

BECOMING A FRANCHISE

Finally landing the mainland

***EXPRESS
FOR YOUR E4 EYES ONLY***



2016 ~ 2017





BECOMING A FRANCHISE?

"EXPRESS FOR YOUR E4 EYES ONLY"

E1=EASY E2=EXPRESS E3=EYELASH & BROW E4=EXTENSION



The E4 EYES ONLY Express Eyelashes & Brows

Simply everything Second generation, New line, Next revolution eye treatment, Making difference in the beauty industry by our developing location. Highest quality products. We bring together a unique set of highly trained individuals. Goal to become creating next generation businesses.



Why should I buy a franchise?

Joining a successful franchise system gives you the benefits of a tried-and-true business without the expensive trial and error every small business experiences. You can start a successful business quickly, have the freedoms of an entrepreneur yet still have the comfort of on-going support from our Corporate Support Team



First to Market

The E4 EYES ONLY franchise owner, you can be at the forefront in this emerging industry. "The eyelash extension & 3D brow " craze has reached new heights. Long, luscious lashes and 3D brow are everywhere you look these days, from the pages of glossy fashion magazine, to the red carpet, to reality TV stars have inspired millions of other women to do the same."



Branding for Success

E4 lash & brow is developing a brand to attract loyal followers. The goal is to build strong connections and beliefs allowing our consumers to create a brand identity of their own. E4 lash & brow brand will help define who they are as an individual and in return, create that connection with our brand. Creating these deep connections and turning customers into devoted brand advocates is what E4 lash & brow is all about.



What makes The E4 EYES ONLY franchise different?

. The E4 EYES ONLY can easily be displayed within a salon and spa or Beauty boutique



Environment as a Shop in shop concept.

- There is no direct franchise competition. We are the #1 first Express eyelash & Brow extension bar franchise in the country!
- Our award winning miracle lash and wonder lash and 3D sculpture revenue potential while providing guests with a one-of-a-kind customer experience.
- We provide all owners with comprehensive pre-opening certification course training and a customized on-going support program to meet your needs.



Free location listing on E4 Express

- All owners receive marketing and employee management training to replicate The L4 Eyes culture in their own salon.
- Our unique service techniques, medical grade products, cutting edge tools and top-notch customer service outperforms the competition. Our repeat customer trust The E4 EYES ONLY brand and given us the reputation as “the best in the business”.

Unlike other franchise models, The E4 EYES ONLY (easy, express, eye lash & brow, extension)

SERVICE

1. Express Eyelash Extensions & 3D Sculpture and Brow Extensions
(Application less than 30 minutes)
2. Keratin Brow Infusion (volume, shape, thickness, Definition, fullness.)
3. Eye lash perm or curl (safe and express) newest techniques.
4. Eye lash color.
5. Semi permanent mascara
6. A newest Trendy Retail.
7. IPPODARO Eyes Cosmetics Line.
8. Eye lash color.
9. Eye stem cell treatments
10. Eye peel.
11. Eye brow wax





State of the Art Studios

The E4 Express lash & brow team will help you identify, build-out, and equip your studio locations.

Flexible

Our studios work in a variety of retail settings, typically we are located in anchored daily use shopping centers, Department store, upscale beauty supply stores, within salons or spas power retail centers or in higher-end lifestyle retail centers, air ports EFFICIENT Spa or treatment Room not required.

Great for Start Ups or Salon Booth(special request) Professional

Each of our studios carries forward our distinctive interior brand design elements, approved décor, colors and furnishings.

- Complete pre-opening training, at both a corporate location and onsite in your territory, including hands-on training for your stylists, using our patent-pending, efficiency-driven lash & brow application techniques.
- Start-up assistance, including advice on site selection, recommended studio layouts, equipment requirements, décor specifications, and more.
- A comprehensive, confidential operations manual that provides you with details on our specialized procedures plus client service policies, operational standards, and more.
- Ongoing support, including periodic visits to your studios, refresher training, and access to our experienced support team.
- Alliances and relationships with approved vendors and established suppliers, and access to customized, top-rated business management software.
- Local marketing, branding and advertising assistance, including presence on the corporate umbrella website; plus guidance attracting and retaining clients through promotions, membership programs, service packages, referral discounts, and more



Estimated Start - Up Costs

One-tenth the price of the underlying franchise

Complimentary miracle Lash & brow certification course Provide. With opening order
 Monthly royalty fee of 3% of gross revenue. Monthly marketing fee of up to 2% of gross revenue.

Typically franchise costs "Single Unit"			IPPODARO
TYPE OF EXPENDITURE	LOW COST	HIGH COST	E4 Eyes Only
Initial Franchise Fee	\$39,000	\$39,000	\$10,000
Architect, Plans & Designs	\$2,500	\$7,500	\$3,000
Lease Expenses, Improvements, & Security Deposits	\$130,000	\$215,000	*** Self
Office/Computer Equipment, Signage & Supplies	\$44,750	\$79,500	\$3,000
Initial Training Costs (per person)	\$250	\$3,000	\$2,000
Grand Opening Marketing	\$10,000	\$10,000	\$7,000
Permits, Licenses & Insurance (first year)	\$2,000	\$5,000	\$2,000
Professional fees (first year)	\$2,500	\$5,000	\$3,000
Additional Funds (3 months)	\$15,000	\$40,000	\$5,000
TOTAL	\$246,000	\$404,000	\$45,000
E4 Eyes Express Product – Starter Kits			\$5,000
E4 Eyes Only TOTAL			\$50,000
E4 Eyes Express Monthly royalty fee of			3%
E4 Eyes Express Monthly marketing fee of up to			2%

Typically franchise costs "Area Representative"			IPPODARO
TYPE OF EXPENDITURE	LOW COST	HIGH COST	E4 Eyes Only
Area Representative Fee	\$300,000	\$500,000	\$50,000
Training Travel & Expenses	\$1,000	\$3,000	\$3,000
Franchise Law Compliance	\$3,000	\$10,000	\$10,000
Office/Computer Equipment	\$1,500	\$13,500	\$3,000
Insurance (first year)	\$2,000	\$5,000	\$2,000
Advertising (first year)	\$30,000	\$60,000	\$10,000
Professional Fees	\$3,000	\$12,000	\$2,000
Additional Funds	\$25,000	\$60,000	\$5,000
TOTAL	\$365,500	\$663,500	\$85,000
E4 Eyes Express Product – Starter Kits			\$5,000
E4 Eyes Only TOTAL			\$90,000
E4 Eyes Express Monthly royalty fee of			3%
E4 Eyes Express Monthly marketing fee of up to			2%



The E4 Eyes Only Headquartered in technology and marketing systems to hold hands with each other on the basis of other know-how.

Support for a successful business as a family business jackpot	
If you do not have a special know-how is the best beginner merchant	If enrich yourself open to individual experiences shop
<p><i>The E4 EYES ONLY Merchants headquarters lengthening eyelashes, eyebrows for the successful establishment of the founders hands-on training, theoretical training, customer service training, practical training, such as retail stores to support entrepreneurship.</i></p>	
1	<i>Consultation launched</i>
2	<i>E4 Eyes Only merchant agreement</i>
3	<i>Merchants Regional Development and Selection</i>
4	<i>Interior and facility construction</i>
5	<i>Technology transfer and operational training</i>
6	<i>Brand management manual, and initial quantities available</i>
7	<i>Preliminary open and Advertising Promotion</i>
8	<i>Grand Opening / Business start-up</i>
<ul style="list-style-type: none"> - Formal education programs and attend seminars Exhibition headquarters. - Affiliates and largest distributors of merchants. - Merchants join professional insurance company. - Lawyer specializing in corporate contract. 	



Exceptional Condition - Family Business
Estimated Start - Up Costs

<p>US \$ 40,000 / US \$ 90,000 <i>One-tenth the price of the underlying franchise</i></p>
<p>The Benefits</p>
<p>Q. How long is my Franchise Agreement for?</p> <p>A. The agreement is for three periods of 5 years with an option to renew.</p>
<p>Q. What happens at the end of the second five-year period?</p> <p>A. Before the end of that period, you should contact us with reference to a further agreement. We will either grant you a new Franchise Agreement or, alternatively, you will have the right to sell the business to an approved purchase subject to you not being in breach of your Franchise Agreement.</p>
<p>Q. Am I allowed to sell the business before the end of the tenth year?</p> <p>A. Yes, subject to the Terms of the Franchise Agreement. However, you are strongly advised not to consider selling the business in the first three years as the value is likely to be less than in later years.</p>
<p>Q. In addition to Training do you help me launch the business in my area?</p> <p>A. Yes we do with our own special Marketing Pack.</p>
<p>Q. Do I have to have worked in the Beauty Business already?</p> <p>A. No but it would help to know how to handle clients one to one and also show that you are manually dexterous.</p>
<p>Q. Do I have to work full-time in my Flutter franchise?</p> <p>A. Ideally yes to develop the full potential of your territory. However, working hours have to remain flexible to meet the needs of clients.</p>
<p>Q. When can I start?</p> <p>A. The sooner the better to take advantage of the growing interest in the Flutter business. However we will pace the timing of franchise launches to ensure we can give full attention to</p>



every franchise launch. First come, first considered

Q. Do I need experience in the Beauty Industry to qualify?

A. No! The beauty of our business model is that you don't have to have any beauty industry or business ownership experience. Our franchise opportunity is available to first time business owners and seasoned entrepreneurs.

You only need a at list 1 licensed professional on staff desire to work towards achieving your goals on your own time. Join the #1 team in the beauty industry. **The E4 Eyes Only Express** Eyelash Extension is the nationally recognized leader in a profession that provides exceptional profitability, above-average growth and a positive lifestyle.

Our exciting business opportunity includes proprietary operating, merchandising and marketing strategies that add value to your personal commitment to build a better future. With four distinct revenue streams to help minimize risk while exclusive territories protect your investment.

Our strategic expansion plan has set us up for sustainable growth and our first-to-market innovators continue to provide The Lash Lounge with an advantage over any competition.

@OMG WORLD USA

Thank you

