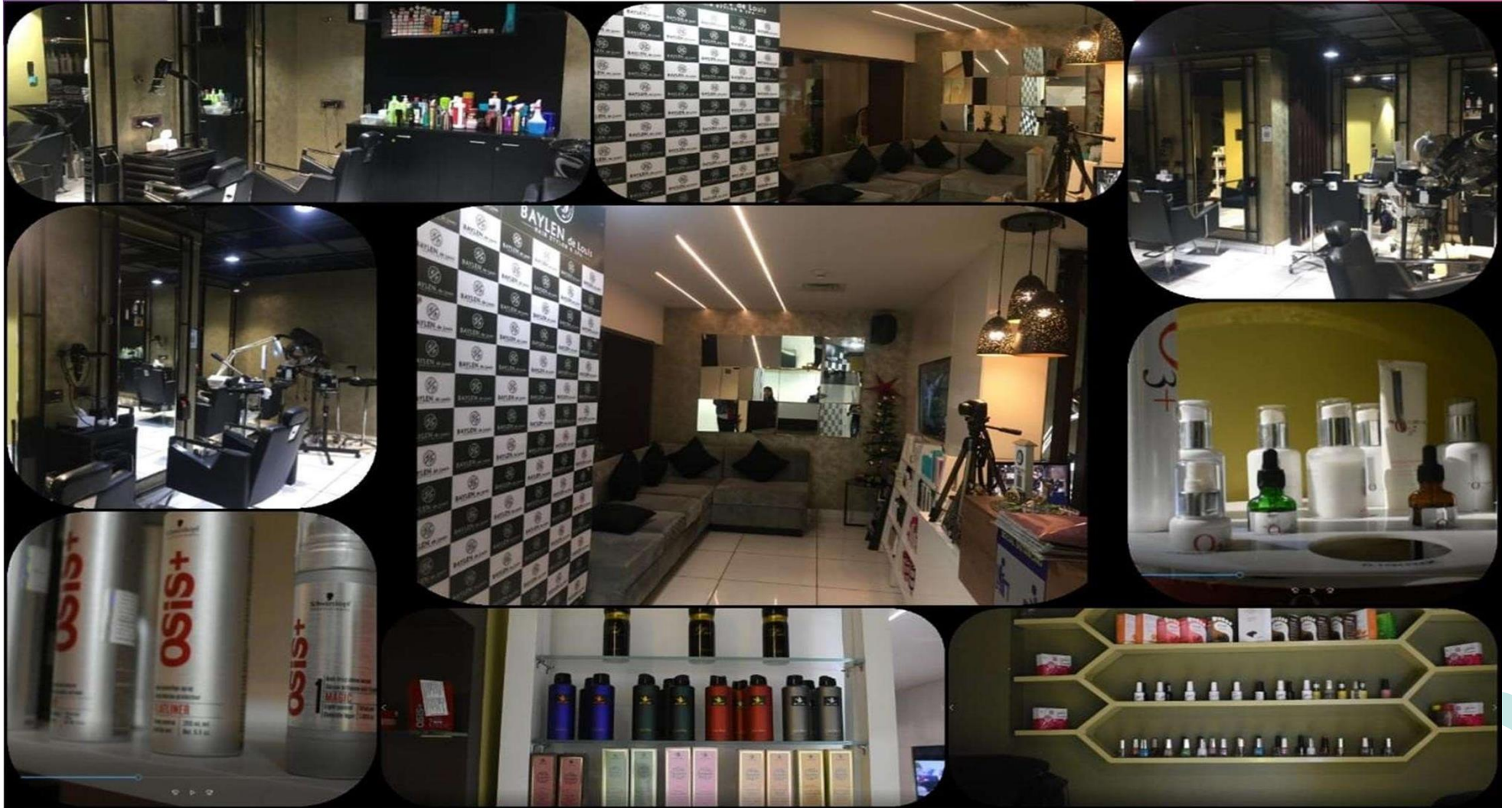
Double the ROI with Security

**Fixed Royalty Fees Smallest
Invested option with
250 SQFT and 12.75L Total
Investment**

Booking

- 10% Of The Total Investment Amount Will Be Considered As Booking Amount.
- During This 7 Days, All Official Frame Work Will TakePlace With The Mutual Consent Including
- Location Mapping And Finance.
- After 7 Days The Remaining Amount Need To Be Paid For The Franchise Agreement.
- After The Agreement And Full Payment, Interior/Shop Renovation Work Will Take Place.
- The Inauguration Of The Out Let Will Be Within 25 -30 Days From The Day Of Agreement Note: Videos Of The Work -In-progress Will Be Shared On A Regular Basis With The Client.
- All The Branding And Social Media Advertisement Would Be
- Handled By Our Digital Team For The Inauguration Ceremony.







THANKS!

Any questions?

You can find me at

Support@europeanbeauty.com

Regional Office: # 707
7th Floor Eastern Mall
(Pantaloons) Dangratoli
Chowk, Ranchi Jharkhand
8877001130, 7387818518

Corporate Office: # 39,1st
4D Square Mall, Near D-mart,
Visat Gandhinagar Road,
Chandkheda, Ahmedabad

