

specialist beauty business is a SMOOTH OPERATION

WAXNLASER IS A FRANCHISE BEST SUITED TO A WOMAN OWNER

⇒ In the competitive beauty industry, Waxlaser clinics attract and retain clients through a well-proven and very simple business strategy. 'We do a better job,' say franchisors Roger and Ingrid Thomas. 'That's why our clinics succeed when surrounded by other beauty businesses.'

The couple have proven their point by operating two very profitable pilot sites in Wellington. Developed and fine-tuned over four years with a unique point of difference, Waxlaser brings refreshing certainty, excitement and profitability to the hard-fought beauty industry. 'Waxlaser are specialists and focus on just one type of beauty service – the high demand area of hair removal,' Roger explains. 'It's an age-old beauty practice that is growing ever more popular as people become more body conscious. As specialists, we can tightly manage the quality of service and become known as the experts in this area. High service quality ensures satisfaction for clients and staff alike.'

The Waxlaser clinics were designed to be franchised from the very beginning. Ingrid is a qualified paediatric nurse and beauty therapist while Roger is a successful businessman and fully-qualified accountant. The first clinic they opened was profitable by the third month and the second was similarly successful. Now Waxlaser is expanding and suitable franchisees are being sought to open clinics in areas such as Auckland, Tauranga and Christchurch. 'The Hamilton franchise has already been snapped up and we expect the best locations to go quickly,' says Roger.

QUITE AN INVESTMENT

Waxlaser is a turn-key operation with clinics located in high-end retail locations such as malls and city centres. Architect-designed with quality fittings, furniture and equipment, the premises are designed to be gender neutral. 'New clinics require an investment of up to \$300,000, so it's not for everyone,' Roger points out. 'But with consistent returns in the order of 30% or even more, it's a good investment for the right people.'

The clinics look after their clients' very personal and intimate hair removal needs – a service illustrated with the Waxlaser byline: *The best Brazilians in the business*. 'Because of this, franchisees need to be sensitive to the

ROGER AND INGRID THOMAS: OFFERING REAL OPPORTUNITIES RIGHT NOW



emotional needs of clients, both male and female, and of their staff, who are mainly young women,' Ingrid explains. 'That's why we say this business is best suited to a woman owner.'

'Our ideal franchisee is a husband and wife team where the husband has his own business or professional practice while the wife wants to become involved in something exciting. The business is so well-structured that it doesn't require the owner to be present all the time – although they will of course need to spend more time in the clinic initially to learn and understand the business.'

On the other hand the owner may well want to spend more time at the clinic simply because it's a fun place to be. 'There's a lovely positive dynamic that comes from talking with clients who are raving about your services,' says Beth Anderson, who recently opened her Waxlaser clinic in Hamilton. Having run a large construction business with her husband Dave, Beth is enjoying a total change of career. 'I get really excited by this business and I love the idea of focussing on doing one thing really well. Roger and Ingrid have done a great deal of hard work to make this concept a success and I feel really good about the fact there is a clear system and format in place that we can follow.'

RIGHT NOW IS GOOD

While some businesses may have suffered in the recession, Roger and Ingrid report that over the last 12 months Waxlaser has enjoyed continuous record growth, with sales in every single month equal to or better than the same month in any previous year. 'That means that there is a real opportunity for new franchisees to join Waxlaser right now,' says Roger.

'And there are some other major reasons to act quickly. Due to the downturn in the commercial property sector, retail leases are being offered at fantastic terms. There are some great locations available and landlords are offering fit-out contributions, low rents and rent holidays. In addition, fit-out tradespeople are still quoting very competitively on new work, making a Waxlaser clinic even more affordable for serious investors.'

'If you are a leader, if you get excited by excellence and if you want a leading business in the beauty industry, come and talk to us now.' ■

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