

S A L O N  
Apple

a Spectacular business  
Opportunity  
for you

# The idea of SALON APPLE

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An institution is the lengthened shadow of one man.' Of course, Ralph Waldo Emerson belonged to a different era. Had he ever met Nayana Chopade, he would have tweaked his statement.

From a single outlet in Pune in 1993, Salon Apple has grown to 45+ outlets spread over Maharashtra and now spreading its wings PAN India. It is the journey of grit and determination, and story of Nayana Chopade. In the era of `Saloons', she was determined to create space for `Salon'. She had grown up seeing foreigners patronising her grandfather's salon that always served as an inspiration as well as benchmark.

When she decided to start Salon Apple no one believed her, forget encouraging her. She went on to do one course after the other - applying the learning and perfecting herself. Right from the beginning, her approach was 360 degree and her style hands-on. With a loan she set up her first outlet. And when everything was going fine tragedy struck. The outlet was gutted in fire. But Nayana kept the fire within alive and bounced back.

She has perfected the business and its model. She always looks at finer nuances, keeps a tab on the changing dynamics of the industry.

She is also the voice of the industry on various forums and choice of her customers. Salon Apple today isn't just one person's ambition or dream but a collective project of more than 400+ families, with a customer base that's growing year on year.

She also believes in imparting education and skill development. And hence, she started an Institute by the name of Fillit. Since 2003, Fillit has trained more than 20000+ professionals who are now employed; while many have excelled and now recognized as masters of the Industry.

To bridge the gap of availability of skilled Hairstylists, Therapists and beauticians in the Industry, Salon Apple has also started Salon Apple Academy which helps in upgrading the skills; focusing on the practical at the same time imparting sufficient theoretical knowledge along with current trends in the market to help these individuals excel in their careers.

Salon Apple Academy also guarantees such participates 100% employment.



## VISION

Our vision is a world that makes people take pride in being well-groomed, give due care to their appearances and feel confident about themselves. We see our role in it by offering cutting-edge glamour trends, artistry and finesse.



## MISSION

- To offer bespoke grooming
- To be known for our customer-centric approach
- To offer value for money packages
- To successfully and profitably run our franchises in order to generate employment opportunities and promote women empowerment

# SALON APPLE

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A stalwart in the beauty business from more than three decades, Salon Apple is India's fastest growing chain of premium salons. Guided by the diligent mentorship of beauty veteran Mrs. Nayana Chopade, the chain started as Salon Apple in Karve Nagar, Pune and maintains a strong reputation of quality and performance to this day.

Having successfully established the Fillit Institute of Beauty Management Pvt. Ltd. & Salon Academy, Mrs. Nayana Chopade has an extensive background of carving success in the beauty arena. Come benefit from her success and experience with a Salon Apple Franchise.

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## *The Beauty* **INDUSTRY TODAY**

A steadily performing sector that is showing great promise in India, the Beauty Industry is clocking a staggering 19% growth every year. Across metros and tier 2 cities in the country, beauty is fast emerging as a basic necessity rather than an added expense and you too can profit from this dynamic shift in perspectives.

The Industry is slated to cross the INR 80,000 Cr. mark by FY 2017-18. Salon Apple has expansion plans across cities in India and international with an aim of establishing 100 salons in India by the year 2020.

# FOUNDER'S SPEECH



My journey with Salon Apple started in 1993. Over the last 3 decades, I have served more than 40,000 spectacular customers.

I believe that we are all unique and spectacular inside and need a little help to bring it outside. I, dedicate myself to bring out that 'spectacular you' through the offerings and services at Salon Apple.

I personally welcome you to the Salon Apple family as a distinguished franchisee. At Salon Apple, we believe that every person has an inner uniqueness that needs to be brought out. We believe that our services help transform our customers spectacularly. We hope that you will share our commitment in using our expertise to bring out the gorgeous individual within every one of our clients, keeping in mind our core belief in customer service. Bringing out the spectacular person within everyone, we will experience spectacular success together.

To make this transition seamless, we have a brand manual that will guide you with respect to our brand look and feel and standards.

We hope you will make full use of this document and take the values of Salon Apple forward, Look forward to our association.

Warmly,

A handwritten signature in white ink, appearing to read 'Nayana Chopade'. The signature is stylized and fluid.

Nayana Chopade

Our Salons

MEN, WOMEN & UNISEX

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men's



women's



unisex

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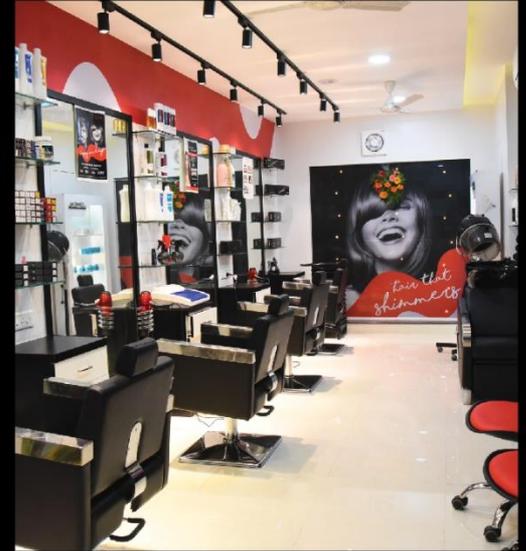
# MEN'S SALON

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# WOMEN'S SALON

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# UNISEX SALON



# SIGNATURE PRODUCTS



# SIGNATURE PRODUCTS

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# OUR TEAM

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# OUR TEAM

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# EVENTS



Gift Sponsor at HT Mint



Salon Apple 25th anniversary event



Beauty Sponsors



Diva Mrs West India

# EVENTS



Salon Apple's team collaborated with TATA Motors, Bafna Motors and Pune Muncpal Corporation for "Vruksharopan" in Pune.



# HAIR TODAY, HOPE TOMORROW (CSR)

Being diagnosed with cancer takes a severe toll both emotionally and physically. Hair loss is one of the devastating side effects of cancer treatment. Women in general, are particular about their looks and for many patients, wigs are a helpful coping tool when hair loss occurs during treatment.

This led to the campaign 'Hair Today, Hope Tomorrow', where we decided to ask for hair donations from our customers to make wigs and donate them to the cancer patients of Prashanti Cancer Care Mission.



# THE SALON APPLE ADVANTAGE

Salon Apple ensures the success of your salon franchise by providing:



Quality Services at value for money prices for Men & Women



Assistance in hiring and training skilled team



3 successful decades in Hair, Beauty, Make-up, Spa & Nail Services for both Men & Women

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## WHY SALON FRANCHISE?

Beauty is fast emerging as a basic necessity rather than an added expense across metros and tier 2 cities in the country. The Beauty Industry in India is clocking a staggering 19% steady growth every year and is slated to cross the INR 80,000 Cr. mark by FY 2017-18.

This is a great opportunity for savvy investors to align themselves with a steady, upward performing business such as the Salon Apple chain. We have very clear, defined, dynamic & strong expansion plans across India.

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# Complete Support FROM SALON APPLE

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- Guidance for locating the ideal area
- Guidance for Interiors, Layout (Vastu Compliant) & Colour Schemes
- Equipment, Products & Cosmetics and Legal Guidance
- Salon, Finance, Stock and Software Management
- Assistance in enhancing your salon through digital media
- 6 to 12 months of localized out door marketing
- Brand marketing for 5 years
- Assistance in hiring trained & skilled staff
- Regular seminars and training programs for staff & owners
- In-house signature products with signature techniques

Salon Apple - The Best Salon Franchise

Salon Apple - The Best Salon Franchise

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## ROYALTY DETAILS

A white percentage symbol (%) inside a white circle, which is set against a red ribbon background.

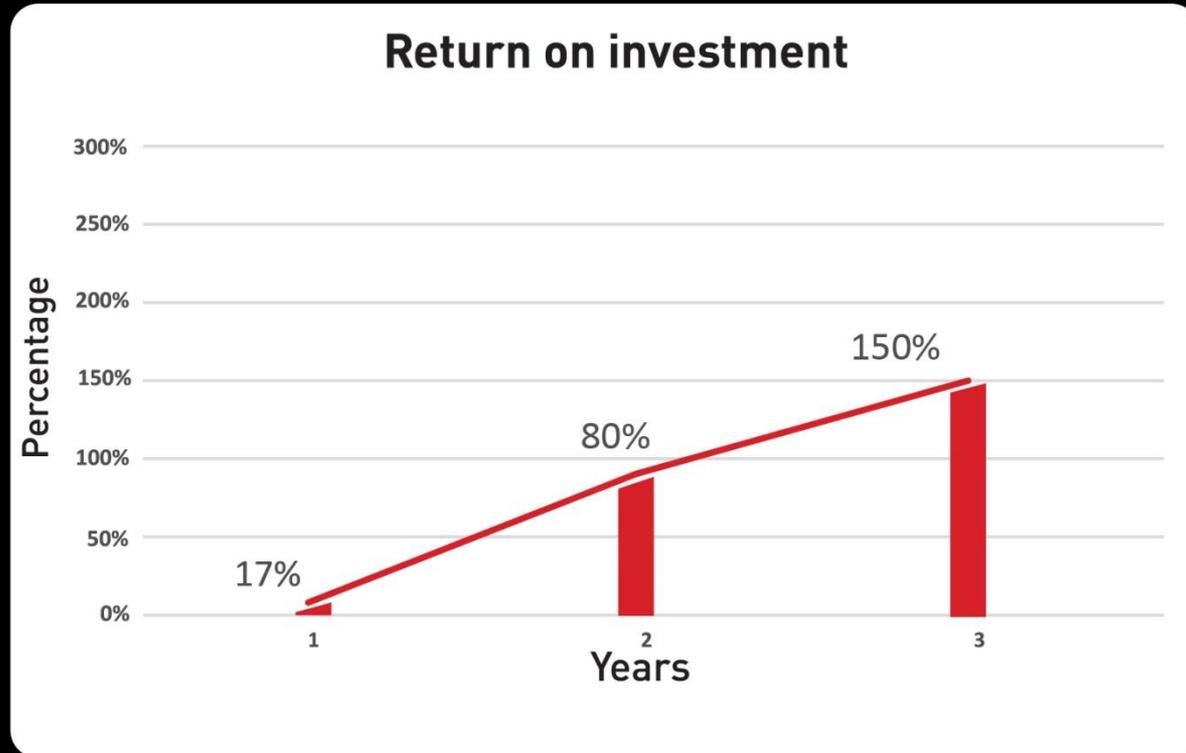
Fixed or percentage based  
subject to terms & conditions



Govt. taxes extra as applicable

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# RETURN ON INVESTMENT



\* Based on average calculation

## 3 FRANCHISE OPTIONS

Services	Min. Area Required	Franchise Cost	Staff Details
Unisex	Minimum 1200 + sq. ft.	₹5,00,000/*-	7 members
Women	800 + sq. ft.	₹5,00,000/*-	6 members
Men	700 + sq. ft.	₹5,00,000/*-	6 members
Hair Academy	800 + sq. ft.	₹3,00,000/*-	

\*Taxes may vary as per govt rules

This includes main signage & small internal signage



WELCOMING NEW FRACHISEES

# EVER-INCREASING PRESENCE ACROSS CITIES...

- WOMEN
- MEN
- UNISEX

Map only indicative, not to scale.

# SALON APPLE ACADEMY

## GLIMPSE OF TRAINING CONDUCTED FOR STAFF AT OUR TRAINING CENTER

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# Successful STORIES



It has been an amazing and awesome experience because the support and the help that we have got from the team is very good in terms of operations, HR and marketing.

The business is good from first month itself and now over the couple of months, the Business has increased month wise. The number of clients has also increased. There is positive response from clients and the team as well.

The venture is successful because of the support of Nayana ma'am and Prachi ma'am. Because me being new to this industry the support and the help that I received from them is highly appreciated. I am very thankful to whole team of Salon Apple.

**Salon Apple: Bavdhan**

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It's been 2 years I have unisex franchise of Salon Apple at baner. Overall experience with salon Apple is really good. Infact I got very good response for gel nail paints and the marketing activities and corporate tie-ups are very helpful. Overall I am really happy. My experience with all the Salon Apple team has been really good.

Thank you so much for support.

**Salon Apple: Baner**



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I joined salon Apple 7 to 8 years ago as a beautician at salon apple karvenagar women.

Once I asked Nayana ma'am that I have a dream to be a franchise owner. Nayana ma'am supported me a lot to achieve my dream. The whole team of Salon Apple is really very supportive and works here as family. It's been one and half year with Salon Apple and due to everyone's support, I took another unisex franchise at Hinjawadi as well. I am so happy being a part of Salon Apple family.

**Salon Apple: Sus Road**



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Its been one successful year with Salon Apple and many more to go. I am not from beauty background but Nayana ma'am and the whole Salon Apple team supported me a lot and I m very happy and satisfied with the Business.

**Salon Apple: Bharati Vidyapeeth**



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3 years ago, I was a student of Fillit institute and to own a salon was my dream, and it came true due to Salon Apple franchise model. The whole Salon Apple team supported me a lot for my dream. Its been three successful years with Salon Apple And now I am having one more franchise exclusively for men. I am happy being a Salon Apple franchise owner.

**Salon Apple: Bibwewadi**



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Its been more than 2 successful years journey with salon Apple and I am very happy being a family member of salon Apple. Till now I got 2 awards from salon Apple apple I.e. highest Business achiever award and highest signature services seller award. Its More than 11 years that I am there with nayana ma'am as I was her student. She is very positive and supportive and her team as well. I am so happy being a franchise owner of salon Apple and now I own one more salon Apple franchise exclusively for men.

**Salon Apple: Aranyeshwar**



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It been 2 successful years with Salon Apple. The experience from day one has been very good. Salon Apple is very supportive right from hiring staff, training to the staff, operations and marketing . The best part is Nayana Chopade and her daughter Prachi both are personally involved in day to day operations. I am very happy to be associated with Salon Apple

**Salon Apple: Undri**



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# COME BE A PART OF A SPECTACULAR JOURNEY

Call or write to partner with us in the business of beauty

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