



European Beauty and Healthcare Pvt Ltd

# European Beauty and Healthcare Pvt. Ltd.

Franchise Investment Plans



Rated 4.9 Star Salon  
★★★★★  
[www.baylendeLouis.com](http://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**



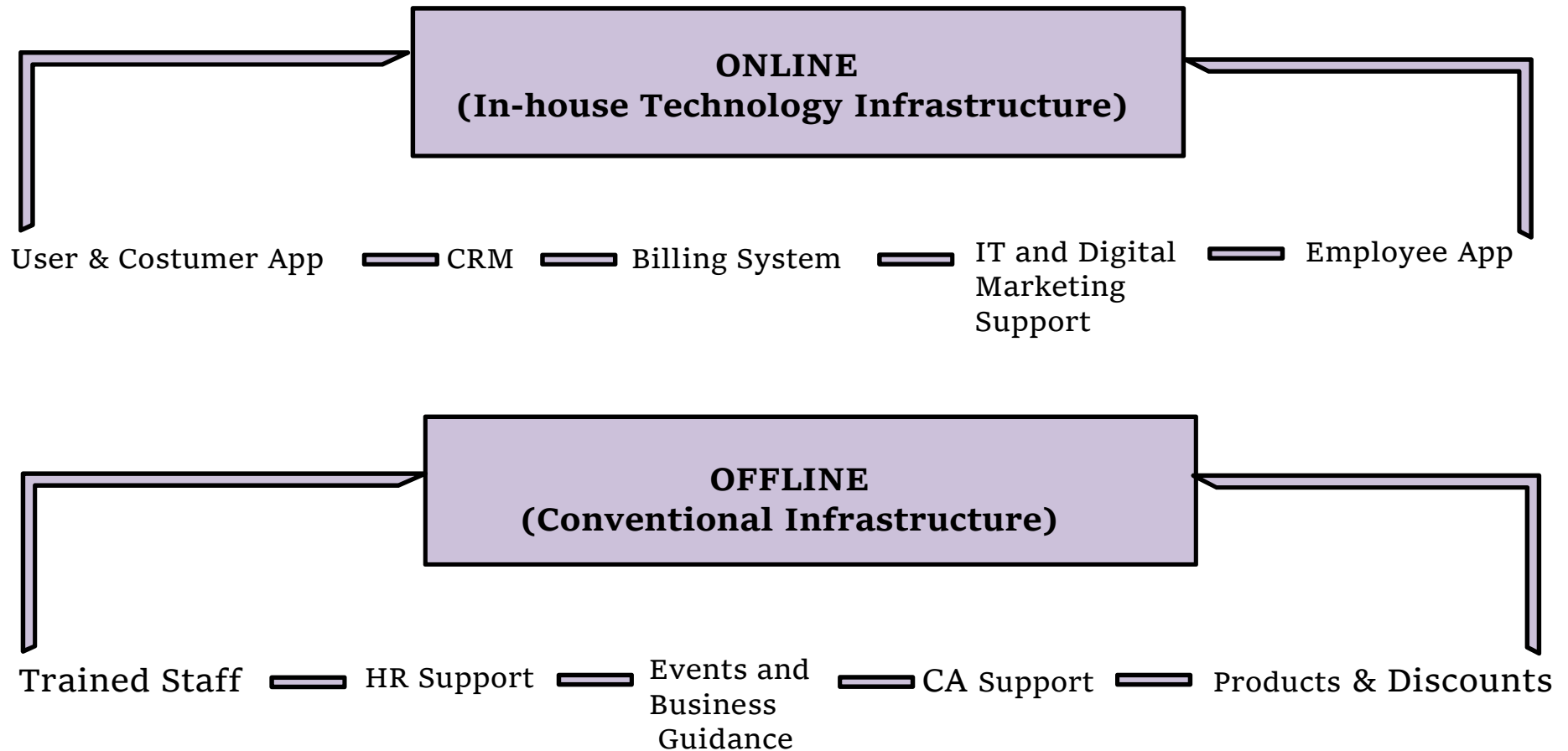
**PRAKASH JHA**



**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





**SPA Franchise Model**

# Our Investment Plans

SILVER	GOLD	DIAMOND	ROYALE 5-STAR	LUXURY 7-STAR
Area (SQFT)- 0-250	Area (SQFT)- 251-500	Area (SQFT)- 501-1000	Area (SQFT)- 1001-2000	Area (SQFT)- 2001-3000
No. of SPA Rooms: 1-2	No. of SPA Rooms: 3-4	No. of SPA Rooms: 4-6	No. of SPA Rooms: 7-12	No. of SPA Rooms: 13-20
Franchise Cost - ₹7,00,000/- (₹3.5L/SPA Room)	Franchise Cost - ₹12,00,000/- (₹3.0L/SPA Room)	Franchise Cost - ₹16,50,000/- (₹2.75L/SPA Room)	Franchise Cost - ₹27,00,000/- (₹2.25L/SPA Room)	Franchise Cost - ₹40,00,000/- (₹2L/SPA Room)
Royalty -₹70,000/- Month or 15% of Revenue whichever is higher	Royalty -₹1,20,000/- Month or 15% of Revenue whichever is higher	Royalty -₹1,65,000/- Month or 15% of Revenue whichever is higher	Royalty -₹2,70,000/- Month or 15% of Revenue whichever is higher	Royalty -₹4,00,000/- Month or 15% of Revenue whichever is higher
Total Investment- ₹12.75Lakhs +18%GST	Total Investment- ₹25.00Lakhs +18%GST	Total Investment- ₹37.50Lakhs +18%GST	Total Investment- ₹67.50Lakhs +18%GST	Total Investment- ₹90.00Lakhs +18%GST

# SPA Business Projection

SERVICES	SILVER	GOLD	DIAMOND	ROYALE 5-STAR	LUXURY 7-STAR
Exp. Clients Per Day	7	12	19	35	60
Revenue Per Client	₹ 1,300	₹ 1,800	₹ 2,000	₹ 2,200	₹ 4,000
1 Day Revenue	₹ 9,100	₹ 21,600	₹ 38,000	₹ 77,000	₹ 2,40,000
1 Month Revenue From Services (A)	₹ 2,73,000	₹ 6,48,000	₹ 11,40,000	₹ 23,10,000	₹ 72,00,000
Product Retails Sale P/M (B) (Studs)	₹ 5,000	₹ 10,000	₹ 15,000	₹ 30,000	₹ 35,000
Total Revenue	₹ 2,78,000	₹ 6,58,000	₹ 11,55,000	₹ 23,40,000	₹ 72,35,000
6 Month Revenue	₹ 16,68,000	₹ 39,48,000	₹ 69,30,000	₹ 1,40,40,000	₹ 4,34,10,000
1 Year Revenue	₹ 33,36,000	₹ 78,96,000	₹ 1,38,60,000	₹ 2,80,80,000	₹ 8,68,20,000

# SPA Expected Operational Cost

SERVICES	SILVER	GOLD	DIAMOND	ROYALE 5-STAR	LUXURY 7-STAR
Total Investment	₹ 12.75 Lakhs	₹ 25.00 Lakhs	₹ 37.50 Lakhs	₹ 67.50 Lakhs	₹ 90.00 Lakhs
TOTAL REVENUE	₹ 2,78,000	₹ 6,58,000	₹ 11,55,000	₹ 23,40,000	₹ 72,35,000
No of Beds	2 Spa Beds	4 Spa Beds	6 Spa Beds	10 Spa Beds	10 Spa Beds
No. of. Staffs	4 Staffs	7 Staffs	10 Staffs	16 Staffs	18 Staffs
Salary	₹ 68,500	₹ 1,34,000	₹ 1,87,000	₹ 2,57,500	₹ 2,89,000
Product Consumption (10% Revenue ) Approx.	₹ 20,850 (7.5% of Revenue )	₹ 46,060 (7% of Revenue )	₹ 69,300 (6% of Revenue )	₹ 93,600 (4% of Revenue )	₹ 1,80,875 (2.5% Revenue )
House Keeping (Materials) (2%of Revenue) Approx.	₹ 4,170 (1.5% of Revenue )	₹ 11,515 (5.5% of Revenue )	₹ 17,325 (1.5% of Revenue )	₹ 23,400 (1% of Revenue )	₹ 32,558 (0.45% of Revenue )
Rent (if any) (8% of Revenue) Approx.	₹ 15,290 (5.5% of Revenue )	₹ 36,190 (5.5% of Revenue )	₹ 57,750 (5% of Revenue )	₹ 93,600 (4% of Revenue )	₹ 1,44,700 (2% of Revenue )
Misc. Expenses(Electricity bill , Refreshments, Water supply & wear and tear Exp.)(2% of Revenue) Approx.	₹ 4,170 (1.5% of Revenue )	₹ 11,515 (5.5% of Revenue )	₹ 17,325 (1.5% of Revenue )	₹ 23,400 (1% of Revenue )	₹ 32,558 (0.45% of Revenue )
Opportunity Cost (10%p.a. of Investment) Approx.	₹ 10,625	₹ 20,833	₹ 31,250	₹ 56,250	₹ 75,000
Royalty Fees(15% of Service Revenue) Approx.	₹ 40,950	₹ 97,200	₹ 1,71,000	₹ 3,46,500	₹ 10,80,000
Product Sale P/m (Studs) on 5%	₹ 250	₹ 500	₹ 750	₹ 1,500	₹ 1,750
Total Expense Approx.	₹ 1,64,805	₹ 3,57,813	₹ 5,51,700	₹ 8,95,750	₹ 18,36,440
Expected Profit Approx.	₹ 1,13,195	₹ 3,00,187	₹ 6,03,300	₹ 14,44,250	₹ 53,98,560
Profit % Approx.	40.72%	45.62%	52.23%	61.72%	74.62%



# 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
Senior Manager	0	₹ 18,000	₹ 20,000	₹ 20,500	₹ 21,000
	0	1	1	1	1
Spa Manager	₹ 15,000	₹ 15,500	₹ 16,000	₹ 16,500	₹ 16,500
	1	2	2	2	2
Therapist	₹ 10,500	₹ 14,500	₹ 15,500	₹ 16,000	₹ 16,000
	3	3	4	6	6
Calling Executive	₹ 15,000	₹ 17,000	₹ 19,000	₹ 21,000	₹ 23,000
	1	2	3	4	5
House Keeping	₹ 7,000	₹ 7,500	₹ 8,000	₹ 8,000	₹ 8,000
	1	1	2	3	3
Total Salary	6	9	12	16	17
	₹ 68,500	₹ 1,34,000	₹ 1,87,000	₹ 2,57,500	₹ 2,89,000

# Profit Projection for a Month

	Minimum Monthly Expected Revenue		Monthly Operating cost		Minimum Expected Profit
SILVER	₹2,78,000/-	=	₹ 1,64,805/-	=	₹ 1,13,195/-
GOLD	₹6,58,000/-	=	₹ 3,57,813/-	=	₹ 3,00,187/-
DIAMOND	₹11,55,000/-	=	₹ 5,51,700/-	=	₹ 6,03,300/-
ROYALE 5-STAR	₹23,40,000/-	=	₹ 8,95,750/-	=	₹ 14,44,250/-
LUXURY 7-STAR	₹72,35,000/-	=	₹ 18,36,440/-	=	₹ 53,98,560/-

# 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	₹ 10,000	₹ 20,000	₹ 30,000	₹ 50,000	₹ 75,000
App ios & Android fee	₹ 1,00,000	₹ 2,00,000	₹ 2,50,000	₹ 3,50,000	₹ 3,50,000
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	₹ 1,45,000	₹ 1,35,000	₹ 1,35,000	₹ 1,35,000	₹ 1,35,000
Employee Hiring	₹ 93,000	₹ 1,34,000	₹ 1,87,000	₹ 2,57,500	₹ 2,89,000
Training Fee	₹ 1,55,000	₹ 1,55,000	₹ 1,55,000	₹ 1,55,000	₹ 1,55,000
Premium Cell Phone No.	₹ 25,000	₹ 25,000	₹ 25,000	₹ 25,000	₹ 25,000
Location Searching Fee (1 Month Rent)	₹ 16,680	₹ 36,190	₹ 57,750	₹ 93,600	₹ 1,20,700
<b>Total</b>	<b>₹ 6,57,680</b>	<b>₹ 8,70,190</b>	<b>₹ 11,24,750</b>	<b>₹ 15,61,100</b>	<b>₹ 18,59,700</b>
Company Valuation Share with ( 1 Lakhs CR Company Valuation your Share will Be )	<b>0.00025% (25 Lakhs)</b>	<b>0.00075% (75 Lakhs )</b>	<b>0.002% (2 CR)</b>	<b>0.0035% (3.5 CR)</b>	<b>0.0055% (5.5CR)</b>

**\*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
<b>Total</b>	<b>₹ 1,24,060 +GST 18%</b>	<b>₹ 1,62,048 +GST 18%</b>	<b>₹ 1,92,800 +GST 18%</b>	<b>₹ 2,76,120 +GST 18%</b>	<b>₹ 3,24,000 +GST 18%</b>



# WE ARE THE BEST

**Premium Brand Diversified  
Franchise Models**

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

**Double the ROI with Security**

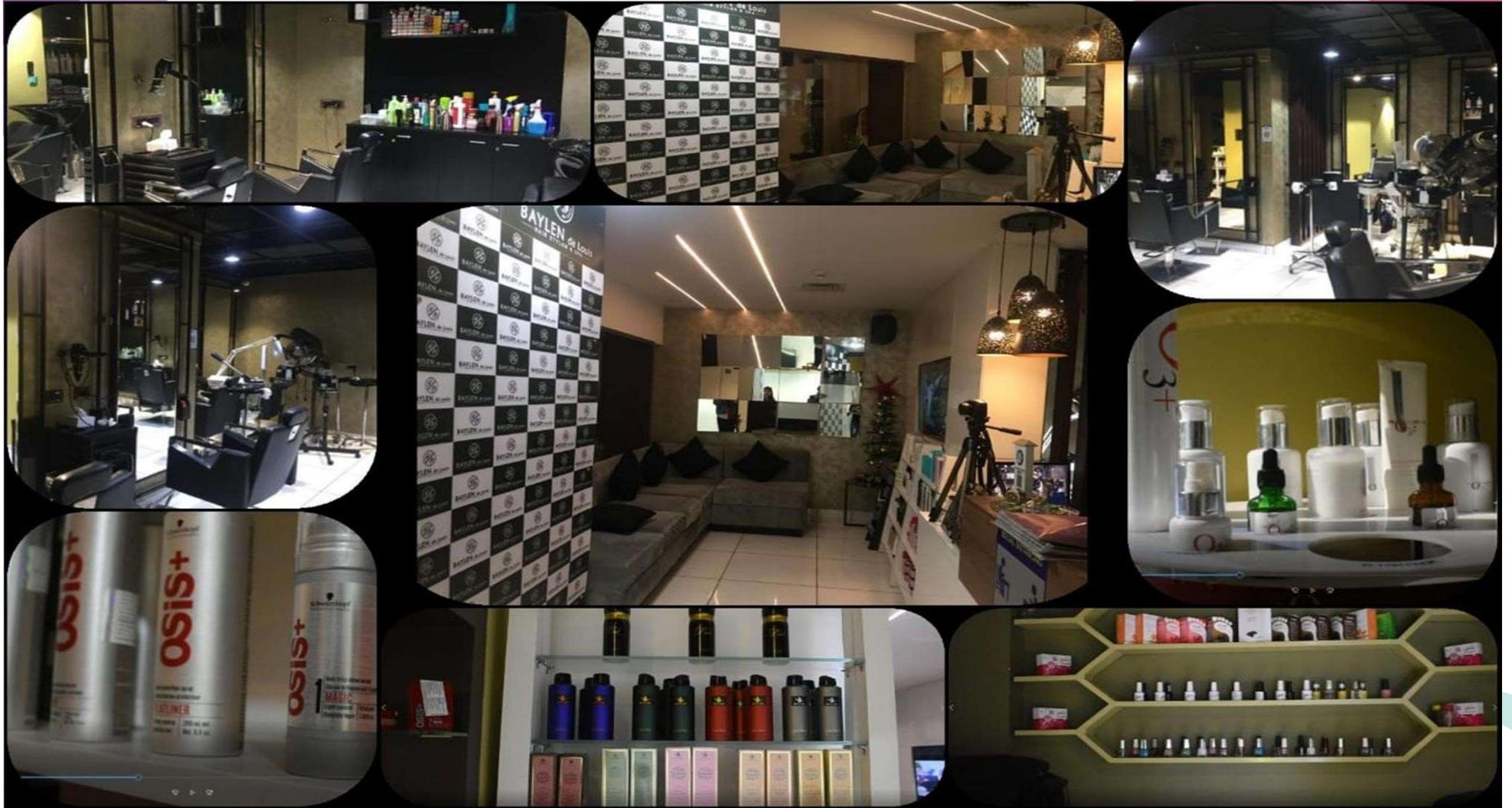
**Fixed Royalty Fees Smallest  
Invested option with  
250 SQFT and 12.75L Total  
Investment**

## 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](mailto:Support@europeanbeauty.com)

**Regional Office: # 707**

**7<sup>th</sup> Floor Eastern Mall**

**(Pantaloons) Dangratoli**

**Chowk, Ranchi Jharkhand**

**8877001130, 7387818518**

**Corporate Office: # 39,1<sup>st</sup>**

**4D Square Mall, Near D-mart,**

**Visat Gandhinagar Road,**

**Chandkheda, Ahmedabad**

