

# The Opportunity

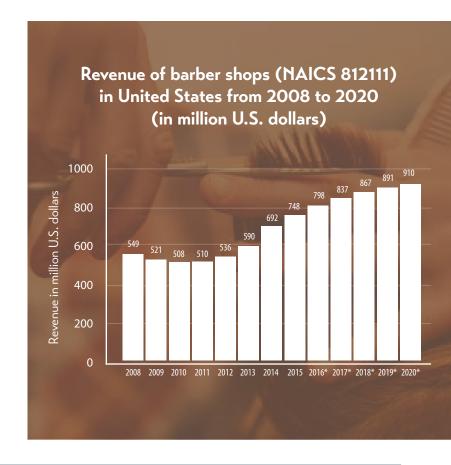
ManBasics Speakeasy Barbershop is a unique spin on the traditional barbershop. Instead of the typical pop music and ESPN faire served up by most men's salons, ManBasics features big band music and classic movies all while serving classic cocktails to their clients. Our unique speakeasy look and feel provides a customer experience that clients love, while our emphasis on BARBER services (as opposed to just "haircuts") provides the franchisee more opportunity to run tickets for larger amounts than other men's salons.

Also, men's personal care products are the fastest growing segment of the cosmetic industry. We mention this firstly, because ManBasics also provides its own line of men's personal care products but secondly to point out a larger trend. Every year more and more men are comfortable with the idea of "pampering themselves". ManBasics takes advantage of this trend by providing a superior line of products, a superior line of services, and a superior overall experience that creates **LOYAL CUSTOMERS**.

### The Barber Industry

Barber shops are currently bucking the trends of retail decline by offering new job opportunities in many communities. Men are looking at barber shops in a different way. It is more than a place where you get a haircut and a shave. It's a place to catch up on community news, to be seen, and to define what masculinity means on a personal level (and in the case of ManBasics, to have a complimentary cocktail!). Many barber shops have men who come in every 2-4 weeks with a standing appointment to receive services.

- Since 2013, growth rates for the industry have been at 10%, which is equal to the number of newly licensed barbers. That makes it the fastest-growing profession right now in the United States.
- 81% of men's grooming product sales occur and brick-and-mortar locations within the barber shop industry.
- 44% of men say that they prefer to get their hair cut at a barber shop (as opposed to 32% who prefer a salon, and 24% who get it cut at home by a family member)



# The Company

A Unique Concept - ManBasics offers men a place that they can relax, enjoy a cocktail, and frankly get "pampered" for a while. There are literally dozens of other franchises that offer cheap haircuts while blaring pop music over the speakers and ESPN on the televisions. These are not ManBasics competition, though we are THEIR competition. ManBasics is pioneering a space of a superior haircut experience at a mi-range price point. We are taking business from cheap, utilitarian haircuts and upgrading those clients who want something more.

**Higher Tickets** - Clients often come into ManBasics expecting to get a basic haircut, but then upgrade to a full shave and a manicure/pedicure. Other men's hair salons would have invoiced \$8-15, whereas in this example a ManBasics location would have invoiced over \$100, and the client will still say "I will definitely be back!"

**Putting the "Bar" in "Barbershop"** – as the name "Speakeasy" implies, ManBasics offers cocktails to its clientele as they wait to be serviced. After servicing many clients stay for a beverage and just hang out. ManBasics has models to operate both with and without a liquor license. These requirements will vary by state. ManBasics will work with each franchisee to determine which option best fits their needs.

Enthusiastic Repeat Customers - ManBasics customers come back again and again. 66% of customers at our flagship location are return customers... at a location that has been open less than a year and is still very much in "growth mode" and acquiring new customers all the time. Return customers (combined with our "Speakeasy Club" loyalty plan) make it possible to compound growth. This compound growth enables a franchisee reach full potential quickly.

**Semi-Absentee Ownership** - ManBasics franchisees are purchasing a business that allows them to have business ownership while they maintain their careers. After grand opening, business owner typically only vests 12 to 15 hours per week on the business as it is a turnkey operation. Much of this "work" is simply being there and interacting with clients. Our transitional business model puts the candidate on the path to exit day job once maturity in stores is achieved. We assist with the recruitment of the stylists and offer the staff training and operation support on an ongoing basis.

#### **Products AND Services**

A ManBasics franchise not only offers barber and salon services, but offers it's own line of all-natural and natural derived men's personal care products. According to Forbes, men's personal care is the fastest growing segment of the beauty industry.\* 81% of men's grooming product sales occur and brick-and-mortar locations within the barber shop industry, which matches up perfectly with the ManBasics Speakeasy Barberbshop franchise model.

# **Profitability**

Nearly all products and services are designed to give the franchisee a 50% margin. Some products are designed to give the franchisee returns of over 150%! Average ticket sizes in a ManBasics franchise are MUCH higher than the industry average. Other men's salon franchises charge as little as \$8 or \$10 for a haircut. A ManBasics haircut is \$34.97 and has plenty of upgrade opportunities, leading to higher average ticket prices for the franchise.

### **Training**

ManBasics Franchising features an in-person training schedule as well as plenty of documentation to work from, and loads of online tools for product demonstrations, instructions videos, whitepapers, and future educational updates.

### How to Get Started

Interested in learning more? Just shoot us an email to: damon@ManBasics.com