



MUD Studio Franchise

MUD International: A school by make-up artists, for make-up artists, a product for professionals by professionals.

Make-Up Designory (MUD) was founded in 1997 in North Hollywood, California. Today we have distributors and schools across the globe.

THE ULTIMATE MAKE-UP TEST

Make-Up Designory proudly introduces to the PROFESSIONAL AND public our quality line of products created with the insight and expertise of professional make-up artists. All of our make-up and tools go through a rigorous testing process in challenging, real-world situations, from the harsh conditions of a remote film location to the bright lights of Broadway. Through this trial by fire, we continue to perfect each product until we see consistently exceptional results. Only then, does it receive our "MUD-Certified" stamp of approval. It's all about honest performance.

We believe the true purpose of make-up is to correct, cover and conceal. From our award-winning mascara to our creamy foundations, luxurious lipsticks to our silky eye shadows, each of our distinctive products performs as it's meant to: precisely and beautifully.

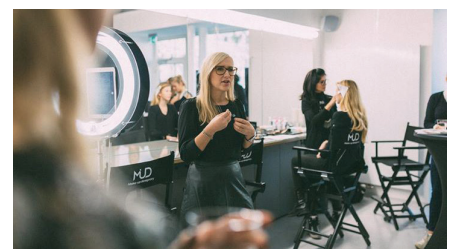


Woman in Business – Join the MUD Movement

Exciting Franchise opportunities available for dynamic & passionate entrepreneurs.

MUD (Make-up designory) is one of the fastest growing brands in South Africa since its inception in 2012, with 15 region distributors nationwide servicing the PROFESSIONAL market with display units, kits and products. Apart from South Africa, we have also started exporting to other African countries, and we are excited for the explosive growth we will experience during 2018 !

Our unique offering is simple : We offer dynamic, passionate and hard-working individuals the opportunity to create their legacy and becoming part of a close knit family, with massive international support and guidance. In a time of economic uncertainty, in a world and marketplace dominated by large corporations, it is nice to know that there are still independent companies who put the needs of their customers, partners and employees first !



Below outlines the minimum requirements to become a registered MUD Studio franchisee :

Turn key Franchise Cost : R650 000 , VAT Exclusive.

Venue / destination : (*site approval by MUD Head-office needed*)

Space for retail outlet :

This should be in retail centre's / malls with high foot traffic. The tenant mix of the centre / mall should compliment a MUD retail store. This business model will allow for Makeup services, lessons & workshops offered. The retail of MUD makeup products. Complimentary services also includes a lash & brow bar with a small retail line to accommodate these services.

Size of outlet required :

22 – 35 square meters is sufficient for a retail space with 2 - 4 makeup & hairstyling stations, and a lash & brow section.

Look and feel :

MUD international look and feel - A Unique concept that is synonyms with the trendy and fashionable brand that MUD is. See below some images of our local and international studio partners and planned retail spaces across SA. Include at least 1 flat-screen to display the MUD makeup videos (tutorials) daily.

Shop-fitting :

To keep to the superior quality and unique concept, MUD has a preferred service provider who will be doing all the shop-fitting elements for potential franchisee's. Lingenfelder Wood Interiors are not only proud to deliver high quality shop-fitting, but is dependable and reliable and one of the few companies who does not delay projects. We offer a turn-key solution to eliminate unnecessary stress, frustration and costly mistakes. (License fee payable to MUD International for the concept : 1000 Euro's, once off)

Opening order MUD stock :

R250 000 VAT Inclusive stock will be received with the opening order as part of the turn key franchise cost. This will be utilized for retail stock, display stock as well as products used at the makeup stations.

Monthly Fee's :

Low royalties. Marketing fee used 100% towards your business. No Training Fee's.

Minimum requirements needed :

- Business Experience (your own or equivalent exposure in another company)
- Cash flow for at least 3 - 6 months
- Fully qualified employees, and commitment to constantly up-skill employees.
- Follow the MUD SA franchise agreement (in line with agreement of MUD SA with USA head office)
- Trade minimum hours as directed by the mall / centre (if applicable), and if no trading hours are given the minimal MUD SA trading hours should be followed.

Financing

- The possibility of full / partial financing by MUD SA – dependent on qualifying criteria.

Find out more about how we can assist you building your dream of owning your own MUD Studio franchise. We have unparalleled support when it comes to trainings, workshops, marketing and growing of your business.

Get in touch with me, Brenda Botha, by contacting 081 500 3667 to set up an appointment or email me at brenda@mudsa.co.za

