

Cherry's Nail and Spa Franchise Brochure





**“Come for the nails,
stay for for the experience.”**



Cherry's Story

Our history date back to more than 10 years ago. When our founders, had a hard time finding a beauty salon that is clean, customer focus, and consistent professional service during her business trip.

Cherry's was designed to bring delightful and beneficial services to client who demanded more than a manicure, we want to WOW them, to have them come back and bring their friends because of our relaxing, yet professional atmosphere and services.

We do several things at set us apart from the crowd:

We understand perfect nails equal total confidence. That's why we help our customer get the best nail service possible during their visit by a fully trained professional.

Hygiene obsessed - owner, manager and staff work tirelessly to ensure the highest standard of sanitation using medical grade sterilizers and one-time disposable implements.

You can expect cutting edge technology where customer will come for come in and experience the posh, quick, and long last nail, wax, and eyes-lashes services.

Come for the nails, stay for for the experience.



We want to help owner embraced their entrepreneur spirit. Running a business alone can be challenging, with so many competing priorities, it can take valuable time away an entrepreneur who, wish to focus on growing their business. "At Cherry's, you are not alone."

You are in the business for yourself but not by yourself.

We have a team of dedicated professional, who will assist many of the back-office function to help you run a smooth operation. Our comprehensive training and support for franchisees focused on building a profitable business, and brand identity.

Cherry's quality standard of operational procedures will maximize your sales and profitability.



Cherry's Nail and Spa is the only affordable, membership-based beauty concept that focuses on aesthetics (known to be the most profitable segment of the spa industry).

Franchise Fee:

Single: **\$35,000**

Multi-Unit: **\$30,000**

Minimum Net Worth:

Net worth: **\$500k+**

Liquid Assets: **\$150k+**

Royalty:

8%

Brand Fund Ad Fund:

1%

Local Store Marketing:

First Year:

\$1000 a month

Second Year:

\$500 a month

Third Year:

1%

Site Selection Assistance:

Yes

Third Party Financing:

Yes

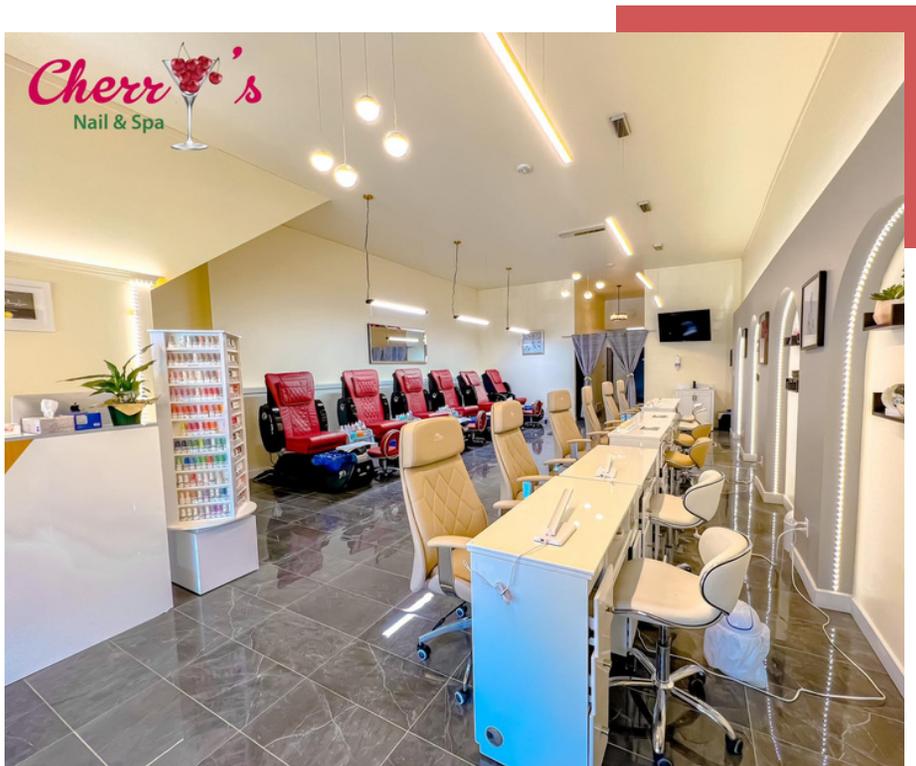
**You're in business for yourself
but not by yourself**

Cherry's Philosophy

We seek the good in others and are relentless in the pursuit of helping them achieve their goals and challenge ourselves to pursue the best path (not the easy path) in the achievement of our own.

We believe that positive or negative, attitudes are contagious and expect leadership to set the tone and depth of the Cherry's Nail and Spa brand culture every day.

We seize every opportunity to make a difference in the lives we touch. We are committed to the quantifiable steps to profitability acknowledging that financial success affects our family, team, Franchisees and guests.



We believe the success of the Cherry's Nail and Spa brand is based on the collective efforts of our team guided by these principles:

Communication

Open and honest communication

Commitment

Personal commitment and follow through on promises and obligations

Work ethic

Strong work ethic based on personal and professional integrity

Passion

An intrinsic passion for the industry

Respect

Conscious kindness and respectful to each other, vendors and our guests

Action

The implementation of strategic change and dedication to seek out current products, trends and treatments



Cherry's Nail and Spa comprehensive training and support for franchisees is focused on building a profitable business and brand identity. Fuchsia ensures the highest standards of operational procedures to maximize sales and profitability. Our support team provides:



Start-up assistance:

Start-up assistance including advice on site selection, recommended layouts, equipment requirements, décor specifications, 3rd party financing and more.



Operations manual:

Operations manual including a pre-opening guide, tried and true business systems to aid in profitability. Client service policies, operational standards, and more.



Training and ongoing support:

In-depth initial training program both onsite and at Corporate Headquarters. Plus, ongoing onsite support including periodic visits to your location, refresher training, online resources, and access to our experienced support team.



Vendor relationships:

Relationships with approved vendors and established suppliers, and access to customized, advance business management software.



Marketing & communications:

Marketing, branding and advertising assistance, including a presence on the corporate website.

Ideal Candidate

Are you?



experienced?

Strong management and sales/marketing experience

..... yes



passionate?

Passion for customer service, employees and industry

..... yes



enthusiastic?

Keeping a positive attitude

..... yes



driven?

Self-motivated and goal-oriented

..... yes



committed?

Personal commitment and follow through on promises and obligations

..... yes



a brand ambassador?

Committed to maintaining brand image and standards

..... yes



professional?

Strong work ethic based on personal and professional integrity

..... yes

You're the perfect candidate!

Steps to your Cherry's Nail and Spa dream!

1

Franchise Request Form

Complete the Cherry's Nail and Spa Franchise Request form Information Form (See Below for form)

2

Introductory call to meet us and get your questions answered

We'll answer all of your questions and give you more detailed information regarding qualification requirements, what to expect, and inform you what territories are available.

3

Submit form

Submit your Request for Consideration and receive the Franchise Disclosure Document (FDD)

4

Mutual Evaluation... Are we good Franchise Partners?

We want you to know and understand who we are and what it would mean to be a Franchise Partner. This is a perfect time to begin creating your personal business plan based on your research and the materials we've provided you.

5

Receive the Franchise Agreement and review

You've made the educated decision that becoming a Cherry's Franchise Partner is the right investment for you and have requested the Franchise Agreement to review. It is advisable to have a legal professional review the agreement.

6

Attend our "Cherry's Family Day" and sign the Franchise Agreement

We'll schedule a date for you to come to our Corporate Offices in Toronto, AZ and meet the executive team. You'll have one-on-one time with us and get the full Cherry's experience! Following Cherry's Family Day we will regroup and determine if an awarding Cherry's franchise is the next step for you. If approved, we will invite you be a part of the Cherry's



