

The Home of *fashion*



fashiontv

NAIL SPA IN INDIA

- NAIL CARE HAS EMERGED AS ONE OF THE **FASTEST-GROWING** SEGMENTS IN THE BEAUTY INDUSTRY.
- TODAY IT HAS BECOME AN INTEGRAL PART OF **WOMEN'S FASHION**.
- THE INCREASING DEMAND FOR NAIL SERVICES HAS SEEN A MASSIVE SURGE IN RECENT TIMES.
- THE GROWING FASHION & BEAUTY CONSCIOUSNESS AMONG WOMEN AND ITS AFFORDABILITY PROVIDES A **BOOST** TO THE INDUSTRY.
- IT IS PROJECTED THAT THE GLOBAL NAIL CARE MARKET WILL GROW AT A RATE OF 3.47% THROUGH 2019.
- NEW DEVELOPMENTS IN COSMETICS, FASHION, AND NAIL POLISH **TECHNOLOGY** HAVE SET THE PACE FOR TRENDS IN THE NAIL SALON INDUSTRY.

FTV NAIL SPA

- FASHION TV'S ENDEAVOR IS TO CREATE MORE THAN JUST **BEAUTIFUL** NAILS.
- FASHION TV PLANS TO PROVIDE OUR CLIENTELE A **WORLD-CLASS** NAIL SALON EXPERIENCE.
- FASHION TV USES THE FINEST, NATURAL, HIGH-QUALITY PRODUCTS AND TREATMENTS THAT ARE KIND TO NATURE.
- FASHION TV'S HIGHLY PROFESSIONAL NAIL GROOMING **EXPERTS** PROVIDE YOU WITH EXCEPTIONAL NAIL GROOMING SERVICES.
- APART FROM FASHION TV'S INTRICATE SERVICES, F NAIL SPA IS KNOWN FOR ITS **LAVISH** AMBIANCE OOZING LUXURY!

FTV NAIL SPA PHILOSOPHY

VISION

TO ENSURE THAT TRAINED PROFESSIONALS WITH A COMPLETE UNDERSTANDING OF GLOBAL TRENDS, PROVIDE EACH OF OUR CONSUMERS WITH INSTAGRAM WORTHY NAILS.

MISSION

TO PROVIDE AN UNMATCHED NAIL SPA EXPERIENCE TO OUR CONSUMERS WHICH IS AT PAR WITH INTERNATIONAL STANDARDS.

AIM

TO HELP ALL OUR CONSUMERS ACQUIRE NAILS WHICH WILL MAKE HEADS TURN.

WHY FRANCHISE FTV ??

FASHIONTV /FTV IS THE WORLD'S **LARGEST** FASHION NETWORK !!!

SOME FASHIONTV **KEY FACTS**:-

- * 12 CHANNELS OF 24 HRS DEDICATED TO FASHION & LIFESTYLE CHANNELS.
- * 23 **YEARS** OF EXISTENCE.
- * UHD 4K AND 8K 24 HOURS CHANNELS.
- * AVAILABLE ON LEADING OTT PLATFORMS ALL OVER THE WORLD.
- * 100 PLUS HOURS OF NEW FASHION AND LIFESTYLE CONTENT EVERY WEEK.
- * 2 **BILLION** WORLDWIDE VIEWERS.
- * AVAILABLE ON 250 GLOBAL CABLE SATELLITES.
- * PRESENCE IN 193 **COUNTRIES**.
- * REACHING 500 MILLION HOUSEHOLDS.

SOME FASHIONTV KEY FACTS:

- * VIEWED ON **10 MILLION** PUBLIC TV SETS IN PUBLIC PLACES.
- * **5M** WEBSITE HITS PER MONTH.
- * FASHIONTV APP GETS **500K SUBSCRIBERS** & **35K** INSTALLATION PER MONTH.
- * FASHIONTV YOUTUBE CHANNEL HAS **65M** VIEWS.
- * FASHIONTV YOUTUBE CHANNEL HAS **90M** VIEWERSHIP PER MONTH.
- * **4.5M** PLUS LIKES ON FACEBOOK.
- * **12M** VIEWS PER WEEK.
- * **300K FOLLOWERS** ON INSTAGRAM
- * **125K** ORGANIC REACH PER MONTH.

BACKED WITH MOST VIEWED, PROVEN AND STABLE **HIGH-END** LUXURY FASHION AND LIFESTYLE MEDIA HOUSE.

WWW.FASHIONTV.COM

FASHIONTV 360 DEGREE FRANCHISE SUPPORT.

PRE OPENING SUPPORT :

1. LOCATION ANALYSIS AND APPROVAL.
2. ARCHITECT, **DESIGNS**, LAYOUT, ETC.
3. **DIAMOND** INSPIRED DESIGNS (WALLS, CEILINGS, FURNITURE, ETC).
4. STAFF RECRUITMENT.
5. FASHIONTV PROPRIETARY PRODUCTS SUPPLY.
6. OTHER PRODUCTS AND VENDOR TIE-UPS.
7. **STRATEGIC** PLANNING.
8. STAFF EXTENSIVE TRAINING AND EXECUTION.
9. FASHIONTV BILLING & SECURITY PLATFORM.

LAUNCH SUPPORT :

1. PLANNING AND EXECUTION.
2. LAUNCH PLAN IN SMM AND PR.
3. PROMOTIONS.
4. CROSS MARKETING.

POST OPENING SUPPORT :

1. SALES INCREMENTAL STRATEGIES.
2. AUDITS.
3. PROMOTIONAL OFFERS.
4. FASHIONTV LOYALTY MEMBERSHIP PROGRAMS.
5. GOOGLE AND WEBSITE LISTING.

USP OF FASHIONTV

8K VIDEO WALL FASHION SHOWS AND VJ

- PROJECTIONS OF FASHIONTV SHOWS BY TOP **DESIGNERS**.
- 3D FASHIONTV " FLOOR " STUNNING LUXURY FASHION ANIMATIONS.
- LIVE FASHIONTV CHANNEL WITH FASHIONTV SHOWS FROM ACROSS THE GLOBE.
- CONTINUOUS FLOW OF LIVE FASHIONTV FROM VARIOUS FASHION **HUBS**.
- PROMOTIONAL VIDEOS OF FASHIONTV **PARTIES** FROM ACROSS THE GLOBE
- PROMOTIONAL CONTENT THROUGH **CELEBRITIES**
- ENDORSING THE BRAND FROM ACROSS THE GLOBE.

USP OF FASHIONTV

FASHIONTV PROPRIETARY PRODUCTS

FTV BRANDED MERCHANDISE LIKE:-

FASHIONTV **SCRUB GEL**

FASHIONTV **SUGAR SCRUB**

FASHIONTV **ANTI-FUNGAL SOLUTION**

FASHIONTV **FOOT TREATMENT CREAM**

FASHIONTV **COSMETICS**



USP OF FASHIONTV

FASHIONTV UNIQUE **DIAMOND** INSPIRED DESIGN

- FASHIONTV CEILINGS AND WALLS
- FASHIONTV FURNITURE
 - CHAIRS
 - MIRRORS
 - TABLES
- FASHIONTV **UPHOLSTERY**
- FASHIONTV FLYERS / PRINTOUTS

 fashiontv

SOCIAL MEDIA MARKETING

DEDICATED SOCIAL MEDIA MARKETING HANDLES

- FACEBOOK 
- INSTAGRAM 
- TWITTER 
- YOUTUBE 
- LINKEDIN 



SOCIAL ENGAGEMENT

- INSTAGRAM **UPLOADS**
- TWITTER POSTINGS
- FACEBOOK UPLOADS
- INSTAGRAM CHECK-INS
- FACEBOOK CHECK-INS
- LINKEDIN POSTS
- YOUTUBE VIDEOS
- GOOGLE **AD'S**

SOCIAL ENGAGEMENTS STATISTICS

- 150 NEW STORIES (FACEBOOK)
- 200 NEW STORIES (INSTAGRAM)
- 50 NEW STORIES (TWITTER)

MORE THAN 300 NEW STORIES PER DAY!

DUE TO FASHIONTV'S BRAND POPULARITY AND OUR CUSTOMERS LOVE TO POST, LIKE, SHARE, COMMENT, CHECK-IN, TAKE PICTURES, SHOOT VIDEOS, TAG, AND MORE IN ALL OF OUR LOCATIONS!

THE SOCIAL ENGAGEMENT WITHIN F CAFÉS NETWORK IS AN EXCITING AVERAGE OF 300 STORIES PER DAY – EVERY STORY IS FREE – WORD OF MOUTH – ADVERTISEMENT.

NEW MEDIA STATISTICS

- FACEBOOK: 3,000,000+ **FANS**
- FASHIONTV.COM: AVERAGE OF 500,000 MONTHLY VISITS.
- FASHIONTV.COM: AVERAGE OF 1,500,000 MONTHLY IMP.
- YOUTUBE CHANNELS: 1,000,000 **SUBSCRIBERS**
- YOUTUBE: AVERAGE OF 15,000,000 MONTHLY VIEWS.
- DAILY MOTION: AVERAGE OF 500,000 MONTHLY VIEWS.
- DAILY MOTION: AVERAGE OF 500,000 MONTHLY VIEWS.

SPONSORED LOCAL LISTINGS

- FACEBOOK LOCAL
- GOOGLE LOCAL
- GPS BASED AD'S
- FACEBOOK ADS POST AND LIKES CAMPAIGN
- GOOGLE ADS WORDS CAMPAIGN
- INSTAGRAM AD AND LIKES
- SEO MARKETING
- SEM MARKETING
- ANALYTICS AND REPORTS
- YOUTUBE PROMOTIONS AND VIDEO BOOST



FRANCHISE BASIC REQUIREMENTS:-

1. **AAA LOCATION.**
FASHIONTV / FTV CAFE SHOULD BE LOCATED IN A PRIME **TRIPLE A** LOCATION OF THE CITY.
2. **STRONG FINANCIAL BACKINGS.**
ALL FRANCHISEES MUST BE ABLE TO SHOW STRONG **FINANCIAL** BACKINGS TO ENSURE THE SUCCESS OF THE BUSINESS.
3. **FRANCHISE FNB INDUSTRY ATTRACTION.**
ALL FRANCHISEES MUST-HAVE ATTRACTION AND LIKING TOWARDS THE **DESIRED** INDUSTRY WITH A ZEAL TO LEARN, EXPLORE AND STRIVE TO SUCCEED.
4. **STRONG DESIRE TO BE MORE: RICH, FAMOUS & SUCCESSFUL.**

FASHIONTV FRANCHISE FINANCIALS

Module	Standard
Franchising Fee	Rs. 10 Lacs
Area Up to	500 Sq. Ft.
Outlet Setup	Rs. 30 Lacs
Royalty	10%
Average ROI in 3 Yrs.	85%

NOTES:

THESE ARE APPROX. FIGURES BASED ON WORLDWIDE STORES. THE ACTUAL COST WILL VARY AS PER THE LOCATION. TAXES AS APPLICABLE. SHOP COST & WORKING CAPITAL EXTRA ON ACTUAL.

FASHIONTV NAIL SPA MENU CONSISTS OF: -

GEL MANICURES AND EXTENSIONS

1. THEY HAVE REVOLUTIONIZED THE NAIL INDUSTRY. THE TECHNIQUE IS RISING IN POPULARITY.
2. THE APPLICATION HAS BECOME POPULAR DUE TO ITS:
 - POLISH-LIKE APPEARANCE,
 - ITS DIFFERENT FEEL FROM ACRYLIC
 - MINIMUM DAMAGE TO THE NAIL BEDS.

SOAK-OFF GEL MANICURE

IN THIS TYPE OF MANICURE, THE NAIL LACQUER IS APPLIED AND HARDENED UNDER THE ULTRAVIOLET RAYS

PARAFFIN WAX MANICURE.

AN EXCELLENT TECHNIQUE TO MOISTURIZE DRY AND TIRED HANDS.

FASHIONTV NAIL SPA MENU CONSISTS OF: -

BRAZILIAN MANICURE

IN THIS MANICURE, THE ENTIRE CUTICLE IS REMOVED AND THEN NAIL LACQUER IS APPLIED.

FRENCH MANICURE

SIMILAR TO A REGULAR MANICURE. HERE THE MANICURIST APPLIES CLEAR WHITE POLISH THAT WILL ENHANCE THE LOOK OF NATURAL NAILS.

SPA MANICURE

THIS MANICURE INVOLVES A LONGER TREATMENT OF EXFOLIATION AND MASSAGE AND IS A RELAXING TREATMENT FOR THE HAND.

FTV FRANCHISE BENEFITS:-

- ASSOCIATION WITH WORLD'S **LARGEST** FASHION BRAND
- GREAT BUSINESS OPPORTUNITY WITH **GREATER** RETURNS
- DEVELOP A HUGE FRUITFUL CIRCLE OF BUSINESS NETWORK
- BECOME A LEADER IN FASHION AND LIFESTYLE IN YOUR CITY
- CREAM SOCIETY
- GET TO BE THE NEXT **VIP** JET SETTER
- BE ON THE VIP LIST OF EVERY INVITEE LIST OF YOUR CITY EVENTS
- BECOME THE RESPECTED PLAYER IN YOUR CITY FASHION INDUSTRY
- BE SEEN AND SURROUNDED WITH THE WHO'S WHO OF YOUR CITY
- MEET THE MOST BEAUTIFUL AND **FASHIONABLE** PEOPLE
- USE THE FTV VISITING CARD AS YOUR POWER CURRENCY

FASHIONTV FRANCHISE - AN INVITATION ...

FASHIONTV / FTV IS LOOKING TO PARTNER WITH SOUND WELL-SETTLED BUSINESS-MINDED AND EXPERIENCED PERSONS LIKE YOU. WE ALSO EXPECT OUR **POTENTIAL** PARTNERS TO KNOW ABOUT INTERNATIONAL FASHION AND LIFESTYLE MIND-SET.

IF YOU FIND THE:-

1. BASIC BRAND REQUIREMENTS
2. FASHIONTV FACTS
3. BRAND SUPPORT

EXCITING AND **INTERESTING** ENOUGH TO PARTNER AND ASSOCIATE WITH US, THEN FOR FURTHER INFORMATION AND DISCUSSION PLEASE CALL /MESSAGE/EMAIL US.

EMAIL ID - **FRANCHISE@FTV.IND.IN**
PHONE - **+91 9833833930**