



Frequently Asked Questions

Q. What is Bedashing Beauty Lounge franchise?

- A.** BEDASHING BEAUTY LOUNGE is a modern, trendsetting beauty lounge esteemed for its award-winning beauty services and unique ambiance.

The lounges offer complete beauty experience where guests are pampered with the latest beauty treatments by professional staff in a joyful environment.

BEDASHING BEAUTY LOUNGE has their own state-of-art training academy, ensuring their staff are updated with the latest techniques by professional trainers.

BEDASHING BEAUTY LOUNGE objective is to enhance clients' beauty and exceed their expectations by offering complete professional and social experience with prompt and consistent services.

BEDASHING BEAUTY LOUNGE has 5 operating units located in prime locations in Abu Dhabi, United Arab Emirates.

BEDASHING BEAUTY LOUNGE serves multicultural middle to high-end income customers. The size of a typical BEDASHING BEAUTY LOUNGE is between 1,000 sq.feet and 2,000 sq.feet with a customer flow of 150 customers per day.



Q. How much does the franchise cost?

A. The initial investment for an individual Bedashing Beauty Lounge outlet ranges from AED 1,500,000 to AED 2,300,000 (AED 1,900,000 on average) this includes Franchise Fee and Training.

Q. How much does the franchise Fee cost?

A. Based on the level of support Bedashing Beauty Lounge intends to provide to its franchisees, the Franchise Fee for a Startup Franchise (Individual) is AED 140,000.

The Franchise Fee schedule for an Area Development:

Area Development Agreement Franchise Fee payment schedule:		
Event	Franchise Fee	Remarks
Upon signing	AED 240,000	Includes Franchise Fee for the 1 st unit & 50% of next 2 units
Upon opening 2 nd unit	AED 60,000	50% balance of the Franchise Fee
Upon opening 3 rd unit	AED 60,000	50% balance of the Franchise Fee
TOTAL	AED 360,000	



Q. How much is the fee for continuing support services “Royalty Fee”?

A. The continuing services, or “royalty fee,” is 6% of your gross sales and is paid monthly. This fee entitles you to use the Bedashing Beauty Lounge service mark, use of distinctive system, marketing assistance, ongoing business development and counseling, and other benefits that come with being a Bedashing beauty lounge franchisee.

Q. Will I have an exclusive territory?

A. Bedashing Beauty Lounge grants an exclusive territory for a minimum of 3 units and agreed upon case-by-case basis.

Q. What about advertising?

A. The Bedashing Beauty Lounge name and reputation is an important part of our business. You will spend at least 3% of your gross sales per month on local advertising. In addition, if we should establish fees for a Marketing Fund, you will be expected to make Marketing Fund contributions of up to 2% of your monthly gross sales.



Q. How much training is provided in the Bedashing Beauty Lounge system?

A. Bedashing Beauty Lounge Management will provide franchisees with approximately 30 days of initial training at Bedashing beauty lounge headquarters or at a location designated by the Bedashing beauty lounge Management, beginning approximately 6 to 9 weeks before the franchisee is scheduled to open for business.

Phase I - Instruction will pertain to administrative, operational, and sales/marketing matters; it will also include a liberal amount of on-the-job training. This training will be provided for the franchisee and up three (3) to four (4) designated attendees.

Phase II - On-site training typically takes place when the franchisee commences operations. Experienced trainers from Bedashing Beauty Lounge will provide on-site training for a period of 7 to 10 days to assist the franchisee in the commencement of operations.

Q. What is the term of the Bedashing Beauty Lounge Franchise Agreement?

A. The initial term of the Franchise Agreement is five years from the date the Franchise Agreement is signed. The franchise is renewable for four additional terms of five years each, providing you have complied with the provisions of the Franchise Agreement.



Q. What are the Support Systems provided by Bedashing Beauty Lounge?

A. In addition to field support, members of Bedashing Beauty Lounge organization will provide the services listed below:

- **Operational Support** -- Bedashing Beauty Lounge Management will provide ongoing training and support in many areas critical to the success of the franchisee's business, including unit operations and maintenance, customer-service techniques, product ordering, suggested pricing guidelines, and administrative procedures.
- **Site Selection** -- Prior to approving a site for Bedashing Beauty Lounge outlet, Bedashing Beauty Lounge Management will provide franchisees with clear guidelines for a suitable location. Bedashing Beauty Lounge will require franchisees to follow these instructions to ensure that an appropriate site is located.
- **Marketing Support** -- Bedashing Beauty Lounge Management coordinates development of advertising materials and strategies for the benefit of all members of the franchise network. It should also supply franchisees with consumer marketing plans and materials for use at the local or regional level, and retains the right to approve all local advertising materials that the franchisee chooses to develop.
- **Accounting/Audit/Legal** -- Reporting directly to administration, this department is responsible for the financial and legal oversight of franchisees.



- **Ongoing Research and Development** -- Bedashing Beauty Lounge Management continues to research methods and techniques for franchise operations (including purchasing and promotional schemes) that enhance unit-level profitability.
- **Overall Program Oversight** -- Bedashing Beauty Lounge Management provides the overall coordination and planning for the Bedashing Beauty Lounge franchise system.

Q. What is my next step?

A. Simply complete the Franchise Application Form and return it to us. Upon receiving the form we will contact you. If you have any questions, in the meantime, please feel free to call us.