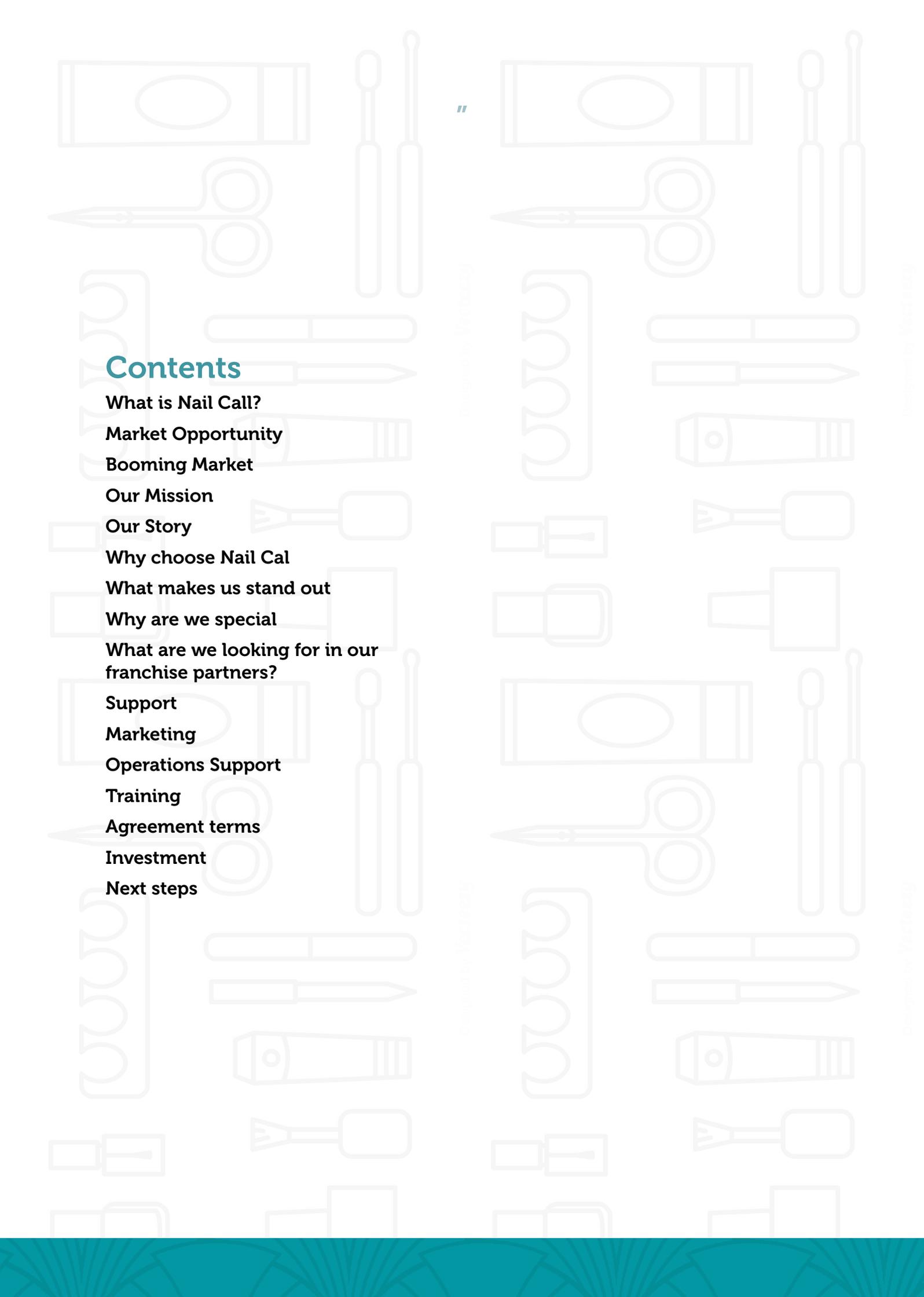


“NAIL CALL!”
AFFORDABLE BEAUTY AT YOUR FINGERTIPS



Franchise kit



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“Hello there! Thanks for your interest in finding out about our fantastic franchise opportunity!”

What is Nail Call?

Nail Call is Australia’s leading high quality and stylish all-mobile nail salon. Catering to women of all age groups, Nail Call provides the best pampering service, using the best products available – Australian brands and animal friendly where possible. We know every girl likes to feel cherished and Nail Call is the inexpensive way to help our clients put their best foot forward every day without having to leave home, workplace, or a party gathering.



Market Opportunity

The waxing and nail industry in Australia is a \$1.3b business growing at around 1% pa, it consists of primarily fixed location salons and accounts for over 8700 businesses employing in excess of 21,000 people. 97% of customers and employees are female and that’s who we’re targeting to join us in this exciting business opportunity.

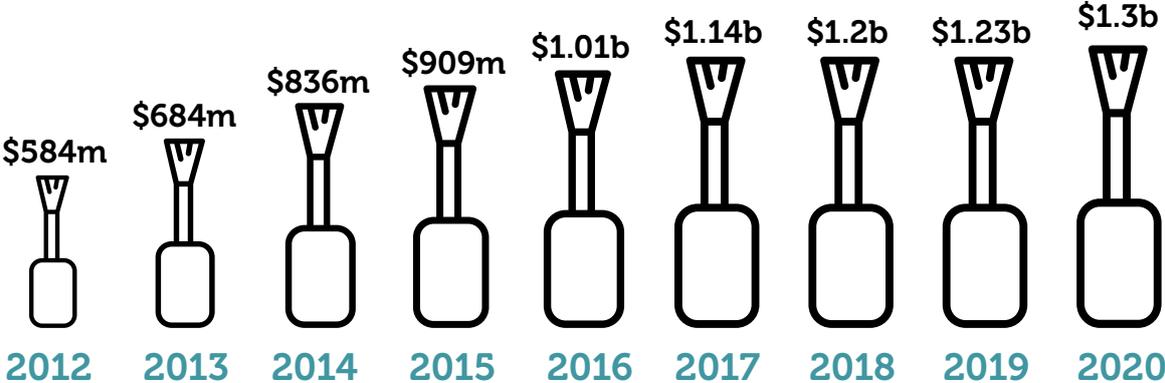
Franchising enables inexperienced people the opportunity to leverage an established business model and brand and makes the entry into business significantly more achievable at 50% less risk than independent businesses.

The Australian nail industry consists primarily of fixed locations and requires significantly more capital than a mobile business, like Nail Call, so the entry point an ability to enter business ownership and contribution to the economy is significantly greater with a mobile service like Nail Call.

In the USA mobile nail technicians represent 8% of all nail technician businesses whilst the Australian market has no record or statistics relating to this type of mobile service. With the increasing demands on leisure time and convenience and the ability to provide a pampering service like Nail call to people that are house bound including the elderly has huge appeal. Enabling a business to service clientele in their own environment will significantly increase the size of the market.

Booming Market

The Industry Growth



Our Mission

Nail Call's mission is to provide top quality product and service, accessible to all ages at the best price. We are now calling likeminded, creative and savvy individuals to join us in achieving profitability and freedom as a member of the Nail Call family.



Our Story

Have you heard "Life is too short for bad nails"? Nail Call believes every woman deserves to feel her best every day. This mantra inspired Nail Call founder Heidi Powrie to build an accessible network of mobile nail salons to share the joy of beautiful nails with all women, everywhere. Offering a unique experience in the ever-growing Nail art market- we come to the client and offer them a pampering session in their chosen location. From our beginnings in the Newcastle-hunter region of NSW, we have heard the 'call' from women all over Australia for our unique, Five-Star services. Staying true to our mantra that started it all, we continue to bring that special touch to all those seeking high quality nail art at affordable prices.



Why choose Nail Call?

Flexibility

Want the freedom to work the hours you want? As a Nail Call franchise partner, you can choose to work independently to your own roster and can grow your business on your own terms!

Real Relationships

Our clients are at the heart of everything we do, and we know that every client is different. We get to know them, bringing a personal touch to every pamper session- and we love doing it!

Be a part of a freedom movement

We're on the move with no rent to pay! We have a clear growth strategy to make Nail Call a household name.

Social Media

Beautiful nails make for powerful online content. Nail Call are experts in showcasing our product range and artistic flair through our socials, gaining attention from current and future Nail Call clients all over the world.



What makes us stand out?

It is the Nail Call Five-Star Promise that sets us apart from any other nail salon in the market.

-  High quality, Australian products used in our services (where possible)
-  Nail art services of outstanding workmanship, attention to detail and cleanliness
-  Each appointment curated to client's unique needs and desires- and we come to you!
-  Fresh and on-trend designs, and all the classics our clients love
-  Friendly, personal and professional nail technicians who take pride in their craft and are dedicated to client satisfaction



Why are we special?

When you join the Nail Call family, you're joining Australia's first boutique mobile nail salon franchise. With both on the ground support and a dedicated support office team, we are here to set up your business for success!

The Nail salon industry is unregulated by government but there is growing pressure around health and hygiene due to recent infections caused by untrained nail technicians, so the industry has a negative stigma attached to it. Our objective is to strengthen the sector and champion our profession by providing the highest quality training and standards and providing an opportunity for female entrepreneurs to start a business with a proven business model.



Our dedicated team will help you find the right fit that matches your investment capacity and lifestyle. Nail Call has a low point of entry and simple operation which makes it an incredibly competitive franchise opportunity!

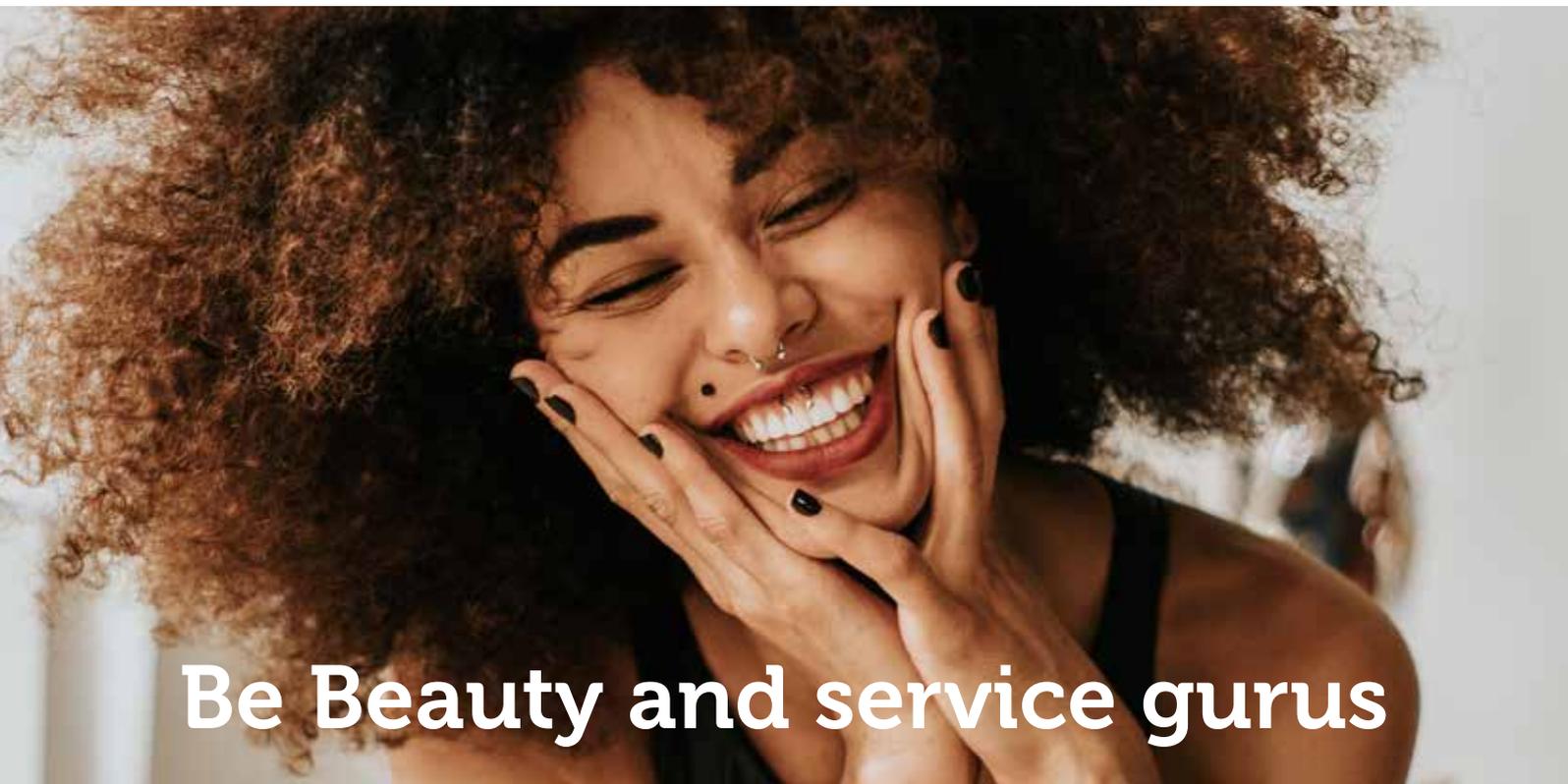
What are we looking for in our franchise partners?

We want our partners to join a creative and collaborative family.

We don't want just anybody – we want to work with likeminded individuals passionate about all things nails!

We want our partners to: Be Champions of our brand!

We are seeking partners with a real interest in creating art through nails, and connecting with our amazing clients to make them feel pampered every time.



Be Beauty and service gurus

We want our partners to have a solid background in either the beauty or service industry- or even better, both! We look out for their willingness to share our vision and develop the brand into a household name.

Be aligned with our corporate culture

We are seeking partners who not only want to make money, but who will dedicate themselves to delivering on our five-star promise, by providing outstanding workmanship and personalised client service.

Have the correct market knowledge and understanding of our brand

We pride ourselves on offering a high quality product that is personalised to the client's needs. Whether it be a monthly manicure, a princess party, or a corporate event- we make it happen!

Support

Being part of the Nail Call team means you're in business for yourself but not by yourself, you are supported 100% of the way. Our support team is committed to your success.

We give you the tools and support to help you grow and operate your own business. Components of our support includes:

Marketing

Our marketing team are responsible for all major national campaigns, digital and social media, promotions and point of sale materials - all activities having the primary focus of bringing you new clients within your territory, retaining your existing clients and seeing them more often, increasing sales and enhancing the experience for every client.

Operations Support

Our operations team are there to help you, with a dedicated Operations Manager who will help work with you to get your business started and then will work with you to ensure the business is the best it can be. We will primarily focus on Operations support but will assist with the creation and execution of your business plan and achievement of your goals.



Training

Our training system, resources and team will train you to be the best you can be, building upon the technical abilities you bring to the table. No prior business management required, just passion and a strong desire to be the best.

A comprehensive preliminary training programme is provided for all new owners covering theoretical and practical aspects of performing nail services the 'Nail Call Way', client relations and all operational aspects of operating a Nail Call territory.

Training consists of hands-on practical training and guided assistance during your launch period. Our franchisees have access to comprehensive online training programs to help train the team. In-field training is delivered on a needs basis at no additional cost. All of this means you are supported 100% of the way.

What's included

- Minimum of two weeks training in nominated established territory
- 7 days side-by-side training and support post launch
- Operations manual for your business and staff detailing everything you need to be successful
- Establishes sales and CRM systems for stress-free and insightful business management



Agreement terms

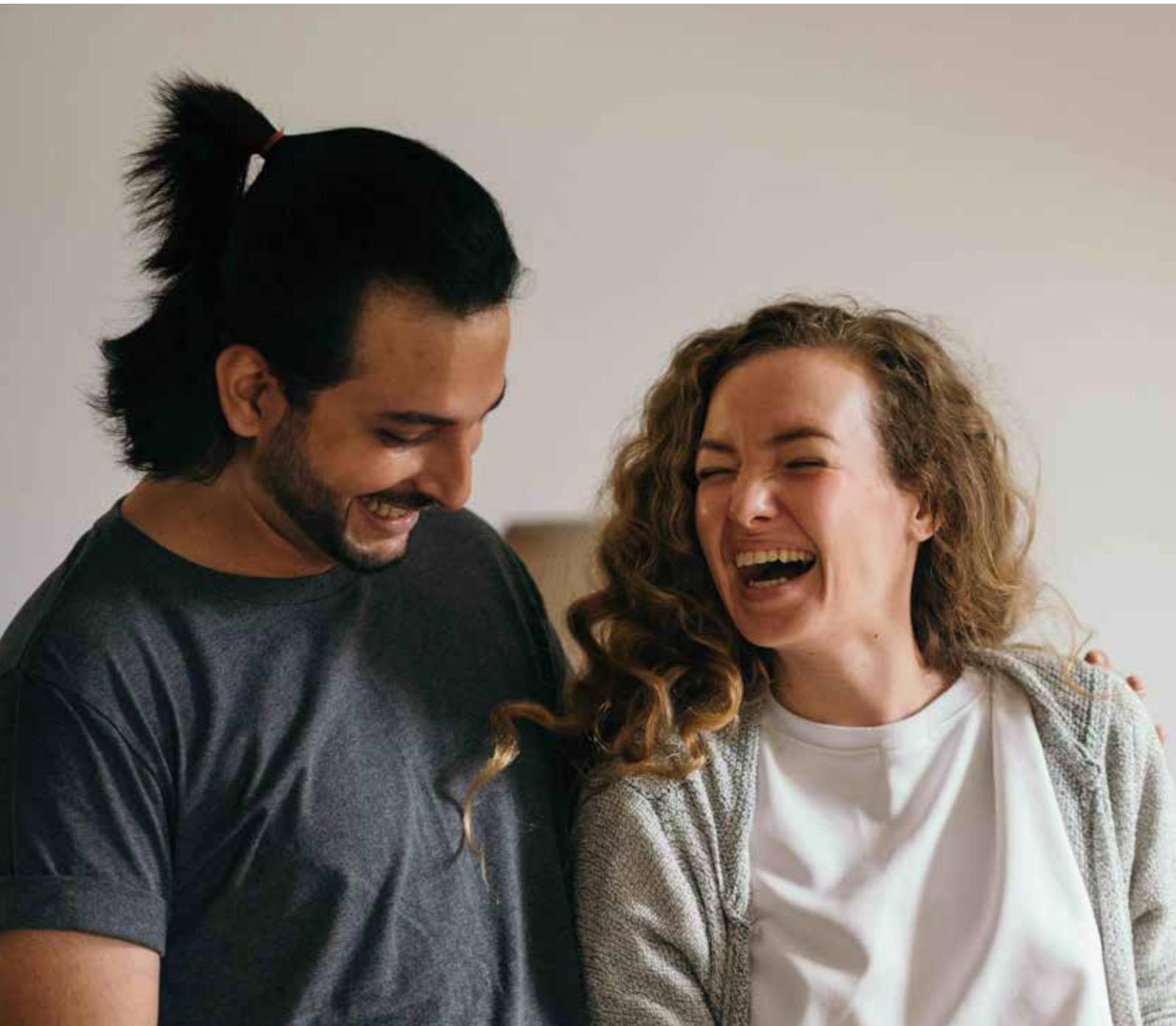
5 year term plus an additional 5 year option (total of 10 years).

Ongoing franchise fee: \$150 per week.

Initial Franchise Fee - \$30,000 (included in total investment cost)

Investment

The upfront investment required for a new territory generally ranges between \$50,000 to \$80,000 (excluding GST), including initial franchise fees. Investment level is dependent upon the territory location and size, equipment required and your motor vehicle.



Next steps

Register your interest by sending us an email to franchise@nailcall.com.au or completing our online franchise application form which is available on our website. Once we receive your inquiry, we'll get together and you can experience our fabulous services for yourself and hear more about this great opportunity.

