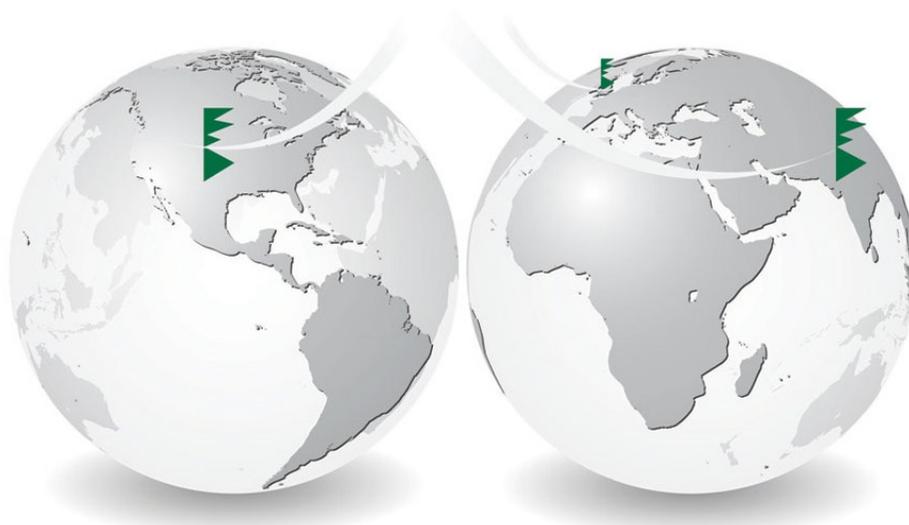


The White Cliffs Franchise Document



W H I T E C L I F F S[®]
H A I R S T U D I O



About White Cliffs

Founded on principles of Trust, Compassion and customer dedication, WHITE CLIFFS is famed for its Innovation, Creativity and Style in hair loss solutions. Over the years, WHITE CLIFFS has become renowned as the place where the needs of hair loss sufferers are understood, their best interests are taken to heart and where world-leading solutions to a wide range of hair loss problems of men, women and children are offered with people-first approach.

What is the basis of the WHITE CLIFFS difference? Well, it comprises a number of things that make us very different from any other hair replacement firm. Really, it's a "package" of benefits for all our customers that we feel make us special.

WHITE CLIFFS is an opportunity to work with and be part of ...A BETTER WAY

TRUST

- ✓ This is vital to WHITE CLIFFS as trust is what our company is all about...
- ✓ Trust that you can depend on all our products and services being the best we can provide in quality and standards.
- ✓ Trust in our Hair Systems being what we believe are the best in the world, being the closest thing to your natural hair that technology allows...that breathe naturally and that can live to the fullest. Crowned by our famed Front Hairline – giving you a totally realistic hairline, freeing you from a lifetime of having to wear a fringe, so you can put your hair back with confidence.

COMPASSION

- ✓ Founded by hair loss sufferers, WHITE CLIFFS knows the challenges, pain and even stigma that hair loss can bring on-it is no less than a devastating ordeal for many with a loss of self-confidence, social withdrawal, anger, depression and frustration. WHITE CLIFFS is a reliable friend that cares about its customers, their hopes and well being.

CREATIVITY

- ✓ To WHITE CLIFFS, hair is so much more than just hair: it is about Self-expression, creativity, beauty, freedom, style and telling the world who you are. We are artisans, style masters, and realize that hair says so much about you. It all comes down to what you want, and how we can help you express yourself.

Innovation

Backed by scientific research and breakthrough technologies, WHITE CLIFFS has become an industry leader in providing state-of-the art hair loss solutions. Our key innovations include

- Creator of the famed Mayfair Non-Surgical Hair Replacement System
- Creator of the word and famed Volumizer system for Women, Children and Men
- Creator of the Hair Reconstruction Device (HRD)
- Creator of Easy Indulge

Awards and Recognitions

Awarded The Best in the World, in Europe and for many number of years and in India.

Been the first and still the best Hair Replacement Centre in India

Only company to use FDA listed products and services with customer care and ethics.

Only Company to have the first and only FDA listed Chemo Induced Alopecia systems

FDA approval

All White Cliffs products are medically approved and endorsed by leading Doctors. White Cliffs is the only company in India to have an FDA approved Hair Reconstruction Device developed specifically for people suffering from Chemotherapy induced hair loss.

WORLDWIDE PRESENCE

White Cliffs Hair studio is present in all five continents across the globe. Founded in the United Kingdom, White Cliffs spread its wings to other Countries in Europe, America and Australia and Asia.. Currently WHITE CLIFFS INDIA is handling All Franchise dealings for the Asian and Middle Eastern Sector.

Requirements of a WHITE CLIFFS franchisee

Initial Investment: An initial agency fee will have to be paid to WHITE CLIFFS HS PVT LTD. The agency fee will vary according to geographical area and coverage. Setting up a White Cliffs Hair studio will require an initial investment of 25-35 lakhs. This amount includes only the Interiors, Exteriors, Equipment and possibly for a part of the initial stock to start operations.

The cost incurred towards the property is exclusive to the initial investment mentioned above. The building cost can vary from each franchisee depending on the franchisee's existing assets, geographical area and their existing businesses. In some cases the franchisee will have their own property which can be used to set up the studio. In case of renting a property, the rental value and initial deposit will differ from each city and location.

There is also a possibility, the existing property of Franchisee may have a Saloon or SPA or a Cosmetic Centre facility and may just need little alteration to accommodate WHITE CLIFFS HS requirements, in this case the initial investment will be much lesser. The franchise partner should have adequate funds to meet the working expenses for the first six months.

Agency Fee and Payments: WCI will render full support into helping the franchise/branch develop into a fully functioning, self-sufficient unit for the first two years. Franchisees/branches to pay an agency fee from the 3rd year onwards. The agency fee is set at 12% of the annual company turnover.

Franchise Duration: The agency duration will be for a minimum period of five years which will be extendible upon mutual consent. WCI reserves the rights to terminate franchise dealership in case of any violation or non-compliance to agency protocols.

Location: The WHITE CLIFFS studio should be located in a premium place, preferably in the central part of the city that has easy access by car and public transport. The WHITE CLIFFS studio will require

a minimum of 1200 sq ft developed to a high specification. The area should be able to service up to 500 clients. A private discreet Residential Property with parking is an Ideal Location.

The exteriors of the building should be neat and in accordance to White Cliffs Standards. The parking area should be enough to park at least three cars at a single time. Road side parking too can be taken in to consideration as long as there is no restriction or Valet Parking facilities could be provided.

External Layout



Internal Layout - Reception





Internal Layout – Styling Rooms



Internal Layout – Consultation Room



All White Cliffs studio maintain standard uniform interiors. The internal facility should consist of a welcoming reception area, 1 or 2 sales consultancy rooms and 3-4 enclosed hair dressing stations including stylist chairs, washing facilities, mirrors and appropriate fittings. Privacy is paramount both visually and audibly. The space also needs to consist of a stylist service area, admin room, kitchen and toilets.

The colour of the walls should be White and the only additional colour which can be added to panels and feature walls is corporate green (Richmond green – Deluxe – Vinyl Silk.)

All internal displays, posters and point of sales will be provided and this keeps all the locations providing the same offers/discounts/news and visuals.

Staffing

Each White Cliffs centre will be sufficiently staffed. A centre manager, one or two sales consultants, a minimum of three stylists (a female stylist is mandatory), a receptionist and an administrative assistant are essential to run a White Cliffs centre. The Centre Manager will look into the overall functioning of the centre which includes accounts, finance, HR and stock management while the sales consultant will follow up on leads and bring in clients. All WCI stylists should be adequately trained on hair dressing. All Stylist should be in Standard WHITE CLIFFS specially design *“There is Betterway. . . . Welcome to WHITE CLIFFS”* attire.

Market

All marketing activities for White Cliffs franchise outlets will be centrally channelled. Franchisees can benefit from the extensive marketing done by WHITE CLIFFS all along. Additionally WHITE CLIFFS will give full marketing support, adverts, press, pictures and case studies, video footages etc to the franchise partners for their use. Franchisee will be responsible for the Local marketing but must use only www.whitecliffsindia.com website in their marketing material, where we will then transfer all leads generated to relevant centres.

Products

All products will be centrally supplied by WCI. Franchise outlets should use only products approved by WHITE CLIFFS.



Training: All training will be provided for staff members from managers, sales, administration staff and stylists. A 4 week comprehensive training will be provided for stylists covering all areas of work. Additionally WCI will be available for further support after training is completed

Scalability plans:

WHITE CLIFFS India is positioned as having the highest market potential. Due to the increasing demand for non-surgical hair replacement across the country, WCI Plans to open up outlets in main cities across the country to expand reach of WHITE CLIFF services. WCI is looking at franchise outlets in all metropolitan cities and growing cities such as Ahmadabad, Bangalore, Cochin, Delhi, Kolkata, Pune, Trichy/Madurai, etc... We have associate Partners already in existence in Mumbai and Hyderabad.

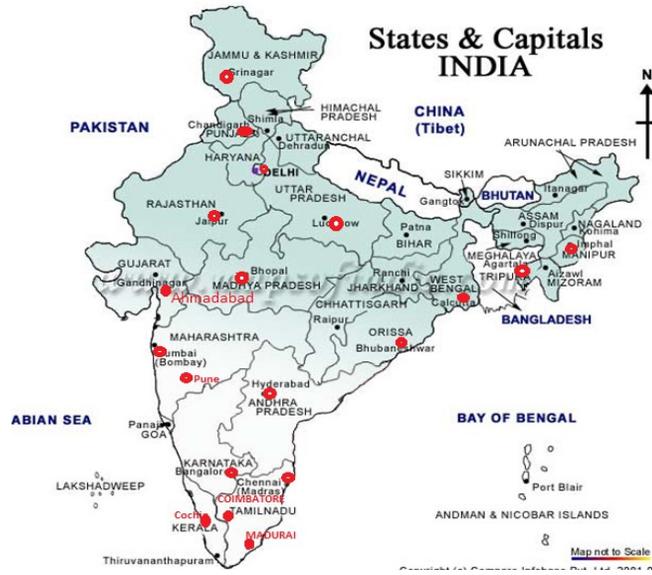
WHITE CLIFFS is also open to offers;

Middle Eastern Countries - Dubai, Bahrain, Abu Dhabi & Saudi Arabia.

South East Asia we are looking for interested Parties in Singapore, Malaysia & Indonesia.

- Area's WHITE CLIFF's Looking for Franchisee or Partnerships

INDIA:



UNITED ARAB EMIRATES & Middle East:



South East Asia:

