

Bella Marie

TRAINING ACADEMY
THE PROFESSIONAL WAY TO TRAIN

07482 576199

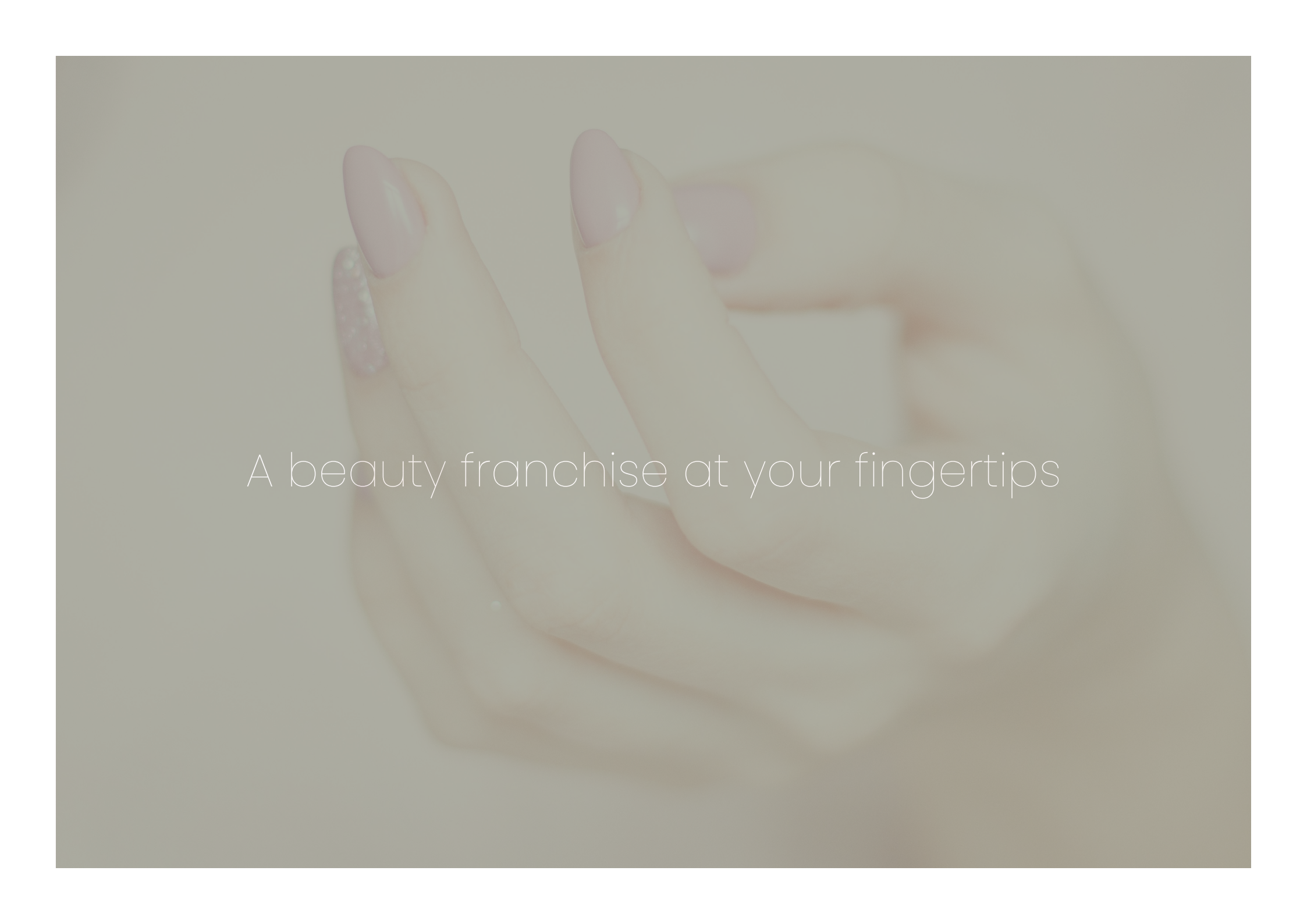
Bella Marie
TRAINING ACADEMY
THE PROFESSIONAL WAY TO TRAIN

www.bellamarie.co.uk



CorporateLiveWire
NORTH ENGLAND
PRESTIGE AWARDS
2020 WINNER

Franchise Brochure

A close-up photograph of a hand with manicured nails. The thumb, index, and middle fingers are visible, each with a light pink, glossy manicure. The ring finger has a white, pearl-like design. The background is a soft, out-of-focus light gray.

A beauty franchise at your fingertips



The Professional Way to Train

We're an award winning training academy specialising in beauty, makeup, nails, hairdressing and barbering.

With our extensive range of courses and training programmes, we've built up a reputation for quality at our North East base. Bella Marie Training Academy are now launching their exclusive beauty training franchise to the UK market.

The UK beauty sector is worth over £27 billion. It's an extremely vibrant sector and the demand for training is always high.

Short courses to improve skills and to open new employment opportunities are always in demand. Especially for people with families, who may not have the time to dedicate themselves to long term training programmes.

Training has never been so popular, and with millions of people looking to improve their skills, Bella Marie Training Academy is an exciting opportunity that you simply can't pass up.



The UK beauty sector is worth over £27 billion"

Services on Offer

We offer a wide range of programmes, specialising in hair, beauty, makeup and barbering courses.

Our courses are short (lasting one or two days) and are designed to work with all levels of abilities.

What makes us successful is that we primarily target people who want to fit in training courses around a busy lifestyle. The majority of our courses are paid for by the student.

We now receive government funding to deliver some of our training courses, and we will be helping franchisees access funding in their local areas.

With increasing unemployment due to Covid, we expect to see a lot more funding to be made available for training courses throughout the UK over the next couple of years.

VTCT Approved Training Centre

Bella Marie Training Academy is VTCT approved to provide internationally recognised qualifications.

You can learn more about our VTCT courses by [visiting our website](#).

Business Ethos

We're passionate about beauty training.

We approach every class with the same dedication and commitment and want our students to feel confident and enthusiast about the new skills they have learned.

That's why we need franchisees who can buy into this ethos and want to build a strong local business that is dedicated to providing high quality training.

As you grow, you will take on tutors who will help you deliver the classes. These need to be just as dedicated to the principles of high quality learning.

We need franchisees who can meet these high standards and enable us to grow into a national beauty training provider within a few years.



You can learn all about our courses by going to our website:

www.bellamarietrainingacademy.com

The Bella Marie Training Academy Franchise

A Unique Beauty Franchise Opportunity

Our franchise will be run by an owner operator franchisee, who will manage the business on a day to day basis.

In the early days, they will also be involved in the delivery of the courses as a tutor.

As the business grows, they will take on qualified tutors and eventually an administrator (to help them manage the business).

We run our courses from dedicated training centres, which you as the franchisee will operate. The centres create learning spaces, where students can study in a professional environment.

Over the long term, there is huge scope for growth, increasing the number of students you teach and the number of tutors you take on board to deliver classes.

We'll provide you with a comprehensive franchise training programme that makes you ready to do business effectively.



Franchise Package

We offer a range franchise packages, designed to suit different budgets.

Each package comes with a full induction training programme (the length of each is dependent on the franchise package).

Our aim to allow as many people as possible to come on board as a franchisee and start trading as quickly as possible. We will provide you further information when we have our initial conversation to discuss the Bella Marie Training Academy in more detail.

Essential Package	Advanced Package	Professional Package
Pre Opening Support	Pre Opening Support	Pre Opening Support
Initial Franchise Training	Initial Franchise Training	Initial Franchise Training
Onsite Opening Support	Onsite Opening Support	Onsite Opening Support
Franchise Launch Marketing	Bella Marie Business Equipment	Bella Marie Business Equipment
CRM System, E-mail & Web Page Listing	Franchise Launch Marketing	Franchise Launch Marketing
Legal Expense (to issue Franchise Agreement)	CRM System, E-mail & Web Page Listing	CRM System, E-mail & Web Page Listing
Operations Manual	Legal Expense (to issue Franchise Agreement)	Legal Expense (to issue Franchise Agreement)
	Operations Manual	Operations Manual
Franchise Package Fee – £4,000.00	Franchise Package Fee – £6,000.00	Franchise Package Fee – £10,000.00

Why Become a Bella Marie Franchisee?



We're a successful growing business operating in a very lucrative sector. If you're thinking of getting into the training industry, then there are many reasons to become a franchisee, including:

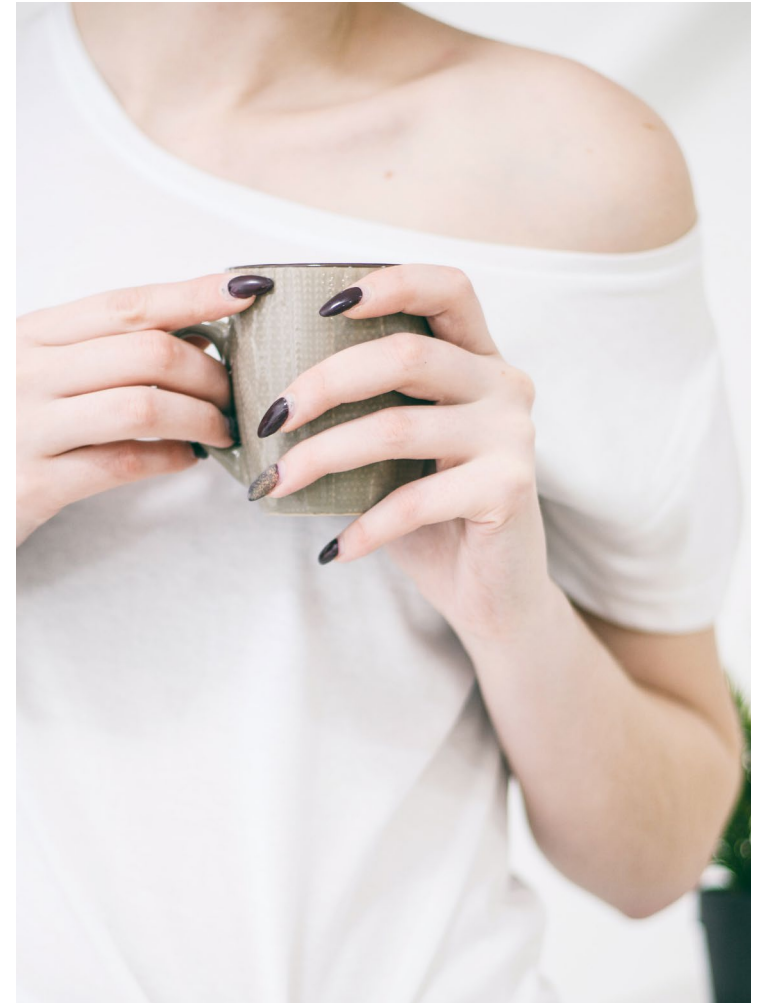
- ✓ **Customer demand** – the demand for training courses is high. People love doing beauty courses for a variety of reasons, and because they're are short, they can be easy fit around busy lives.
- ✓ **Quality courses** – we have worked hard to get where we are and the main reason why we're successful is because of the quality of our courses. We have developed all our course material in-house and the wide range of courses means there is something for everyone. We hold full accreditation for all of the courses you may wish to deliver.
- ✓ **Value for money** – our courses offer value for money, which means that we attract all levels of expertise and ages.
- ✓ **Franchise training programmes** – we train all our franchisees to an incredibly high standard. This ensures they run their business effectively and operate profitable franchise units.
- ✓ **Marketing and promotion** – we will be helping our franchisees market their services locally, giving them an edge over their competitors. In addition, we'll be promoting the brand nationally.
- ✓ **Ongoing development** – we're committed to continuously improving our course material and the types of programmes on offer.
- ✓ **Brand reputation** – we have plans to make Bella Marie Training Academy a national brand over the next few years, and our franchise network is key to this strategy.

Comprehensive Business Support

Starting any business is difficult, and we're dedicated to providing a wide range of support services to our franchisees.

This support is built into every stage of your investment, from the moment we have the initial meeting right through to the first time you open your doors to the public. This includes:

- ✓ Ongoing help and advice on all aspects of your franchise
- ✓ Comprehensive training programme and business setup
- ✓ Ongoing field visits to help you run your franchise successfully
- ✓ New ideas for improving the services we offer
- ✓ Refresher training for you and your staff
- ✓ Operational advice to ensure maximum profitability
- ✓ Ongoing marketing campaigns, guidance and support



Franchisee Income Projections

Competitive Profit Potential

We've developed franchise forecasts that will detail everything you need to know about the Bella Marie Training Academy business. They illustrate the income and profit potential of a typical franchise outlet:



Year 1

Potential Profit

Approx £30,000

Year 2

Potential Profit

Approx £38,000



Year 3

Potential Profit

Approx £43,000



We've based these financial models on our own business experiences and will be happy to provide in-depth models once we get to know more about you.

Want to Become a Bella Marie Training Academy Franchisee?

We want to expand our business and create a franchise network in the UK.

To achieve our ambitious goal, we need the right individuals to run our franchises.

We need business minded franchisees with high personal standards and a commitment to maintaining these standards.

Beauty training can be an extremely lucrative sector, but you've got to have the right skill-set and the determination to succeed.

How Do I Progress my Enquiry?

We have a structured recruitment process for all our prospective franchisees.

We have a structured recruitment process for all our prospective franchisees.

We will only offer you the chance to become one of our franchisees if we think you have the right skills and values we are seeking.

The next stage will be for you to complete a franchise questionnaire. Once we receive this, we can then progress your franchise application to the next stage.

If you have any initial questions, why not contact us:

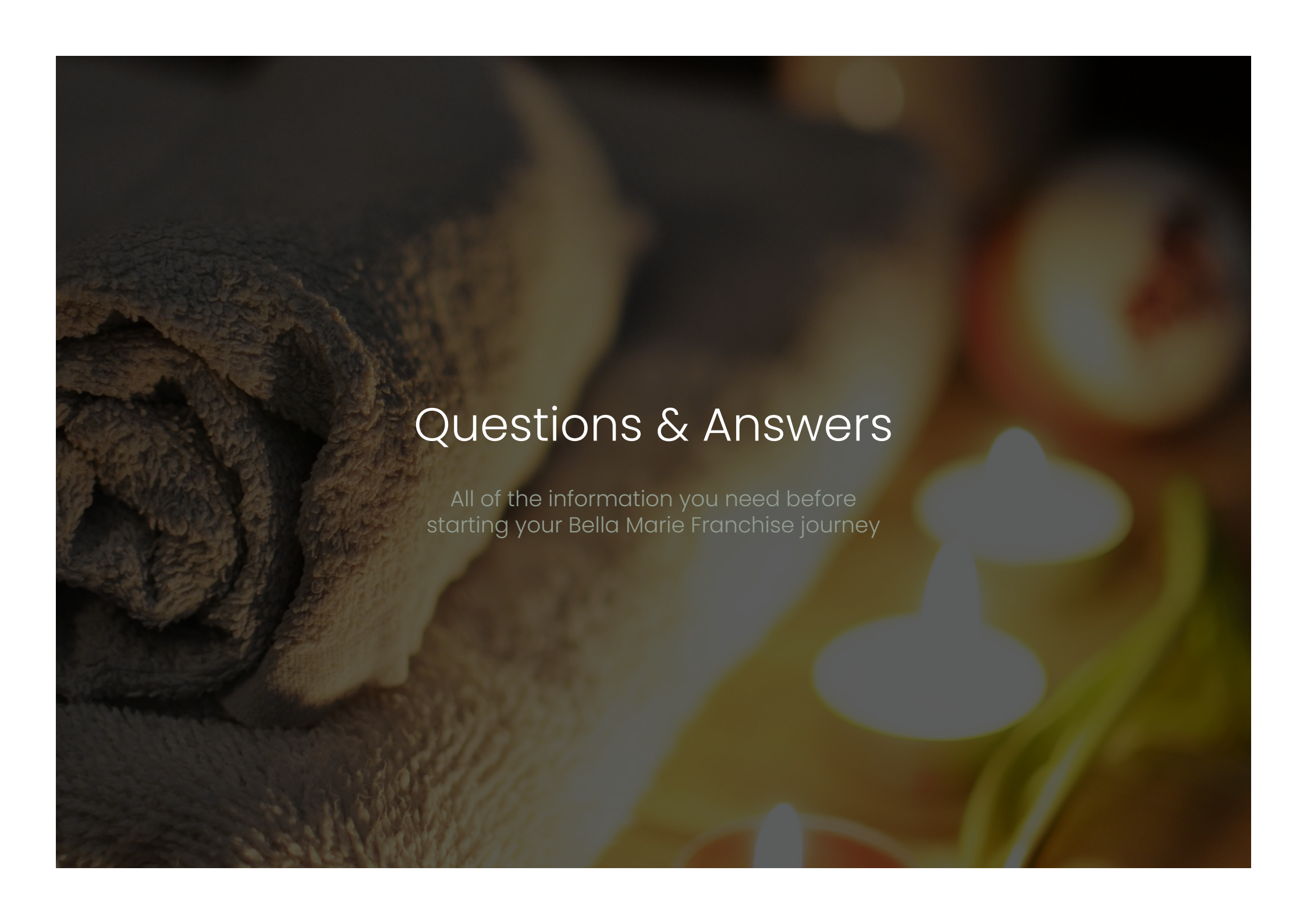


contact@bellamarietrainingacademy.com



07482 576199

We look forward to hearing from you soon.



Questions & Answers

All of the information you need before
starting your Bella Marie Franchise journey

Questions & Answers

❓ What Skillset will i need?

- ✓ To be a good franchisee, you will need to have the following skillset:

- Some experience or qualifications in the beauty sector
- Knowledge of beauty techniques
- Understanding training principles
- Some management/supervisory experience

❓ Will I require premises?

- ✓ Yes. All our classes are held in fully kitted classrooms, decorated in our corporate colours.

As part of the franchise recruitment process, franchisees will have to identify suitable premises. You will need a minimum of 500 sq ft of space in reasonable condition.

We'll provide you with assistance on making a final decision once you have identified potential premises.

❓ What are the ongoing franchise fees?

- ✓ Most franchises normally charge a franchise fee in the form of a management fee and a marketing fee. This is how many franchisors generate their income from their franchise network.

Our fees for our franchise models are:

- Management Fee - 7% of net turnover
- Marketing Fee - 2% of net turnover

You'll find that our franchise fees are very competitive and are designed to ensure you keep as much of the rewards as possible for your hard work.

❓ How long is the Franchise Agreement?

- ✓ All franchisees are granted a 5 years franchise agreement. The franchise agreement contains a right of renewal (subject to compliance with the terms of the initial agreement by the franchisee) and provides you with a secure contract to build a long term business.

❓ Will the franchisor be granting an exclusive territory?

- ✓ Yes. A typical franchise territory will comprise around 250,000 people. This is based on our own operating experience.

❓ Will there be a dedicated IT System?

- ✓ All our franchisees will use the SCHEDUL EPOS system to manage bookings and classes, as well as protecting customer data. We'll set up your account as part of the franchise setup process.

More
Q&A



Questions & Answers

❓ What training will I receive?

- ✓ All our franchisees will receive a comprehensive franchise training programme that gives them the best possible start.

This covers all aspects of the Bella Marie business to enable you to replicate our success and is supported by our franchise operations manual.

In total, our franchise training and post set up support cover around 13 working days. The cost of the training is covered by the franchise package fee. Franchisees will be responsible for any travel, accommodation etc

❓ Will the franchisor provide ongoing support with marketing?

- ✓ We will provide all of its franchisees with ongoing central marketing support. This is paid for through the 2% marketing fee. Franchisees are also responsible for all local marketing activities (which we will provide guidance on).

❓ Will you advise on course pricing?

- ✓ As the franchisor, we will provide all of our franchisees with a recommended pricing strategy. We will work with you to ensure that your pricing works locally to ensure maximum profitability.

❓ I really like what I'm hearing. What shall I do next?

- ✓ Complete the franchise questionnaire (which accompanies this brochure). We will then get in touch with you as soon as possible.



contact@bellamarietrainingacademy.com



07482 576199



Bella Marie Training Academy, 46 Harbour Walk, Seaham, SR7 7DU



contact@bellamarietrainingacademy.com



07482 576199