

**The Home of *fashion***



# SCHOOL OF SALON

# School of Salon in India

- The beauty sector is worth USD 511 billion globally, and it is expected to grow to USD 716.6 billion by 2025. The Indian beauty sector appears to be catching up, having grown from USD 11 billion in 2017 to close to **USD 30 billion by 2025**.
- There are **6 - 7 million salons in India**, with women contributing to more than 85% to the total industry revenues. However, with men becoming more focused on their looks, the number of unisex salons are also growing strongly.
- However, in recent years, multiple factors such as rising personal disposable income, preference for a quality lifestyle, increasing focus on physical appearance and inclination for personalized services have changed that notion. Individuals are gaining inspiration from international lifestyle and celebrities to look good and feel good.
- Moreover, **FashionTV** plans on teaching our future skilled groomers to be versatile salon professionals while bestowing a variety of beauty services to our affluent client base.

# FTV School of Salon

- **FTV School of Salon** is a facility where students are taught to be the finest groomers and stylists in the industry.
- We educate our students on how to provide an opulent, sumptuous, and exquisite experience for their clients that they will never forget, allowing them to establish an unrivalled name in the industry.
- The **FTV School of Salon** provides custom-designed courses with a specialised curriculum and an extremely competent and trained staff, ensuring that you get the finest learning experience possible.
- Furthermore, FashionTV's strong industry connections and global brand reputation will provide our students with the leverage they require to progress their careers after graduating from the FTV School of Salon.

# FTV School of Salon Philosophy

## VISION

To educate students with our highly experienced faculties and top quality equipments and honing their skills to perfection.

## MISSION

To offer consistent academic quality, faculty from top national and global institutes, and remain talent focused to see our students reach greater heights in life.

## AIM

To be placed amongst the nation's prime centers of educational excellence of all time.

# WHY FRANCHISE WITH FTV?

Aside of being the largest FashionTV network, the reasons are many but some of them are:

- 12 channels of 24 hrs dedicated to fashion & lifestyle channels.
- 23 glorious years of success.
- **UHD 4K and 8K** 24 hours channels.
- Available on leading OTT platforms all over the world.
- 100 plus hours of new fashion and lifestyle content every week.
- 2 billion worldwide viewers.
- Available on 250+ global cable satellites.
- Presence in **193+ countries**.
- Reaching 500 million + households.

# SOME FASHIONTV KEY POINTS

- Viewed on 10 million public TV sets in public places.
- 5M website visits every month
- FashionTV app has over **500K subscribers** & 35K installations per month.
- 65M views on FTV youtube channel.
- 90M subscribers per month on the channel.
- Facebook garners over 4.5M likes and 12M views.
- The number of followers on instagram is over **300K and 125K** is organic reach.



# FASHIONTV 360 DEGREE FRANCHISE SUPPORT

## Pre-opening support:

- Location analysis and approval.
- Architecture, designs, layouts.
- Diamond inspired designs.
- Staff recruitment
- FashionTV proprietary products supply.
- Other products and vendor tie-ups.
- Strategic planning

# LAUNCH SUPPORT:

- Planning and execution
- Launch plan in SMM and PR promotions
- Cross marketing

# POST OPENING SUPPORT

- Audits and Ideas
- Promotional offers
- FashionTV sponsorship opportunities
- Google and website listing





# USP OF FASHIONTV

- 8K video wall fashion shows and VJ during the event.
- Projections of FashionTV shows by top designers.
- 3D FashionTV “floor”, stunning luxury fashion animations.
- Live FashionTV channel with shows from across the globe.
- Promotional videos of FashionTV parties from across the world.
- Promotional content through celebrities.
- Endorsing the brand from across the globe.

# USP OF FASHIONTV



FashionTV Beverages



FashionTV Apparels



FashionTV Lingerie



FashionTV Cosmetics



FashionTV Accessories



FashionTV Art Jewellery



FashionTV Eyewear



FashionTV Footwear



FashionTV Bags



And More!!



# USP OF FASHIONTV

- FashionTV unique diamond inspired design.
- FashionTV upholstery
- FashionTV stage design
- FashionTV banners
- FashionTV podium
- FashionTV ramp
- FashionTV lighting
- FashionTV stalls
- FashionTV flyers/printouts



# USP OF FASHION TV

- Special events
- A special runway will be placed at all events.
- Top notch models ramp walking in state-of-the art fashion proprietary products (beverages, apparels, cosmetics, accessories, art jewellery, eyewear, footwear, bags).





# SOCIAL ENGAGEMENTS

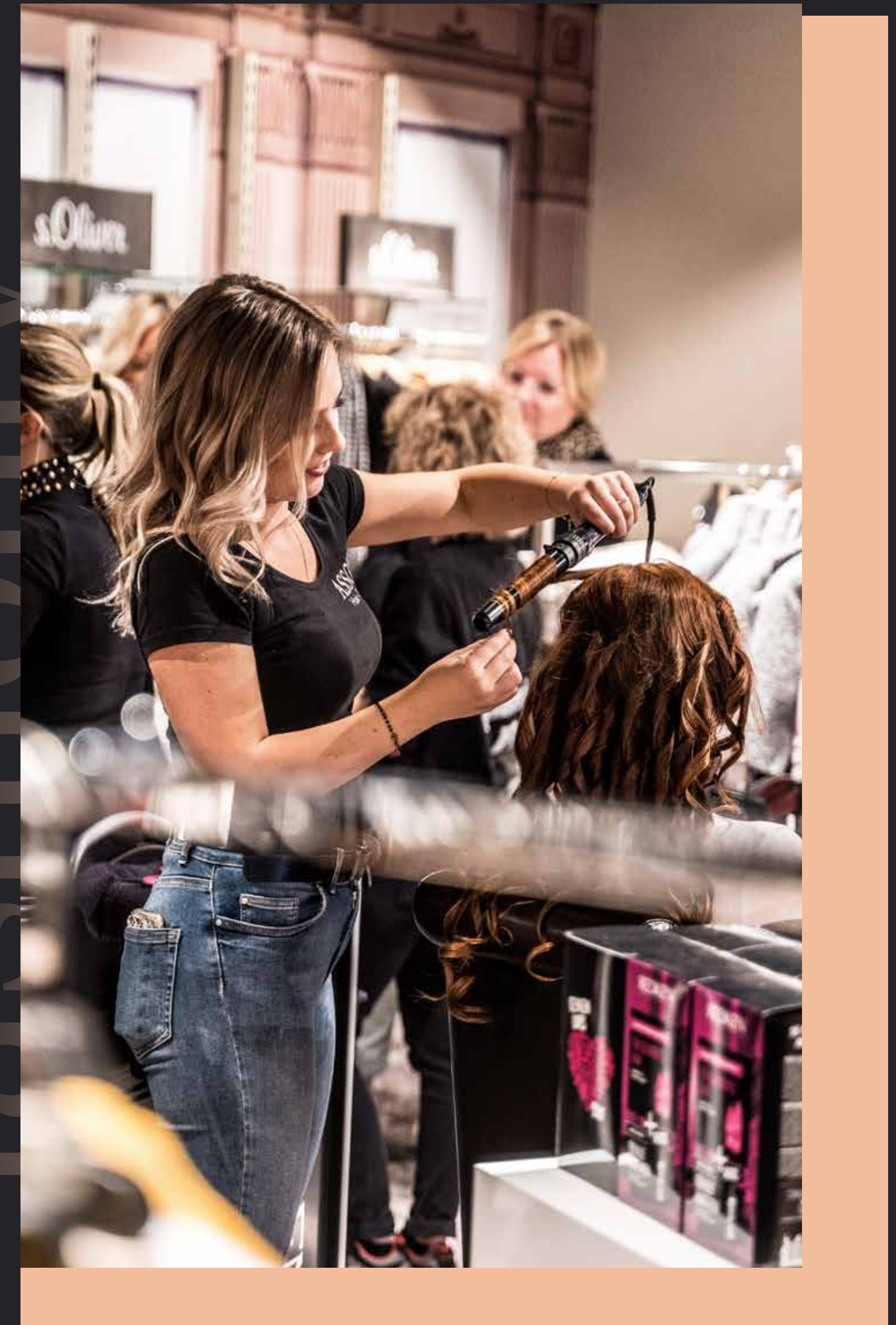
- Instagram uploads
- Twitter postings
- Facebook uploads
- Instagram check-ins
- Facebook check-ins
- LinkedIn posts
- Youtube videos
- Google ADs

# SOCIAL ENGAGEMENT STATISTICS

- 150 New Stories (Facebook)
- 200 New Stories (Instagram)
- 50 New Stories (Twitter)

More Than 300 New Stories Per Day!

Due To FashionTV's Brand Popularity and Social Media Engagement From Our Beloved Customers And Influencers All The Platforms Are Engaged From Every Locations



# NEW MEDIA STATISTICS:

- Facebook has over **3,000,000 views**.
- The FashionTV.COM has an average 500,000 monthly visits.
- The youtube channel has 1,000,000 subscribers and an average of 15,000,000 monthly views
- The video platform Dailymotion has an average of **500,000 monthly views**.





# SPONSORED LOCAL LISTING

- Facebook local
- Google local
- GPS location based ADs
- Facebook ADs post and likes campaigning
- Instagram AD and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- Youtube promotions and video boost



# FRANCHISE BASIC REQUIREMENTS

- **LOCATION**

FTV School of Salon must be located in metropolitan areas with massive campus. Moreover, the place should be quiet and calm with a soothing ambience for the students to concentrate better

- **STRONG FINANCIAL BACKINGS**

All franchises purchasing the FTV School of Salon must be able to show strong financial backings to ensure the success of the business.

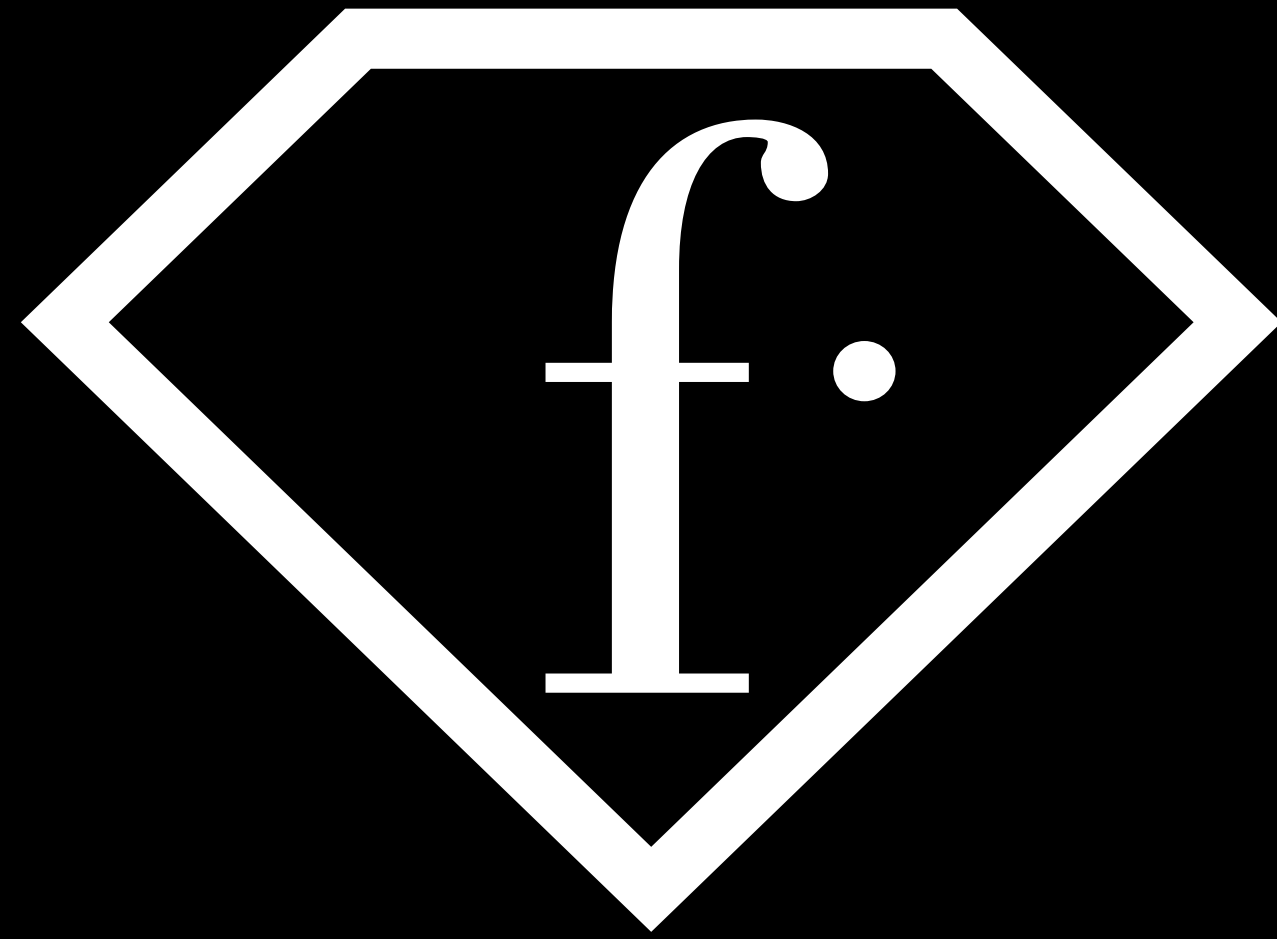
- **EVENTS INDUSTRY ATTRACTION**

All franchises must have a profound liking and knowledge of the Trichology and Cosmetology Industry along with a strong desire to educate and inspire the young talent in the nation.

- **STRONG DESIRE TO BE MORE:** Rich, Famous & Successful

# FTV School of Salon Financials

MODULE	UNIVERSITY	SCHOOL	INSTITUTE
FRANCHISE FEE	RS.45 LACS	RS.30 LACS	RS.15 L ACS
AREA U PTO	1000 SQFT	5000 SQFT	2500 SQFT
OFFICE SETUP	RS.1.5 CR	RS.1 CR	RS.60 lacs
ROYALTY	20%	20%	20%
AVERAGE ROI IN 3 YEARS	90%	90%	90%



SCHOOL OF SALON