



Vybe's Salon

**The Home of** *Vybe's*

**SALON**

*vybe's salon*

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# SALON IN INDIA

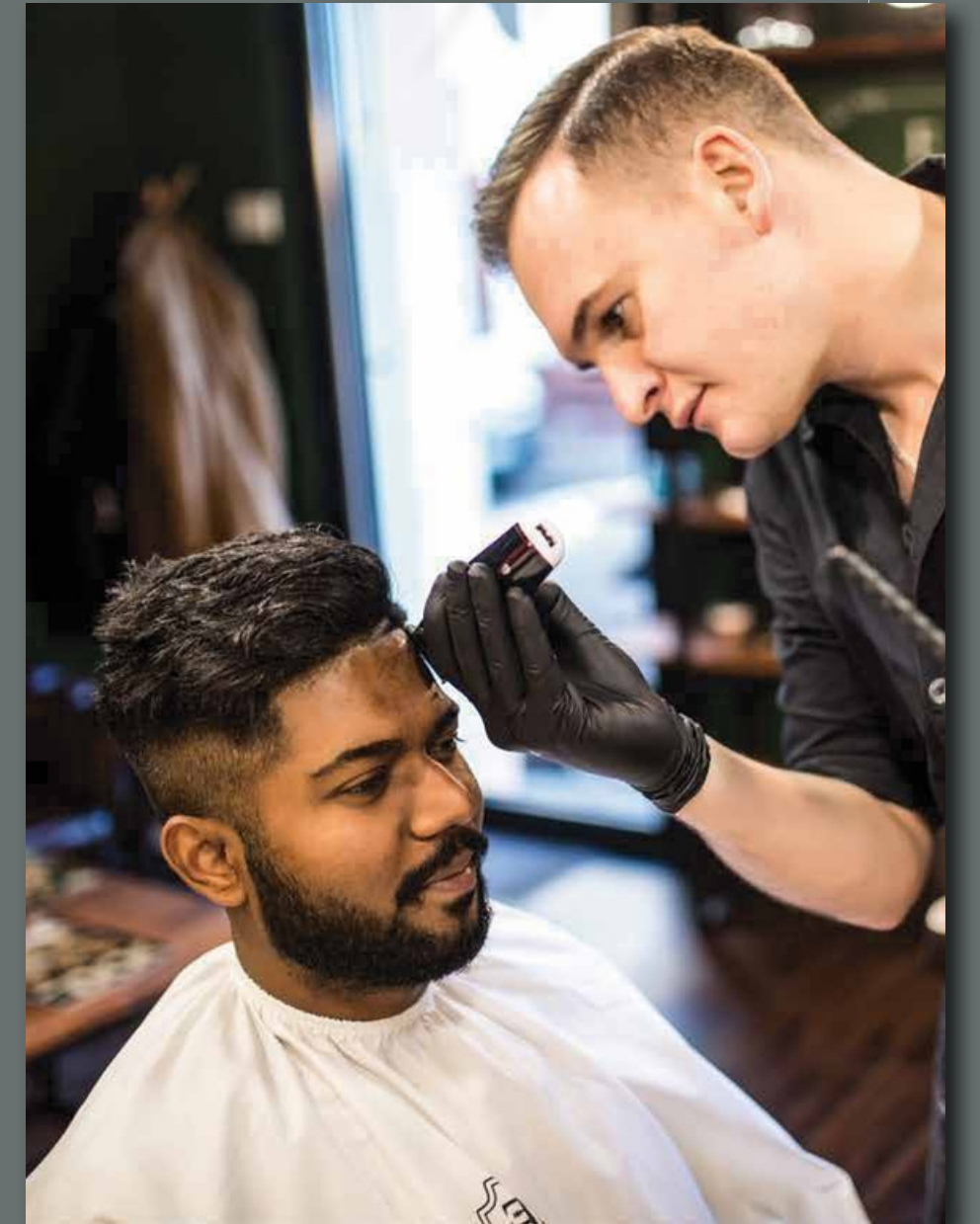
## SALON IN INDIA

- The emergence and growth of the salon industry in India is unparalleled, with the industry set to reach \$190 BILLION by 2024, and there is no sign of slowing down.
- With a giant consumer base entering the salon industry, it is predicted to grow at a CAGR of 15-20% each year.
- With the increased penetration of the internet, higher disposable incomes and elevating need for enhanced lifestyle among the young population, personal grooming has become essential.
- While the pandemic has affected the growth graph, the reopening of salons and owners adapting to the new normal seems to be outlining a different success story.





- We at VYBES Salon introduce standardized international salon grooming services for Indian citizens.
- We aspire to become the leader of the luxury salon business in India, purveying world-class beauty solutions to our patrons.
- At VYBES Salon by S2WEBTECH India, our clientele get a chance to pamper themselves with comprehensive beauty services and treatments at the hands of the collective expertise of highly skilled and trained professionals
- A myriad of exquisite services, rendering a luxurious styling and grooming escapade beyond the mundane.
- Aligned with the global brand in both vision and quality, VYBES Salon, India is the first-ever premium hair and beauty salon underlined with the Parisian Finesse.





# VYBES SALON PHILOSOPHY

## VISION

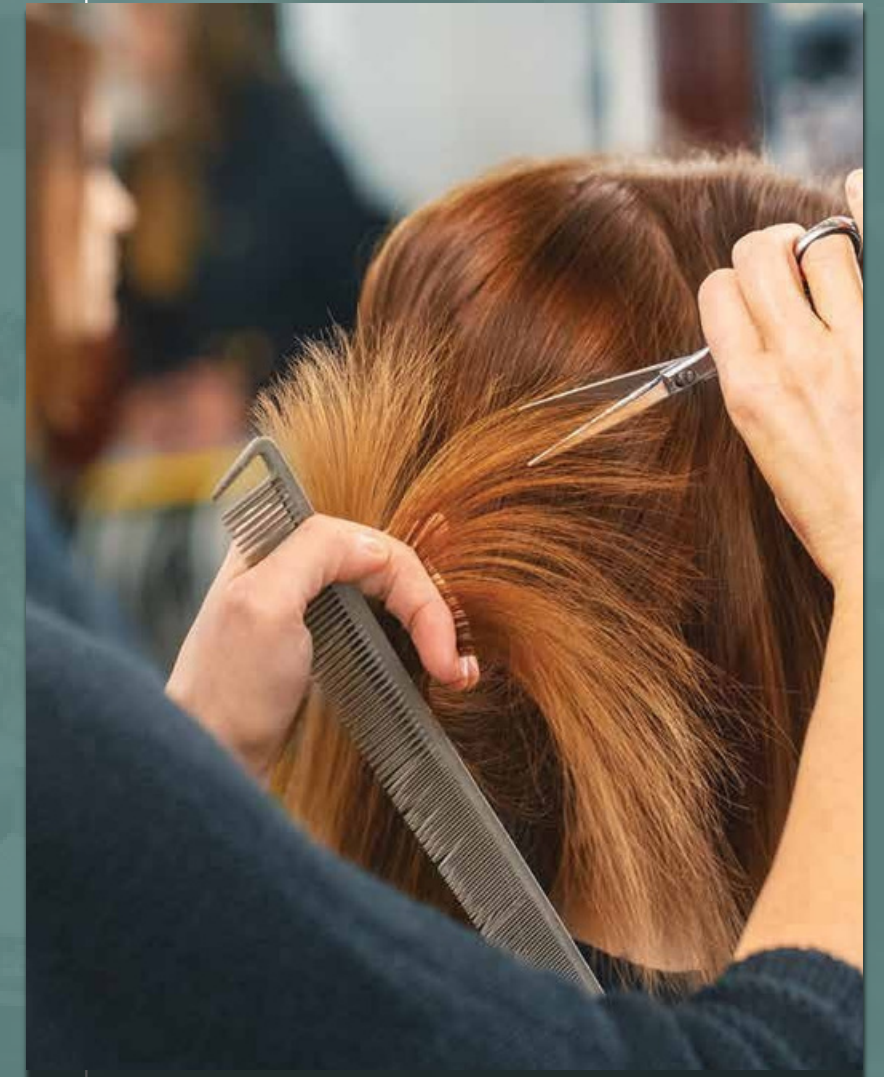
To raise the bar of the Salon industry in India and bring it at par with the international fashion and beauty standards through VYBES Salon.

## MISSION

To build long term relationships with our customers and make their experience personalized and memorable each time they visit our salon.

## AIM

To create India's most influential beauty salon brand, with a team of highly skilled and professional beauty experts.







# WHY FRANCHISE WITH VYBES ?

- VYBES Salon has emerged as the leading S2WEBTECH network due to its rapid growth, extensive reach, and innovative offerings.
- Massive size and reach.
- 9 years of existence.
- Over 500 locations across North America.
- Services over 1 million clients per year.
- Cutting-edge digital integration.
- Industry-leading app for booking and payments.
- Robust social media presence and influencer collaborations.
- High-end interior design and decor.
- Top celebrity stylists on staff.
- Culture of innovation
- Regular introduction of new services and treatments
- Heavy investment in research and development







# SOME VYBES KEY FACTS

- Viewed on 10 million public TV sets.
- 5M website visits every month
- Vybe's app has over 500K subscribers & 35K installations per month.
- vybes.co.in has an average 500,000 monthly visits.
- The video platform DailyMotion has an average of 500,000 monthly views.







## USP's OF VYBES

- Massive Profits
- 360 degree support
- Brand Equity Leverage
- Strong Industry Linkages
- Global Presence
- Exhilarating Events
- Ubiquitous Promotions





# USP'S OF VYBES

Creative Culture and Vibe.

- Cool, urban vibe attracts top talent and clientele.
- Creativity encouraged through unique designs and atmosphere.
- Fun, collaborative environment for staff and clients.
- Promotional videos of Vybe's parties from across the world.
- Promotional content through celebrities.
- Endorsing the brand from across the globe.
- Vybes unique scissors inspired design.
- Special events  
A special runway will placed at all events.  
Top notch models ramp walking in state-of-the art vybe's proprietary products (bev- erages, apparels, cosmetics, accessories, art jewellery eyewear, footwear, bags)







# USP's OF VYBES

Vybe's proprietary products.

Vybe's branded merchandise:

- Vybe's beverages
  - Vybe's apparels
  - Vybe's lingerie
  - Vybe's cosmetics
  - Vybe's accessories
  - Vybe's art jewellery FashionTV
  - eyewear
  - Vybe's footwear
  - Vybe's bags
- AND MORE!!





# SOCIAL MEDIA STATISTICS

- 150 new stories (Facebook)
- 200 new stories (Instagram)
- 50 new stories (Twitter)
- More than 300 new stories per day!
- M views on VYBES youtube channel.
- 90M subscribers per month on the channel.
- Facebook garners over 4.5M likes and 12M views.
- The number of followers on instagram is over 300K and 125K is organic reach.
- Due to Vybes brand popularity and social media engagement from our beloved customers and influencers all the platforms are engaged from every locations.



Dedicated Social Media Marketing Handles:



LINKEDIN



YOUTUBE

# SOCIAL MEDIA MARKETING



TWITTER



FACEBOOK



INSTAGRAM





# SOCIAL ENGAGEMENT



Instagram Upload



Facebook Check-ins



Twitter Postings



Linkedin Posts



Facebook Uploads



Youtube Videos



Instagram Check-ins



Google Ad's

# SPONSORED LOCAL LISTINGS

- Facebook local
- Google local
- GPS location based ADs
- Facebook AD posts and likes campaigning
- Instagram AD and likes
- SEO marketing
- SEM marketing
- Analytics and reports
- Youtube promotions and video boost





# VYBES 360 DEGREE FRANCHISE SUPPORT

Pre-opening support:

- Location analysis and approval.
- Architecture, designs, layouts.
- Scissor inspired designs.
- Staff recruitment
- Vybe's proprietary products supply.
- Other products and vendor tie-ups.
- Strategic planning
- Staff extensive training and execution.



# LAUNCH SUPPORT

- Planning And Execution.
- Launch
- Plan In Smm And Pr.
- Promotions.
- Cross Marketing.

# POST OPENING SUPPORT

- sales Incremental Strategies.
- Audits.
- Promotional Offers.
- Fashiontv Loyalty Membership
- Programs. Googleand Website Listing.





# FRANCHISE BASIC REQUIREMENTS

## **AAA LOCATION.**

Vybe's Salon will be located primarily in cosmopolitan cities with high purchase statistics and a healthy demographic of masses who tend to lean towards luxury products and activities.

## **STRONG FINANCIAL BACKINGS.**

All affiliates must be able to show strong financial backing to ensure the success of the business.

## **FRANCHISE FNB INDUSTRY ATTRACTION.**

All affiliates must have an attraction towards the Salon industry along with a strong desire to help the masses look their best.

**STRONG DESIRE TO BE MORE:** rich, famous & successful.



# BENEFITS

- Association with the World's Leading Fashion and lifestyle Brand with a strong presence in Various countries and 5 Million viewers worldwide.
- Great Business Opportunity with GREATER Returns.
- Develop a huge fruitful circle of a business network.
- Become a leader in fashion and lifestyle industries in your city cream society.
- Get to be the next VIP jet setter being on the VIP list of every exhilarating event in your city.
- Become a respected player in the industry and be seen and surrounded with the elite of your City.
- Get to use the VYBES visiting card as your power currency.





# FASHIONTV FRANCHISE FINANCIALS

	LITE	REGULAR	LUXURY
Franchise Fee	15 Lakhs	25 Lakhs	35 Lakhs
Area	750 to 1000 sq.ft.	1000 to 1500 sq.ft	1500 to 3000 sq.ft.
Total Investment	60 to 80 Lakhs	80 Lakhs to 1 Cr	1 Cr to 1.25 Cr
Royalty	10%	10%	10%
ROI	60% (approx in 1 year)	60% (approx in 1.5 years)	60% (approx in 2 years)

v**y**bbe's