

 fashiontv

FashionTV Cosmetic Store

The Home of *fashion*

COSMETIC
STORE

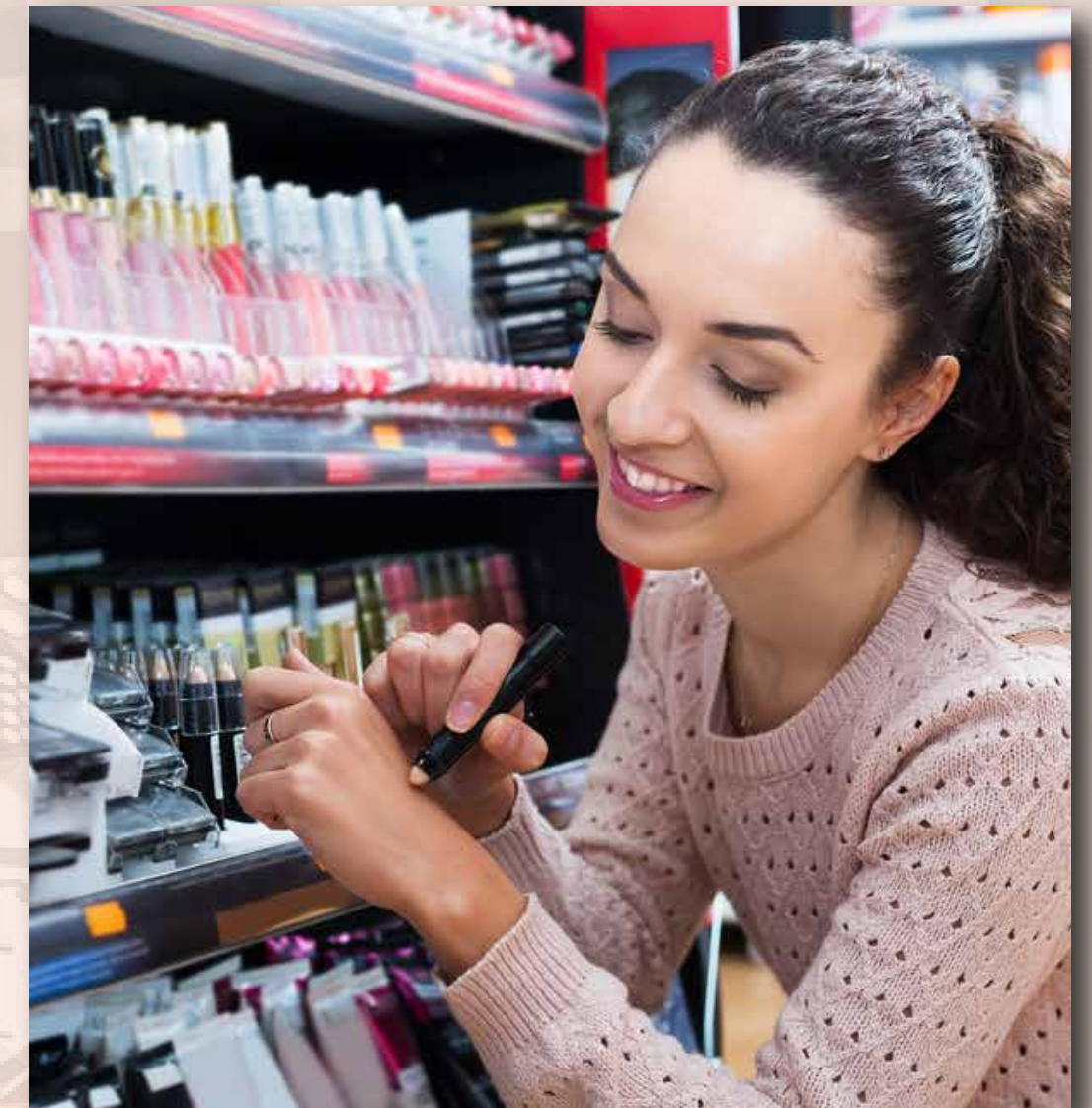
 fashiontv *cosmeticstore*

Copyright by FASHIONTV©

The Home of *fashion*

COSMETICS STORE IN INDIA

- Cosmetics and beauty products have been used longer than you think.
- In recent years it has become an essential part of every individual's life, be it male or female.
- Personal grooming is an integral part of personality development and now also with the younger generations.
- With this young generation coming into the workforce and gaining a higher income they prefer to spend a large chunk of their money into self-care products and cosmetics.
- This results in an economic boost in the industry and makes it a profitable business in India.



FTV COSMETICS STORE

Discover the latest in beauty at FTV Cosmetics Store.

- We are specialty retailers that sell cosmetics, hair care products, and/or beauty tools.
- The FTV Cosmetics Store carries our namesake brand products as well as international multi-brand products.
- The term cosmetics store is often associated with large chains that provide a large-format, glamorous shopping experience and while there is a certain joy of walking into your favourite beauty store, it can get overwhelming but fret not, our highly trained beauty professionals will guide through the whole process of picking what's best for you.

FTV COSMETICS STORE PHILOSOPHY

01

VISION

To build a long-lasting relationship with our customers and to present the latest beauty and cosmetic products.

02

MISION

To become the preferred destination for the best cosmetics and all international luxury brands.

03

AIM

To make a cosmetics store of international standards by bringing world-class quality products under one roof.

WHY FRANCHISE WITH FTV ?

FashionTV / FTV is the World's **LARGEST** Fashion Network!!!

Some FashionTV KEY FACTS:-

- 12 Channels of 24 hrs dedicated to Fashion & Lifestyle channels.
- **23 YEARS** of existence.
- **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 FACTS

- 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 an 125K is organic reach.

FashionTV 360 degree Franchise Support

Pre-Opening Support:

1. Location Analysis and approval.
2. Architect, **DESIGNS**, Layout, Etc.
3. **DIAMOND** Inspired Designs
4. Staff Recruitment.
5. FashionTV Proprietary Products Supply.
6. Other Products and Vendor Tie-ups.
7. **STRATEGIC** Planning.
8. Staff extensive Training and execution.



Launch Support

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

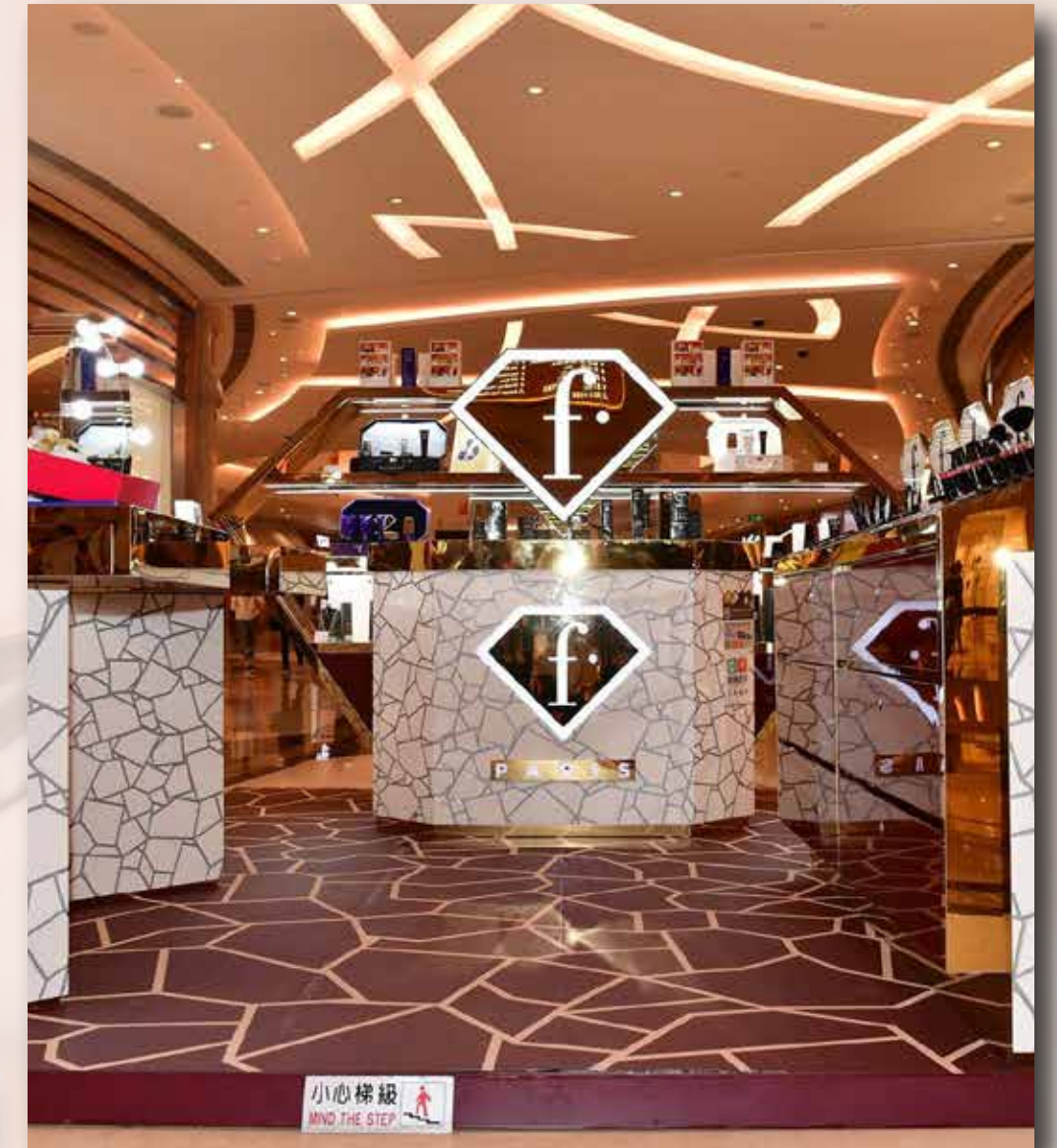
Post Opening Support

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

USP's 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's Of FashionTV

FashionTV proprietary **products.**

FTV branded merchandise:

FashionTV beverages

FashionTV apparels

FashionTV lingerie

FashionTV cosmetics

FashionTV accessories

FashionTV art jewellery

FashionTV eyewear

FashionTV footwear

FashionTV bags **AND MORE!!**

USP's 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 FASHIONTV

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 Media Marketing

Dedicated Social Media Marketing Handles:

-  **FACEBOOK**
-  **INSTAGRAM**
-  **TWITTER**
-  **YOUTUBE**
-  **LINKEDIN**



Social Engagement

- Instagram **UPLOADS**
- Twitter Postings
- Facebook Uploads
- Instagram check-ins
- Facebook check-ins
- LinkedIn Posts
- YouTube Videos
- Google AD's



Social Engagements 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 Listings

- Facebook local
- **GOOGLE LOCAL**
- GPS location based ADs
- Facebook AD posts and likes campaigning
- Instagram AD and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- Youtube promotions and video **BOOST**



Franchise Basic Requirements

AAA Location

FashionTV/ FTV cosmetics store should be located in a prime triple A location of the city.

Strong Financial Backings

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

FRANCHISE Fashion Industry Attraction

All franchisees must- have attraction and liking towards the desired industry with a zeal to learn, explore and strive to succeed.

Strong Desire to be more: Rich, Famous & Successful.

FashionTV Franchise Financials

Notes: These are approx. figures based on worldwide stores. The actual cost will vary as per the location.
Taxes as applicable. Shop Cost & Working Capital extra on actual.

Module	Lite	Standard
Franchising Fees	10 LACS	20 LACS
Area upto	1500 Sq.Ft	2500 sq. ft
Setup cost	80 LACS	1.2 CR
Royalty	10%	10%

COSMETICS STORE PRODUCTS

MAKEUP

Foundation
Primer
Blush & Tint
Compact
Eyeshadow palette
Bronzer
Highlighter
Contour
Loose powder
BB & CC cream
Kajal
Eyeliner
Lipstick - Matte & Glossy
Nail polish

HAIR

Shampoo & Conditioner
Dry shampoo
Hair oil
Hair serum
Hair masque
Color protecting shampoo
Hair styling tools
Curly hair shampoo

COSMETICS STORE PRODUCTS

PERSONAL CARE

Shower gels & body wash
Scrubs & exfoliants
Soaps
Bath salts
Foot care
Manicure kits
Face mask
Face mist

SKINCARE

Facewash
Cleanser
Exfoliants
Facial wipes
Sunscreen
Night cream
Face oils
Toner
Moisturisers
Makeup remover

FTV Franchise Benefits

- Association with World's **LARGEST** Fashion Brand
- Great Business Opportunity with **GREATER** Returns develop a huge fruitful circle of a business network
- Become a leader in fashion and lifestyle in your city cream society
- Get to be the next VIP jet setter
- Be on the VIP list of every Invitee List of your City Events
- Become the respected player in your city fashion industry
- Be seen and surrounded with the who's who of your City
- Meet the most beautiful and **FASHIONABLE** people
- Use the FTV visiting card as your power currency



FashionTV FRANCHISE - AN INVITATION...

FashionTV / FTV is looking to partner with sound well-settled business-minded and experienced persons like you.

We also expect our **POTENTIAL** partners to know about international fashion and lifestyle mind-set.

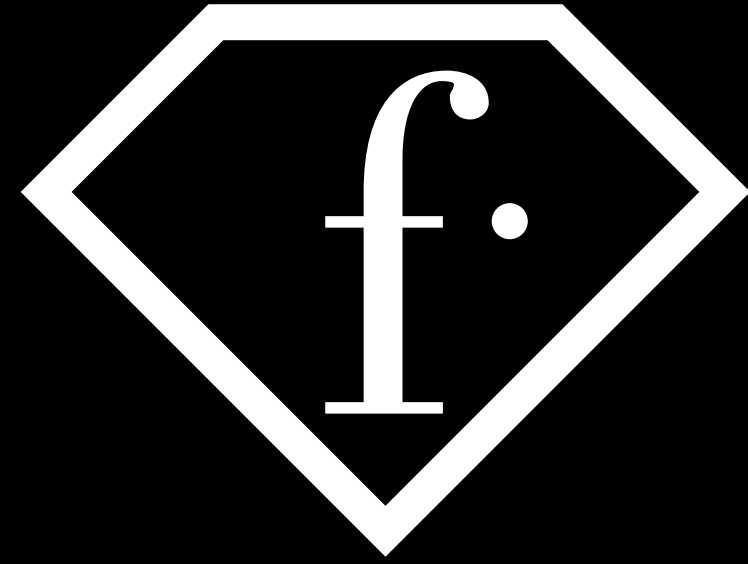
If you find the:-

1. Basic brand requirements
2. FashionTV Facts
3. Brand Support

Exciting and **INTERESTING** enough to partner and associate with us, then for further information and discussion please call / message / email us.

Email id -franchise@ftv.ind.in

Phone - + 91 9833833930



COSMETIC
STORE