



New York City *nails*™

**THE WORLD OF
NEW YORK CITY NAILS**

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WELCOME TO NEW YORK CITY NAILS

Questions

Welcome to the World of New York City nails.

It's an exciting place to be and, just like New York itself, is a land of opportunity.

The New York City nail's franchise opportunity offers the right person a wonderful chance to run their own business in the professional beauty industry.

A New York City nail's franchisee runs their own business but isn't in business on their own. Our unique systems and processes cover everything from delivering a fantastic *Sex in the City* style service to running an efficient and profitable nail salon.

We're absolutely delighted that you decided to get in touch with us and hope that it's the first step towards a long and fruitful relationship.

At New York City nails we believe that you need as much information as possible so you can decide whether the opportunity is for you. In fact, we're doing the same thing... we have to be sure that you are right for us and the process we'll go through together over the next few weeks will help both of us decide.

You will receive a lot of information, starting with this brochure. The next stage is to meet face to face at our Head Office, where we'll get to know each other better. At this stage we'll provide you with more information and you will have the opportunity to ask all the questions you have.

In return we'll provide you with information about our nail salons as well as what you can expect in your own business, wherever you are located.

Finally, we'll ask you to make a decision about joining New York City nails.

We're looking forward to working with you and we'll see you at head office very soon.

A SHORT HISTORY

Questions

New York City nails has been operating in Northern Ireland since 2004.

The concept was originated in the United States by Seamus and Tiernan Lynch who were working in New York City. After doing much research both in the states and back in the UK they could see the obvious potential of the idea.

They decided to make their idea a reality.

After doing their research Seamus and Tiernan set up two independent franchise Nail Salons, one on Belfast's exclusive Lisburn Road and the second at Belfast International Airport.

Seamus and Tiernan had a clear vision of what they wanted to achieve... a *Sex in the City* experience for customers in the best surroundings with the best products. And that's just what they created.

These highly successful operations are our pilot businesses. The systems and processes developed in these outlets now form the basis of our franchise operation. With a proven track record we know that, when applied diligently, the processes will help anyone set up and run a successful New York City nails business.

In fact, our pilot operations were so successful that New York City nails pulled off a major coup with the award of a concession agreement in Debenhams Department Stores.

Add to this our very successful salons and nail bars in shopping malls and you can see why we're keen to speak with you.

The Company already operates twenty successful businesses in Debenhams Stores, salons and shopping malls throughout the UK & Ireland, including London, Glasgow and Dublin and we need to open more.

As a result of the phenomenal growth, the further potential and success of the existing operation we are expanding the business by offering a number of franchise opportunities throughout the UK and Ireland.

At New York City nails we wish our service to meet and exceed our customers' high

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expectations. We will achieve this by having well trained and motivated franchisees and staff, who excel at their job and by using products, tools and processes capable of delivering this high level of service.

That's where you come in.

We're looking for talented individuals and companies to partner with us, so that we can provide this service to many more thousands of customers, whether they are visiting one of our nail bars within a Department Store or looking for the salon experience from one of our franchisees.

WHAT WE DO

Questions

First and foremost we deliver a *Sex in the City* experience for our customers that goes way beyond 'getting their nails done'.

We provide our customers with the finest quality products and services in surroundings that are as glamorous as they are comfortable.

The level of service and the overall experience that you, as a New York City nails franchisee will deliver means that our customers just keep coming back.

Here are some of the services we provide:

- Full range of manicures
- File and polish treatments
- Nail enhancements
- Nail art

Our reputation is built on our commitment to quality, innovation and excellence.

We have full time Educators who work exclusively with our network to continually improve the knowledge and skills of our franchisees and their teams so that the experience of our customers is always improving.

We are always working to make sure our customers keep on coming back. The experience they have is key to this repeat business, but we do offer promotions and specials to encourage more and more business.

Of course, part of that experience is the product we use. We have a range of retail products to offer in your salon, from a really funky range that will appeal to younger clients to a sophisticated and glamorous range for more discerning customers.

We choose our product providers with care and we're always looking for innovations and new products to enhance our offering to our customers. Because we're so careful with our product providers they know how we work and we work well with them. It's a great partnership.

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As a franchisee it will be your job to maximise on the returns you receive as a result of all these things.

THE FRANCHISE PACKAGE

Questions

The New York City nails franchise package has been created to give our franchisees the best chance of success.

From the moment you sign up as a franchisee you receive the very best in support. We will provide you with everything you need to get your business up and running and then profitable.

Here's an overview of our package:

The Brand

Speak to anyone in franchising and they will tell you that the brand is a vital part of the package.

A brand is much more than a logo. A brand is what a customer expects from a business based on experience of the product, reputation, logo, advertising and a number of other things.

The New York City nails brand represents many things for our customers.

The Statue of Liberty image is evocative of the Land of Opportunity as well as a sophisticated and glamorous city. The fact that she's doing her nails injects some humour into a serious landmark recognised the world over.

The image also represents a fantastic level of service to our customers. Everyone knows the USA leads the world in service standards. Our clients also connect New York City nails and our logo with an expectation of the service they will to receive.

By visiting a New York City nails salon or nail bar our customers want to feel as though they are part of *Sex in the City* and we help them feel just that.

The Nail Salon

A New York City nails franchise truly is a turnkey package.

As soon as you decide to join we start working on your nail salon. As part of your franchise fee we will design, build and fit out your salon. The design is funky, modern and professional at the same time.



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Each salon is unique and is designed specifically for you. A salon may have anything from three nail stations to seven positions depending on the floor space you have available.

Your nail salon will look fantastic and you will feel proud to welcome your customers to comfortable surroundings... and because your customers will feel welcomed and comfortable, they will keep coming back.

Initial Stock

We know that we have a fantastic business and we know that our nail salons are second to none. We also know that our franchisees are the best.

The final piece of the jigsaw is that we must have the best product lines... and we believe we do.

Consistency is the name of the game for our customers and we partner very closely with Our product providers.

Our providers are all major players in the nail market in their own right. They all have their own strengths and unique selling points and we make sure we understand precisely what the offering is and how we'll promote it to our clients.

Our providers make sure you have everything you need to run your nail salon efficiently and profitably. But that's not all, they will also train you and your team, whether on the initial course or when you take on new people.

We believe that every one of our providers is a partner for the long-term.

Your location

When it comes to location there are some choices to be made. When it comes to a nail salon, location is everything... décor we can work on!

We know what a good location looks like and so one of the first things we'll do is work with you to find the right place in terms of footfall, rent and visibility.

You will find the right location (with our help) and we will design the interior and fit it out for you.

In terms of the fit out, we have a number of key criteria we work to. The first is always the

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customer experience – we make your salon a nice place to be with comfortable furnishings and discreet surroundings.

By the way, this is good for your team, too. If it's nice for your customers, it'll be nice for them as well.

We're also mindful of security in store with the potential for there to be a fair amount of cash taken. We'll provide you with a state of the art EPOS and till system that will help you manage cash, stock and customer promotions.

Each location is slightly different... but what makes them work is always the same. Our tried and tested systems will get you up and running quickly and we'll be able to find you an operation that fits your circumstances and plans for the future.

Training

Training is a key element of your New York City nails package.

Our programme starts at the beginning, assumes nothing and gives you everything you need to run a successful New York City nails franchise business.

What's more, the programme starts the minute you sign-up with our *Guide to Getting Started* – your personalised plan to make sure you're ready for business.

The residential part of your training has three elements to it, covering all aspects of technical training, salon management, marketing, customer service and IT.

The first part of your course will be delivered at New York City nails Head Office. We'll cover everything you need to run your salon, from winning customers to the on-line customer management system.

Product training is delivered by our professional product partners and our educators. At the end of the training you'll be able to deliver a *Sex in the City* style experience to your customers that will keep them coming back.

Finally, we'll spend some time on site with you as your business launches.

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A member of the New York City nails team will help you iron out any of those last minute glitches, get your nail salon organised correctly and support you as you go live.

We also give you ongoing support, providing excellent training opportunities for both you and your team as your business grows.

For us at New York City nails training is a key component of our franchise opportunity. We take it very seriously.

You'll find our training programme interactive, challenging and a lot of fun.

You'll finish the programme feeling confident about the future and ready to build your business.

Support

The support provided by a franchisor is one of the key things franchisees look for when making the decision to join a network.

At New York City nails we pride ourselves on the support we provide to franchisees.

Our team will provide support in two ways:

- Proactively
- Reactively

We are continuously improving the way we do things, whether it's using our central purchasing power to improve the service we get from suppliers or a new marketing campaign to help you get more customers.

You'll find that we will be sending information out to you regularly to help you improve your business. We also organize monthly reviews where we will cover a range of topics, from product updates and training to the latest sales techniques and trends to help you win more and more business. We will also visit your salon and assess your progress, as well as conduct customer feedback evaluations on your clients.

Things change in business and situations crop up all the time. That's why we're at the end of the telephone for our franchisees.

There's no limit to the support a franchisee can ask of us and we will give help, advice and

support wherever we can. Although we always remember that it's your business!

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Even More

We want your New York City nails business to be a success and we provide you with everything you need to get going.

As part of your franchise fee we also give your initial print kit, including marketing literature, business cards and other printed material such as newspaper adverts for new staff.

We'll also provide you with a touch screen computer pre-loaded with our EPOS which is actually a full salon management system.

Our salon management system is a powerful tool that you will use to manage your business. It includes customer relationship management facilities as well as keeping track of appointments, stock, payments and bookkeeping.

We'll give you a detailed breakdown of the New York City nails package when you visit us at head office.

Having said that you can see how comprehensive our package really is.

THE IDEAL FRANCHISEE

Questions

Being a New York City nails franchisee is a wonderful opportunity to build a sustainable and profitable business... but it's not the right choice for everyone.

We're looking for talented individuals who want to build a business that works for them, rather than the other way round.

You may already be a professional in the beauty industry, ready to branch out on your own. Alternatively, you may be from a different industry altogether and can see the opportunity we are presenting to you.

Whatever your background our ideal franchisees have a few things in common.

The Desire to Build a Business

Although you may well work *in* your business as a Nail Technician, at least for a period of time, you will soon become a business owner.

That means you will start to work *on* your business much more – looking after your staff, winning more customers, becoming a financial manager and thinking about the next stage of the business.

This may sound a little daunting... but don't worry. It's what makes you the boss.

We're here to help you every step of the way as you grow your business.

The Desire to Build a Business – That Works

A New York City nails franchise will work for you, rather than the other way round.

Our unique management systems will help you build a business that is sustainable and profitable.

But what's the use of profit if you can't enjoy it?

Our management systems will make sure that your business still works the way you want it to even if you are not there.

This means that you have choice. You may choose to open a second outlet, work less or, dare we say it, have a holiday!

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There is a caveat to this, though. A business that you're not a slave to takes some time to create and in its early days will demand all your love and attention.

In fact, you will not believe how demanding your fledgling business will be. But with hard work and dedication, using our management systems, you will create a business that is really special.

Have Drive and Passion

You may be an experienced Nail Technician or indeed an experienced business person and both these things could be important.

At New York City Nails we're looking for another, more important, quality.

We're looking for franchise partners with the drive and passion to build a special business. We've been through the learning curve already and our systems will help you build the business you want.

This, together with your drive and passion, is a powerful combination.

GETTING INVOLVED

Questions

We're very careful about selecting our franchise partners... probably as careful as you are about choosing the franchise that's right for you!

As you'd expect from a franchise operation that has spent so much time and effort getting its systems right, we work have a very definite selection procedure.

You will receive a lot of information from us during the process – in fact, everything you need to know to decide whether a New York City nails franchise opportunity is right for you.

You've already been through the first stage and contacted us for more information.

The next step is to visit us at Head Office. At that meeting we'll get to know each other better; we'll provide more information about our operation and we'll find out about you, too.

We'll give you with our Franchise Information Pack which details everything you need to know about New York City nails.

We'll also provide you with a business planning template so you can do some research in your preferred location.

You'll need to complete a Franchise Application Form. This can be done online;
www.newyorkcitynails.com

You may well have some final questions at this point and we'll make sure we answer all of them.

Finally, we'll give you a copy of our Franchise Agreement and ask you to make a final decision about joining New York City nails.

Once you've made the decision to join, it's all systems go. Together we will create a project plan so that everything in your business is ready to go on the day you open your doors for the first time.

IN SUMMARY

Questions

The New York City nails franchise opportunity is just that... an opportunity.

Is it the right opportunity for you?

There's only one way to find out and that's to find out more about us.

We sincerely hope that we've whetted your appetite and you can see the fantastic opportunity that's been presented to you.

We very much look forward to meeting you at our Head Office. We're justifiably proud of our business and we would love for you to be a part of it.

If you have just read our brochure then chances are that you are already booked in to see us in the very near future.

If you haven't got an appointment set up yet and you want to find out more please do call us now to arrange a suitable time.

You can get us on:

028 9059 0111

Or e-mail:

franchise@newyorkcitynails.com

See you in the city!