



RUSH HAIR FRANCHISE
BE YOUR OWN BOSS

RUSH
HAIR & BEAUTY

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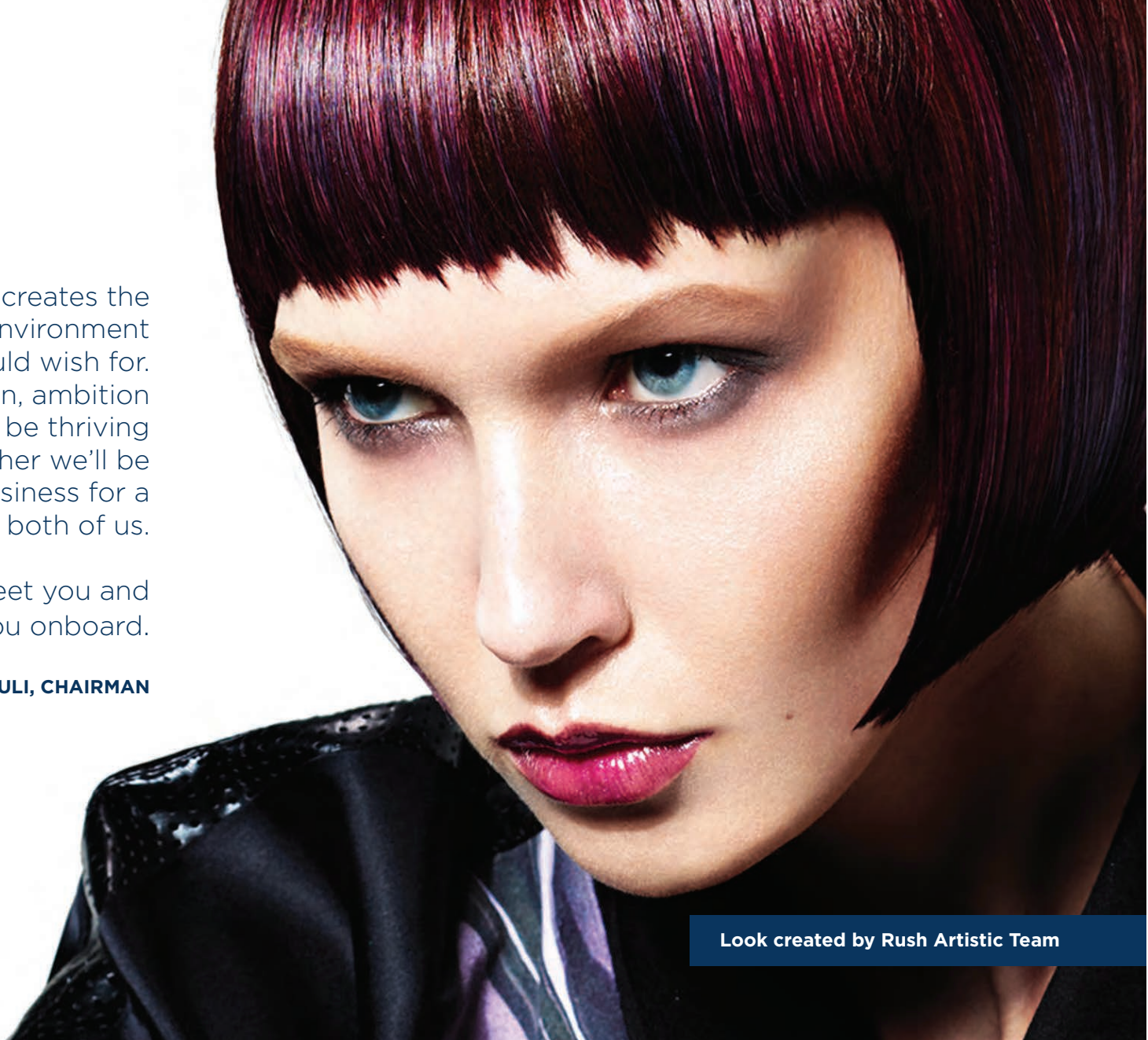
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Our Rush culture creates the most rewarding environment anyone could wish for. If you have passion, ambition and drive you'll be thriving in no time. Together we'll be growing our business for a brighter future for both of us.

I can't wait to meet you and welcome you onboard.

- ANDY PHOULI, CHAIRMAN



Look created by Rush Artistic Team

A low-angle, upward-looking shot of a modern hair salon's exterior. The word "RUSH" is mounted on a dark, reflective glass facade in large, white, three-dimensional block letters with a thin gold outline. Below it, the word "HAIR" is partially visible in the same style. To the right of the text, there are several rectangular, metallic-looking light fixtures. The glass reflects the surrounding environment, including trees and a clear blue sky. The perspective creates a sense of height and architectural scale.

RUSH
HAIR

Rush Hair Salon, Tottenham Court Road



WHO WE ARE & WHAT WE BELIEVE

Rush Hair is dedicated to providing the highest level of professional hair care and memorable experiences to every client through exceptional service and technical excellence.

We go the extra mile to ensure a long-lasting relationship of trust and commitment.

Our dream was to build a brand that was both creative and very successful as a business.

Opening the doors to our first Rush Hair salon in 1994. We have now grown the business with over 60 salons operating across London and South England.

Together with our franchisees we serve thousands of clients every week. For over 20 years Rush has been able to create jobs and opportunities for local people and local businesses.

At Rush, franchising with the right partner is essential for how we operate as a business.

We believe that Rush is the spark of something different, something special and unique.

Rush has a proven business framework that has created a chain of successful Rush franchised salons.

A franchise with Rush will enable you to invest in a highly successful brand that has been built from the trust of its customers.

We take a detailed approach to our franchisees through support, development and involvement of people, playing a crucial part in the success of Rush Hair.

Our people are our product and we are looking for great individuals to join our brand and run our salons.

There has never been a better time to join the Rush family and become a part of our exciting plans for the future.

If you want to be a part of this great expansion and you want to run your own salon, please feel free to contact us and hopefully one day we can welcome you to the Rush family.



Rush Hair Salon, Baker St



FRANCHISING WITH RUSH

Building Your Future

You may have been thinking about becoming a franchise owner for some time and running your own salon.

With the Rush brand behind you, not only are you following a tried and tested format, but you will also be joining something truly special and unique.

Our award-winning teams are with you every step of the way, all you need to supply is the magic of passion, endless energy and drive to succeed.

With this you are already half-way to making your Rush Franchise salon a success.

Do You Have What It Takes?

You will certainly need to be an inspired leader and have a passion to succeed. However hairdressing experience is not essential.

We are looking for people who;

- Have the desire to run a successful business.
- Have the ability to raise the minimum investment of £15,000.
- Possess the skills needed to inspire staff and drive a salon forward.
- Can deliver exceptional customer service and provide an outstanding salon experience.



I've been a Rush Hair salon owner for more than four years - I'm well supported by the team and I've been able to build my own profitable business within this successful brand.

- NICOLA, RUSH HAIR FRANCHISE OWNER

Facts about the UK Hair & Beauty Industry



£6bn per annum

The Hair & Beauty Industry is estimated to be worth £6.2 billion worldwide annually



£12bn per annum

The UK franchise Industry is now estimated to be worth £12.4 billion annually

77%

Hair salons generate 77% of the Hair & Beauty Industry revenue worldwide

90%

Globally 90% of all franchises run at a profit



2% est. annual growth of the Hair & Beauty Industry between 2010 and 2015



Rush salons can take in revenue of £1m (estimated) per year



Some of our awards

- BHA Newcomer of the Year 2014
- BHA Southern Hairdresser of the Year 2013
- BHBA Franchisor 2012
- BHBA Salon Design 2012
- BHA London Hairdresser of the Year 2012
- BHBA Training Award 2011
- BHA Newcomer of the Year 2011
- AIPP Grand Trophy 2011
- BHA Best Avant-Garde 2010
- The Sapphires Franchisor of the Year 2010

- The Sapphires 2010 Best Salon Interiors (Franchise Group) 2010
- BHA Artistic Team of the Year 2010
- BHA Southern Hairdresser of the Year 2010
- BHA Colour Technician of the Year 2009
- BHBA Retail Salon of the Year 2009
- BHBA Business Director of the Year 2008
- BHA Southern Hairdresser of the Year 2006
- BHA Artistic Team of the Year 2004
- BHA Southern Hairdresser of the Year 2004
- BHA British Newcomer of the Year 2003



Look created by Rush Artistic Team

HAIR & BEAUTY-IT'S A GROWTH INDUSTRY

Our Rush Franchise owners have the edge because they have access to:

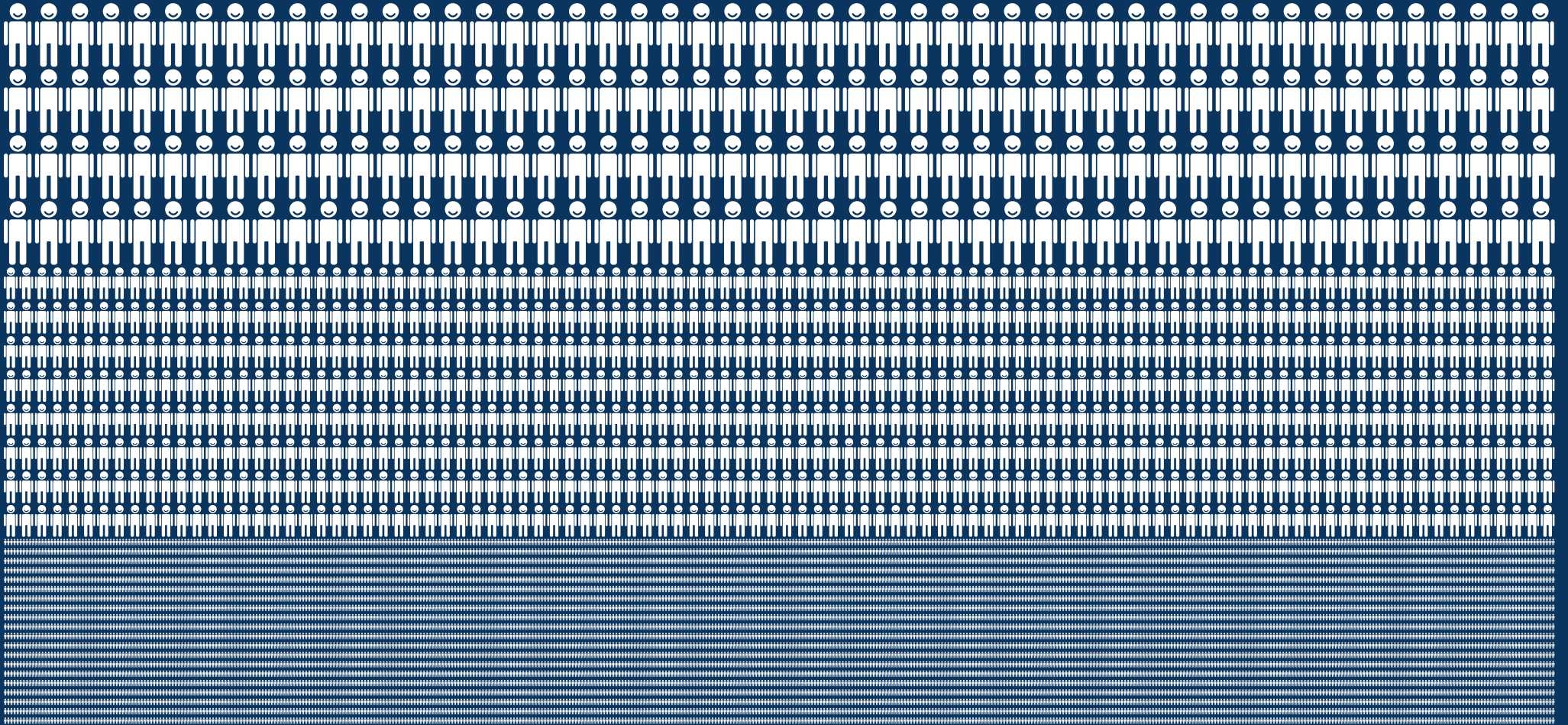
- A proven business model with more than 20 years experience in the Hair and Beauty Industry.
- A much loved brand, we look after more than 12,000 clients every week, focusing on customer experience.
- Support from our dedicated Marketing, Operations, Finance, Education and Human Resources teams. As a Rush Franchisee you will receive on-going support and advice to help progress you and your business.
- A proven and well established training program. This will give your salon the most talented and professional stylists possible.
- An Artistic Team that is internationally recognised and that has won over 14 British Hairdressing Awards plus various other industry awards. The Artistic Team helps design our training courses and nurture the talent within our business.
- Strong operational support who take a detailed approach to our franchisees through support, development and involvement of people, playing a crucial part in the success of Rush Hair.



I have had great support from every area of the business, all of which have worked around the clock in aiding the successful opening of my salon.

- JAK, RUSH HAIR FRANCHISE OWNER

On average we serve 12,000 clients every week at Rush Hair*



*that's a lot of haircuts! (2,500 of them are new clients which ensures growth of the Rush brand)



An average Rush customer

OUR LONG TERM VISION & GOALS

Rush Hair is looking to grow the brand further, with exciting opportunities to franchise one of our new salon locations.

We currently cover London and the South East and are looking to expand across the UK and overseas.

In 1994 we opened the doors to our first ever hair salon. Now over 20 years on, we have firmly stamped our mark in the hairdressing industry. With more than 60 bustling salons and over 50 awards.

Our co-founders Andy Phouli and Stell Andrew have built strong teams in all areas to ensure every single Rush Hair client receives the ultimate hairdressing experience.

Immediate opportunities in high profile locations across London and the UK. With a dedicated Rush Hair Franchise team, who will be on hand every step of the way.

We believe that Rush is the spark of something different, and unique.

Rush is cool, edgy and innovative. We create beauty through unbridled passion to inspire our industry and delight our clients.

Rush are creative to the core but above all, we are commercial and our passion is to drive our business forward to even greater heights, with franchise partners playing a key role in our continued success.

Rush have won numerous business and creative awards, have fantastic international reputation and possess unrivalled head office support.

Currently working on exclusive brand developments with a leading high street retailer, we are looking for more franchisees to join in on the success we have created.



If you're thinking
about owning a
franchise, before it
works for me, it has
to work for you.

-ANDY PHOULI, CHAIRMAN



Look created by Rush Artistic Team



FRANCHISE KEY POINTS

Our philosophy is to perfectly balance the creative and commercial needs of your salon. Some key elements to consider are:

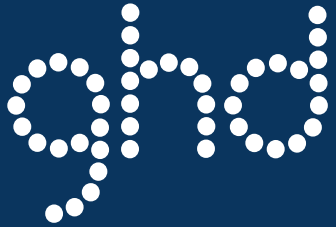
- A minimum personal investment of £15,000 is required.
- Management Service Fee will be charged at 10% of turnover, excluding VAT.
- Funding is available, should it be required.
- The franchise process illustrated ensures we work with you at every stage.
- On average salons will be circa 800 sq. ft. upwards.
- Your salon location will be either on a busy high street or in a shopping centre.
- Estimated return on investment in two to three years, subject to your own performance.
- The total investment will be est. £165,000, funding may be available subject to status.

Below are some of the reasons why opening a Rush Hair Franchise will be the right decision for you.

- The hair industry is booming, contributing £6.2bn to the UK economy.
- The Professional Beauty Association estimates there will be 31% job growth for hair stylists and hairdressers between the decade of 2008 and 2018.
- Rush Hair is a brand with a strong and successful franchised business, providing the ongoing tools to help your franchise salon become a success.
- The Rush Franchise programme has a proven framework, with a modest start-up fund, that has created a chain of successful Rush franchised salons.

Our partners

L'ORÉAL



KÉRASTASE
PARIS

REDKEN
5TH AVENUE NYC

SHU UEMURA
ART OF HAIR.





The House of Rush, Piccadilly

ONGOING SUPPORT

Supporting You

We don't just work with anyone, we carefully select our business partners.

The Rush Hair Industry experts and Franchise Team will provide you with a wealth of experience and the support to ensure that your salon becomes a success.

The Rush Hair Franchise Team is also there to ensure that the opening of your salon is as easy as can be. In addition to the Franchise Team, Rush Hair will provide you with on-going support from our dedicated Operations, Marketing, HR, Education and Finance Teams.

We don't just stop once your salon has opened, your dedicated support team will provide you with monthly marketing campaigns, to ensure your business thrives continuously month on month. Rush is much more than just a business, it has created a family. A family who are here to help guide and support you every step of the way.

Our Partnerships

Rush works closely with L'Oréal the world's largest cosmetics brand, who provides all our salons with fantastic products and equipment.

Rush can help you source funding to provide you with the best support for your franchise journey.

Supporting Your Staff

Our fantastic in house NVQ training facility and Advanced Academy will support, guide and develop your assistants and stylists.

They will be constantly trained and kept up to date with the latest trends as well as using leading products and equipment.

Our Charities

We are proud to support Great Ormond Street Children's Hospital and to give something back to such a special cause. We have recently raised more than £100,000.



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ART OF HAIR

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ART OF HAIR

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ART OF HAIR

Rush Hair Salon, Baker St

A typical salon performance

	YEAR 1	YEAR 2	YEAR 3	YEAR 4
Average Weekly Sales (inc VAT)	£9,136	£13,492	£13,431	£14,147
EBITDA*	£10,250	£58,146	£59,704	£66,491
Franchisee Salary	£22,000	£22,000	£22,000	£22,000
EBITDA + Franchisee Salary	£32,250	£80,146	£81,704	£88,491

*Earnings before interest, taxes, depreciation or amortization



The British Franchise Association (bfa) is the only voluntary self-regulatory body for the UK franchise industry, with a standards based approach to membership.

It's aim is to promote ethical franchising practice in the UK

and help the industry develop credibility and growth.

Rush Hair & Beauty are associate members of the bfa. An Associate Member of the bfa has proven their ability to launch and support at least one franchised outlet for 12 months.

POTENTIAL EARNINGS & THE LEGAL BIT

Potential Earnings

Basic financial projections are illustrated.... Please note that your achieved earnings will be largely dependent upon your efforts, adherence to our proven systems and chosen location.

The projections set out are based upon the Directors' business experience, initial trials and market research. They are provided by way of illustration only and demonstrate the effect of various levels of local market uptake and customers spend on business turnover, costs and profitability.

Market uptake and customer spend at any given location and in any given year - and the related costs - will depend on your business objectives, marketing efforts, business practices and local market conditions.

There is no guarantee that you will achieve the same figures, nor are they intended as a representation, warranty or guarantee.

Legal

Your rights and responsibilities as a Franchise Owner will be clearly set out in the Franchise Agreement that will exist between us.

This legally binding agreement has been developed by accredited Franchise Lawyers and the content fully respects the industries code of ethics.

The term of the Franchise Agreement will be for 5 years and subject to agreed performance schedules being met within that period, extended for a further 5 years.

Contact Us

By post

✉ Rush Head Office
3rd Floor Central House
27 Park Street, Croydon
CR0 1YD

By telephone

☎ 020 3582 7091

By e-mail

✉ franchising@rush.co.uk

On social

🐦 RUSHHairBeauty
f RUSHHairAndBeauty
in rush-hair-ltd
YouTube RushLondon

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