

Bella Marie

TRAINING ACADEMY
THE PROFESSIONAL WAY TO TRAIN

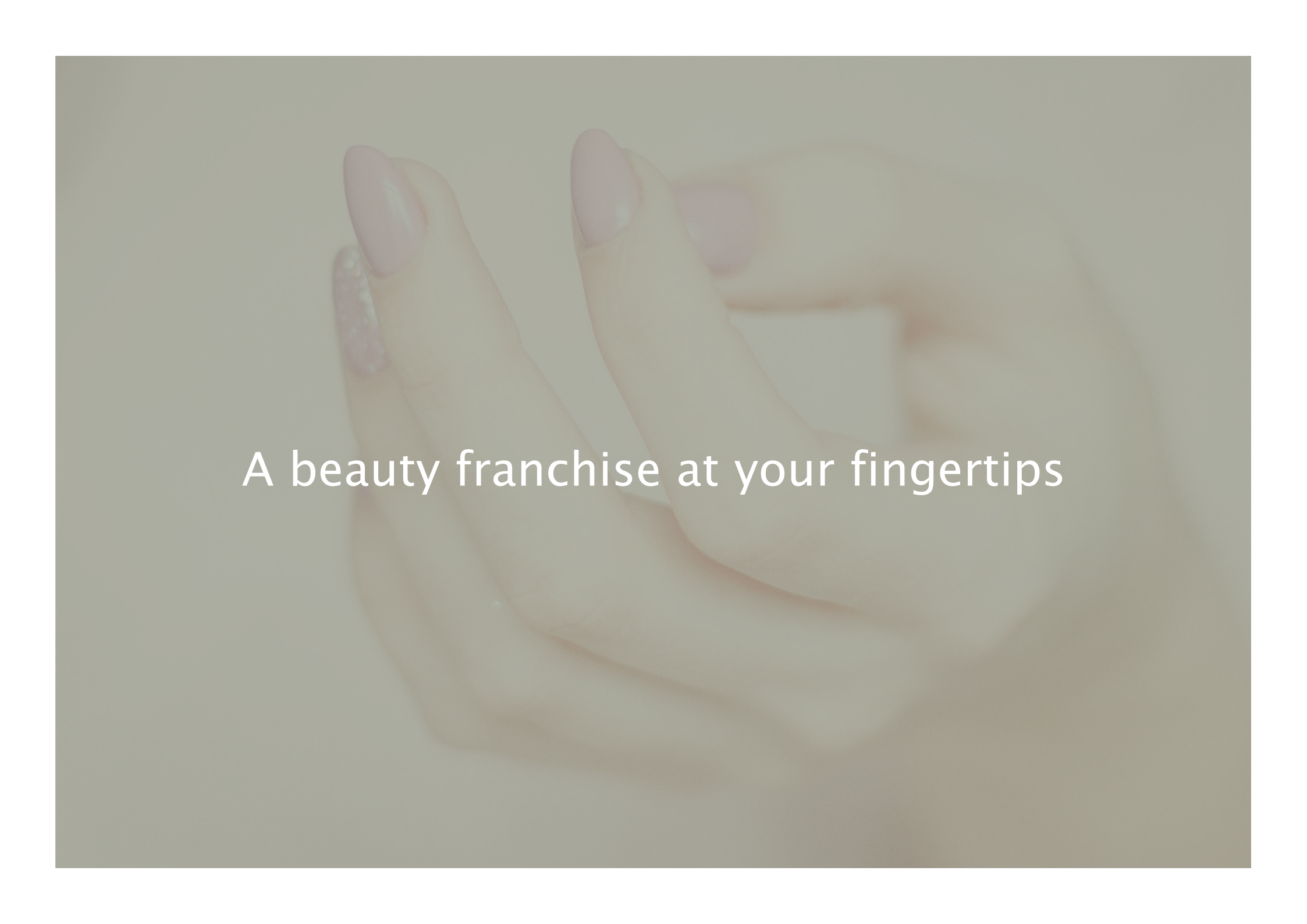


CorporateLiveWire

NORTH ENGLAND
PRESTIGE AWARDS

2020 WINNER

Franchise Brochure



A beauty franchise at your fingertips



“Empowering learners, transforming futures and building successful businesses.”

The Professional Way to Train

Bella Marie Training Academy is an award-winning education and training provider, delivering industry-leading programmes across beauty, hair, barbering, aesthetics, employability and alternative provision.

Established in the North East in 2017, we have built a reputation for delivering high-quality training that changes lives, develops careers and supports local communities. Through a combination of commercial training, funded learning and educational partnerships, Bella Marie has become a recognised and respected training provider.

As we continue to grow, we are now offering ambitious individuals the opportunity to join our expanding network through the Bella Marie Training Academy Franchise.

The education and skills sector continues to thrive, with increasing demand for vocational qualifications, professional development and flexible learning opportunities. Our proven business model allows franchisees to build a rewarding and profitable business whilst making a genuine difference within their local communities.

With comprehensive support, established systems and a recognised brand, Bella Marie Training Academy offers a unique opportunity to own and operate your own education and training business.

Services & Ethos

Services on Offer

Bella Marie Training Academy offers a wide range of training programmes designed to meet the needs of learners, employers and local communities.

Our portfolio includes Beauty Therapy, Hairdressing, Barbering, Makeup Artistry, Nail Technology, Aesthetic Pathways, Alternative Provision, Employability Programmes and Funded Adult Learning.

Our flexible courses are designed to fit around modern lifestyles and are suitable for learners of all abilities and backgrounds.

What sets Bella Marie apart is our ability to combine commercial training with funded learning opportunities, creating multiple income streams for franchisees and supporting long-term business growth.

With increasing demand for vocational education and skills training across the UK, Bella Marie franchisees are well positioned to build successful training businesses within their local communities.

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

At Bella Marie Training Academy, we are passionate about education, skills development and helping learners achieve their goals.

We approach every programme with dedication and professionalism, ensuring learners leave with the confidence, knowledge and practical skills needed to succeed.

We are looking for franchisees who share our commitment to delivering high-quality training and creating positive outcomes within their local communities.

As your business grows, you will build a team of tutors who uphold the same values and commitment to excellence.

Together, we aim to develop Bella Marie Training Academy into a recognised national training provider, known for quality, opportunity and learner success



**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 model is designed for ambitious individuals who want to build a successful education and training business within their local community.

In the early stages, franchisees will play an active role in the day-to-day running of the business and may also be involved in delivering training programmes.

As the business grows, there is opportunity to recruit qualified tutors and support staff, allowing you to expand your learner numbers and increase your provision.

Training is delivered from dedicated learning centres, creating professional environments where learners can develop their skills and achieve recognised qualifications.

With multiple income streams and significant growth potential, franchisees have the opportunity to build a sustainable and rewarding business.

To support your success, we provide a comprehensive franchise training programme and ongoing guidance to help you launch and grow your Bella Marie Training Academy.



Franchise Package

Franchise Package

We offer a comprehensive franchise package designed to provide everything you need to successfully launch and grow your Training Academy.

Our package includes a full induction and training programme, operational guidance, marketing support and access to the systems and resources that have helped establish Bella Marie as a successful training provider.

We are committed to supporting our franchisees from the initial enquiry through to launch and beyond, ensuring you have the knowledge, tools and confidence to build a successful business.

During our initial discussions, we will provide further information on the franchise package, investment required and the support available to help you achieve your business goals.

Your Franchise Package Includes:

- Pre-Opening Support
- Initial Franchise Training
- Onsite Opening Support
- Operations Manual
- Schemes of Work
- Learner Documentation Templates
- Funding Guidance & Support
- Quality Assurance Guidance
- Ongoing Business Support
- Dedicated Franchise Mentor
- Social Media Marketing Support
- Support Sourcing Equipment

Franchise Investment: £8000

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.
- ✓ **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.
- ✓ **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.
- ✓ **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.
- ✓ **Value for money** – our courses offer value for money, which means that we attract all levels of expertise and ages.

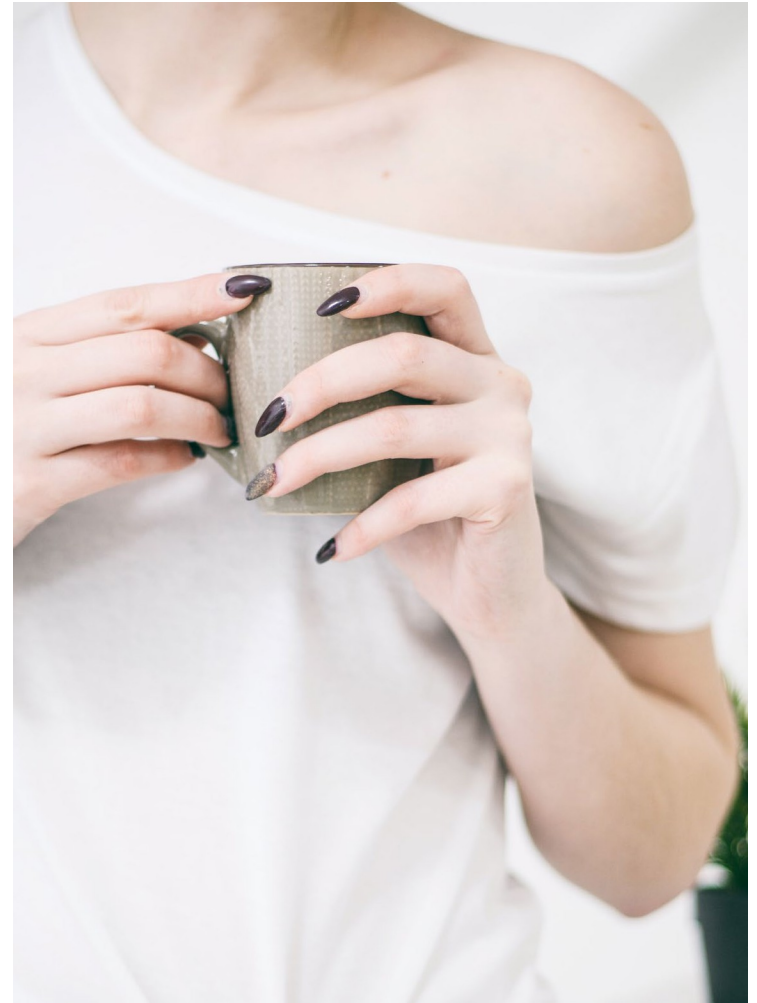
Head Office Support

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
- ✓ field visits to help you run your franchise successfully
- ✓ New ideas for improving the services we offer
- ✓ Refresher training for you and your staff at Bella Marie head office
- ✓ 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:

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Year 1

Potential Profit

Approx £38,000

Year 2

Potential Profit

Approx £42,000

Year 3

Potential Profit

Approx £48,000

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.

Next Steps

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:

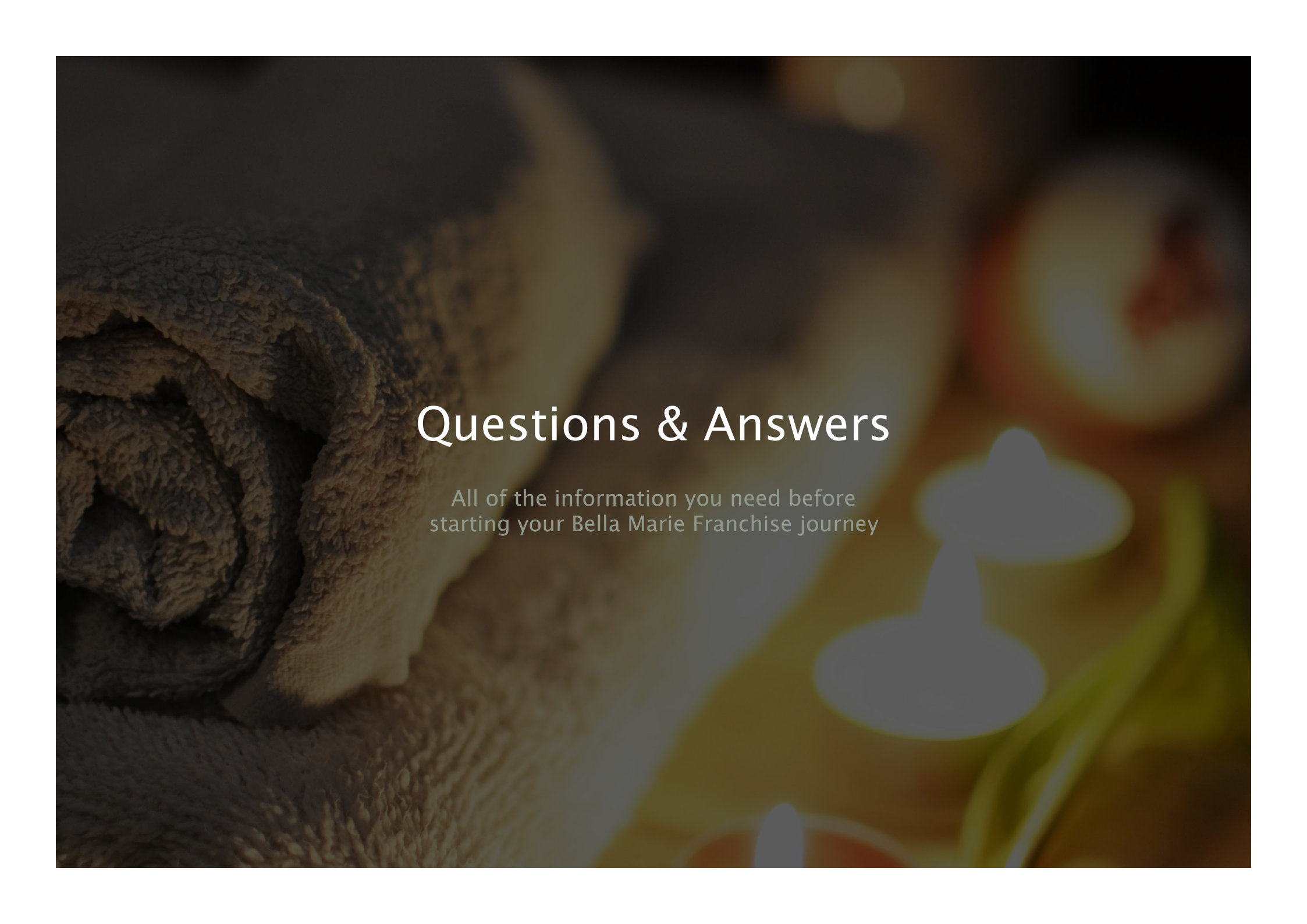


contact@bellamarietrainingacademy.com



0191 710 2520

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
- > Member of staff with a teaching qualification.
- > 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.

? What are the ongoing franchise fees?

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

Our fees for our franchise models are:

- > Management Fee – 10% 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 3 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.

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 a chance to use our marketing agency at an extra cost. However will give basic ongoing support. Franchisees are 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.



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