



Franchise prospectus

www.spa810.co.uk

Business model

Already successfully established with Area Developers and franchisees in the US, our vision is to grow a network of profitable medispas all providing a consistently high level of treatment experience to our guests across the UK. Operating from c.2,000 sq. ft. retail units in secondary locations, spa810 delivers sought-after results driven treatments from the convenience and accessibility of a professional spa environment.



We're unique

STRONG MARGIN BUSINESS

Weighted average gross profit across our core 'pillar' treatments of 80%+.

TURN KEY OPERATION

Full support with site selection, lease negotiations, spa fit-out, equipment leasing, marketing collateral and operating procedures.

£60K FRANCHISE FEE

Includes site selection, training, management of spa fit-out, initial equipment, professional and retail stock. Guideline to overall investment £180K subject to site selection.

NO EXPERIENCE REQUIRED

No market experience is required, we provide a full training programme.

RECURRING REVENUE

This is achievable from individual guests through cross-selling treatments and courses.

MEMBERSHIP MODEL

A monthly fee enables guests to receive a reduction in their treatment costs, savings on retail items, either a free signature facial or massage per month and invitations to educational events mean a compelling membership proposition.

THERE IS NO OTHER MANAGEMENT FRANCHISE AVAILABLE IN THE UK IN THE MEDISPA MARKET

Training & support

Every spa is well supported in the fundamentals of operating the business.

There will naturally be an expectation on the franchisee to lead, manage, inspire and ultimately set the tone to ensure the brand requirements are being met.

In successfully launching the pilot operation in Harrogate, we have experienced first-hand what it takes to turn a plan into reality. This means there is already an established process that can be followed to help make it easier for you to become a spa810 franchisee.

We understand that taking a step such as this can be daunting, after all, we've done it ourselves.

However, it means we are focused on what is important to new franchise owners in the early days of operations.

We also know what areas of support are most valued by anyone considering becoming a franchisee:

HR

Ensuring robust policies & procedures are in place to attract and retain great members of the team.

MARKETING / PR

Where to invest, what to monitor and how frequently should this be done.

FINANCIALS

Using a consistent accounting software across the network allows for ideal benchmarking capabilities with your peers and a real-time overview of your business performance.

EXPENDITURE

Managing overheads to help drive greater profit margins.

TRAINING / EDUCATION

Continually investing in your team to ensure the advice and treatments given to guests is nothing short of remarkable!

The market

Over the past 20 years, the medispa industry has exploded as people have become more invested in their health, beauty, and overall well-being. The exciting trend in recent years is the onset of men becoming increasingly body and image conscious than they ever were. This presents a further growth market for spa810 to support.

With an ever-aging population and new generations who have grown up going to spas, this dramatic market expansion is expected to continue for decades to come.

spa810 is perfectly positioned to benefit from this huge market potential. Our membership model, diverse results-driven treatments, experienced staff, and unmatched service have attracted a loyal following and built a foundation for a successful and profitable future.

TERRITORIES

These are based on 100,000 population and 3,000 businesses and are divided up by postcodes. They are awarded on the basis of being 'exclusive' to the franchisee.



Franchise package & financials



FRANCHISE FEE

Franchise licence fee	
Opening supplies (incl. initial retail stock and treatment room inventory)	
Training fee: inc. two people's accommodation	
Retail property search	
Architect & building surveyors / retail project management	
Lease agreement legal fee	
Launch marketing initiative	
Unit franchise agreement legal fee	
Total	£60,000 +VAT

In addition, you should allow for fit-out costs of c.£60/sq ft and working capital requirements that meet your personal needs to operate the business in the first 12 months.

SPA810 FRANCHISEES WILL

- Have a real desire to own and operate their business.
- Help people feel rejuvenated, relaxed and more comfortable with and in their own skin.
- Ideally have prior business experience and leadership and/or team management skills, profit and loss experience and preferably some experience of sales.

FINANCING OPTIONS

spa810 is known to the major franchise sector lending banks (HSBC, NatWest and Lloyds) who are in the position to lend up to 50% of the full set-up costs subject to your own circumstances. You would need to fund the balancing 50% of the set-up costs.

Because it is important that you do not have any unwanted surprises when it comes to the investment and start-up costs expectations of starting your spa810 franchise, a comprehensive financial model is available to support you with your research should you wish to pursue your interest further.



FAQs

WHAT IS A FRANCHISE?

A model that allows people the opportunity to realise their aspiration of owning and running their own business without having to come up with their own idea and question whether it will work and be profitable.

HOW IS THIS DONE?

We award a franchise licence to those who are able to demonstrate the qualities, financial requirements and drive to replicate the success of Harrogate in an available territory ideally in an area you know well.

IN A NUTSHELL, WHAT DOES THE SPA810 BUSINESS OFFER?

spa810 provides female and male customers with best-in-class treatments and an elevated experience in a convenient retail location. Massages, facials and skincare treatments are offered using market-leading, FDA* approved technologies administered by professionals. Included in spa810's suite of medical technologies are state-of-the-art lasers for hair removal and non-surgical fat reduction equipment. *Food & Drug Agency, USA

DO I NEED MEDISPA INDUSTRY EXPERIENCE?

As we offer a management-style franchise, this means you don't need experience of the sector, just like ourselves. With our support, you will recruit a spa Manager who in turn can hire the aesthetic therapists and spa Coordinators (front desk) team.

IS THIS A GOOD FIT FOR MY SKILLS?

Your responsibility as franchisee is being able to manage, value and retain teams, ensure successful operating procedures are followed, increase awareness of the spa810 brand in your territory through strong marketing, proactive engagement and networking with prospective customers and have a desire and resilience to succeed in owning your own business.

I'VE GOT NO EXPERIENCE OF SOURCING RETAIL UNITS, DEALING WITH LEASES OR FITTING UNITS OUT. IS THAT AN ISSUE?

Not at all, we provide support in all those areas. We provide a turn-key start-up that makes it straight-forward for you to know at what stage everything is during the onboarding process and lets you focus on your team, marketing and training.

WHY INVEST IN A SPA810 FRANCHISE?

We strongly believe that we have an extremely viable operational model that stands-up to investment scrutiny. spa810 offers guests, including an increasing membership-based group, laser hair removal, organic and clinical facials, anti-aging treatments, injectables, massage, and body contouring treatments all under one roof. Our unique business model provides the best of both worlds: a robust menu of services that create an unmatched experience for guests while providing multiple revenue streams from a single guest that, with strong margins, helps maximize profits for franchisees.

WHAT IS AN 'EXCLUSIVE' TERRITORY?

For the avoidance of doubt 'exclusive' means that, providing performance standards are being maintained, another franchise will not be awarded in the territory or the master franchisee will not open a company-owned spa within your allocated postcodes. You may actively market your spa within your postcodes although this should not proactively extend beyond your boundaries although it may well prove cost effective to undertake joint marketing initiatives with your neighbouring franchisee.

WHAT ARE THE NEXT STEPS?

On the basis you believe that, in principle, you are in a financial position to proceed, the best option would be to either call for a further discussion or arrange a time to meet us in Harrogate.

Meet us

What better way to learn more about spa810 than to see and experience it. We'd strongly recommend a visit to the pilot spa810 in Harrogate and an opportunity to learn more about our model.

To enhance the experience, we'd also like to offer a complimentary treatment. With all this to cover, it would be best to allow around three hours for your time with us. You'll get a great insight into the business from our team of knowledgeable spa professionals who are dedicated to providing our guests with a remarkable visit every time.



DUNCAN BERRY

Director

T 01423 595810
07540 411792
E duncanberry@spa810.co.uk





2 ROYAL PARADE
HARROGATE HG1 2SZ

01423 595810
www.spa810.co.uk