

perfectly groomed FOR SUCCESS

YOUNG CACI FRANCHISEE SHOWS WHAT COMBINING AMBITION AND EXCELLENCE CAN ACHIEVE

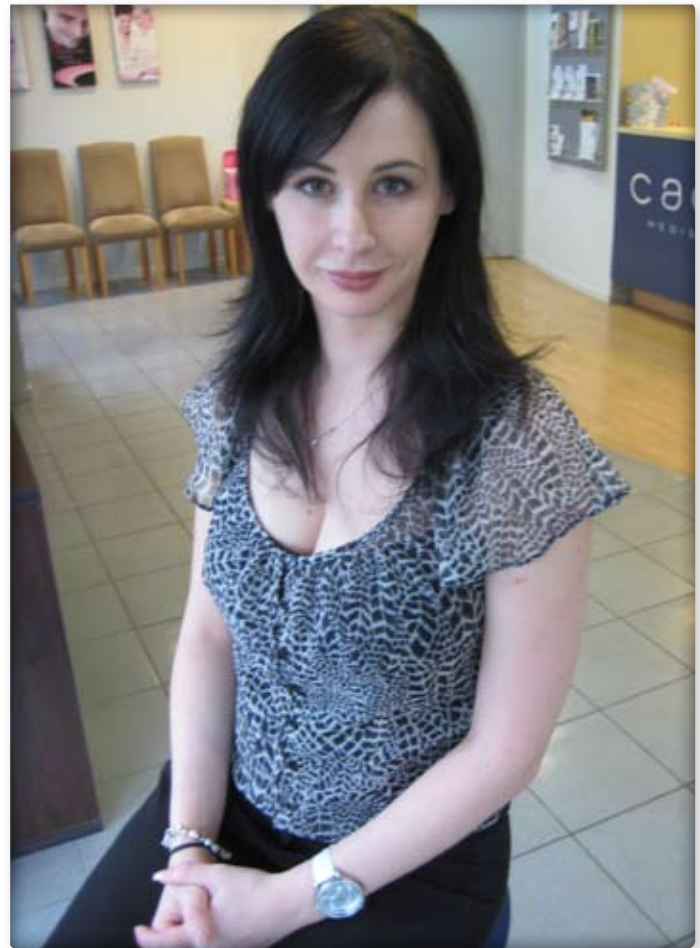
⇒ Jamie Payne is all ambition. As a 21 year old attending beauty therapy college, rather than pay rent to a landlord Jamie took out a mortgage to buy her first home. A second house followed then, a month before her 25th birthday, Jamie purchased her employer's 50% shareholding in Hamilton's only Caci franchise. Two years later she bought out her partner and at just 29 is today the sole owner of the appearance medicine clinic. Jamie is now working on a strategy to open a second Caci in Hamilton.

It's hard to believe this daughter of 'typical hardworking kiwi parents' left school with no idea what she wanted to do. Being, as she often refers to herself, a 'girly girl', Jamie found a job behind the beauty counter in a pharmacy. 'It was there I started thinking seriously about a career in beauty therapy, but not just doing the treatments – I wanted to own my own beauty spa. During my first year at beauty college, knowing Caci was the top place to be, I approached the co-owner offering to work for free. After a week of helping out I was offered a job. That was eight years ago and I have been here ever since,' says Jamie. 'You could say I'm perfectly groomed for the role of a Caci franchisee. As far as I'm concerned, Caci's results-based treatments are the point of difference that gives the brand its current strength and future direction. It's what attracted me to Caci in the first place and it's what my staff are trained to give our clients – results and relaxation every time they visit.'

MAINTAINING MARKET LEADERSHIP THROUGH INNOVATION

Caci clinics were founded 15 years ago and offer a range of treatment programmes in three main areas: appearance medicine (Botox and fillers), facial rejuvenation and hair removal, as well as providing traditional beauty therapy services. The franchise is the clear market leader in New Zealand and is constantly evolving to maintain its competitive advantage.

Jamie Payne says she's a big fan of Caci's management and franchise team. 'Time and time again they demonstrate just how in tune they are with Caci clients, Caci franchisees and market conditions. When they realised a recession was inevitable and would likely impact on our core business, they took the pre-emptive strategy of developing the Freedom™ hair removal programme. Exclusively for women, this 12-month treatment with a two year guarantee has worked brilliantly. Clients love it and, speaking as a Caci business owner, so do I.' According to Rebecca Field, Caci's national franchise manager, there's more to come, too. 'Without giving too much away, Caci will be building on its point of difference and implementing exciting programmes that are both client and franchisee focussed,' she promises.



JAMIE PAYNE: 'I WOULDN'T WANT TO BE ANYWHERE ELSE BUT CACI'

PROFESSIONAL APPEARANCE ENHANCEMENT

Jamie employs three full-time and two part-time beauty therapists, a cosmetic nurse specialist and a treatment coordinator in her clinic. A treatment coordinator? 'Absolutely,' replies Jamie, 'she is vital to the business, spending time with new clients to discuss their needs and results they want to achieve. She then puts together a treatment programme for therapists to follow and monitors progress, both physically and emotionally. One of the most rewarding aspects of this business is how you get to see a woman transformed. It's not just her appearance; her whole being changes. Her life changes.'

Jamie's clientele includes both female and male members of the Waikato farming community. 'The number of times I've been phoned with "I'm having a heck of a time with the cows, can I shift my appointment to tomorrow?"' she laughs. But everyone wants to look their best and Jamie is a true believer in the benefits of correctly administered Botox, joking that she plans to look 29 for the rest of her life. 'When done correctly, Botox treatment won't give you the appearance of some facially-frozen Hollywood actress but will subtly achieve a fresh, healthy version of yourself. It is important though to keep up a regular Botox maintenance programme – for me it's every three months. I love being an advertisement for what Botox can achieve.'

With the market for Botox and other services forecast to grow massively over the next few years, Caci is looking for new franchisees to open clinics throughout the country and capitalise on its market leadership. The long-term objective is to double the current 24 clinics and the investment required is around \$250-300,000. Caci franchisees can come from all walks of life, but if there is one key factor that makes a franchisee successful it is a love of the beauty business. As Jamie Payne says, 'I really wouldn't want to be anywhere else but Caci.' ■

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NUMBER