



rouge  
bar à ongles • nail bar

Introductory Franchise Information  
July 2010



What's this **Rouge Nail Bar™** you speak of?

**Rouge Nail Bar™** is a unique, new breed of business that is breaking the mould for nail care services in Montréal, Quebec! Nail bars are fast becoming the hottest new trend in the beauty world and **Rouge Nail Bar™** is at the forefront. Designed for trendy women on the go, **Rouge Nail Bar™** is a relaxed and chic environment where women receive quality service that is fast and affordable. Owning your own **Rouge Nail Bar™** will provide the opportunity to be part of a rapidly growing, exciting business in an unsaturated market niche. This package will serve as a quick introduction to **Rouge Nail Bar™** as well as a map as to how you can be part of the **Rouge Nail Bar™** team. Read on- if you are hardworking, entrepreneurial and have a flair for fashion and beauty- we want you on our team!

The **Rouge Nail Bar™** concept is based upon the delivery of quality manicures and pedicures as well as other related services using approved quality products. Furthermore, **Rouge Nail Bar™** nail technicians represent the best in customer service and skill with many of our technicians graduating from our very own Rouge Academy Inc.™, a company affiliated with **Rouge Nail Bar™**. Our business goal is to provide a quality, hygienic and reasonably standardized nail service in a comfortable environment at a medium price point.

**Rouge Nail Bar™** will:

- Provide a strong brand name from which your **Rouge Nail Bar™** location will benefit
- Provide fresh young talent (if needed) that are trained at our very own Rouge Academy™
- Provide access to the best minds in marketing, including our founder, Rory Richards, dubbed by the Globe and Mail as one of Canada's PR leaders
- Allow you to benefit from economies of scale in purchasing power
- Provide support in lease negotiations and construction

You will also benefit from **Rouge Nail Bar's™** established presence in all forms of social media; check them out for yourself!

- Facebook: [Rouge Nail Bar Group](#) or [Rouge Academy Inc.](#)
- Twitter: [RougeNailBarMTL](#) or [RougeAcademy](#)
- Flickr: [Rouge Nail Bar photos](#)
- YouTube: [Rouge Nail Bar videos](#)
- Website: [www.rougenailbar.com](http://www.rougenailbar.com) or [www.rougeacademy.com](http://www.rougeacademy.com)



Lets get started!

1. Are Rouge Nail Bar™ franchises available in my area?

Our flagship Rouge Nail Bar™ location is at 3790 St. Laurent Blvd and due to the strong demand for our unique Rouge Nail Bar™ services, we are opening stores in all areas of Montréal. We are very passionate about the Rouge Nail Bar™ brand. At the same time, a good location is key to any successful business. Picking a community with a fabulous female population, great culture and lots of potential client traffic will lay a great foundation for your Rouge Nail Bar™.

We will assist you in finding an appropriate location within the Montréal area; for those of you from outside Montréal- yes – we have an international development plan and have already fielded inquiries in other parts of Canada, the United States, France, Guadeloupe, Israel and South Africa! We love Montréal and we plan on Montréal being our home base- but world- here we come!

2. Do I need to be a mani/pedi pro?

No way, a love for fashion and nails is just a plus! If you are looking to get involved in a growing, niche market then Rouge Nail Bar™ is right for you.

3. What is the cost of a owning my very own Rouge Nail Bar?

To start a franchise with Rouge Nail Bar you will need access to an approximate \$150,000-\$250,000. This will include the Franchise Fee, construction costs, Initial equipment and supplies and all other estimated costs. This is an estimate only, as it depends on the size of the store, location, leasehold improvements needed and time of year launching your Rouge Nail Bar. This range however should give you a pretty fair estimate of the expected costs.

4. Can I open more than one franchise?

Of course you can! We love to have people as ambitious as ourselves on the Rouge Nail Bar™ team! The decision shall depend on financials and the demographic support of your area, but we are more than willing to work through all the kinks with you. We want to ensure every Rouge Nail Bar™ upholds the same quality and sustainability. If you think you have what it takes to become a master franchisee, do not hesitate to let us know so we can get this ball rolling!



5. What makes **Rouge Nail Bar™** stand out as an extraordinary opportunity to franchise?

Hhmmm... well everything! This is not your everyday run-of-the-mill franchise opportunity; this is your window into the fashion elite. **Rouge Nail Bar™** breaks all the rules of a conventional spa or salon; our services are about the experience as well as the fantastic result. **Rouge Nail Bar™** is a place where the everyday woman can be pampered in a unique way. If you feel that this is something you can identify with then you are the ideal candidate!

So what do we look for in potential franchisees?

1. First and foremost, we love people with passion and energy.
2. You must be committed to building a strong company and be prepared to work full time in your bar(s).
3. We believe that people who are in good physical and mental health are the best candidates as operating your own business can be challenging at times.
4. You must believe in the **Rouge Nail Bar™** brand and encapsulate our core values and beliefs as you serve as the role model for your employees.
5. You should enjoy everyday interaction with people as our nail bars are constantly teeming with activity and we encourage a relaxed, social environment within our locations.
6. You must adhere by **Rouge Nail Bar's™** corporate values and the systems we provide to you.
  - It is required that you have an acceptable credit rating and will be able to finance your franchise agreements, build out costs, ongoing operating costs and working capital.

Your next step....

Well, that about wraps it up for our brief introduction! If you are interested in becoming a part of the **Rouge Nail Bar™** family please fill out the [digital request form](#) on our website and we will be in touch with you. If you have any further questions, please e-mail [franchise@rougenailbar.com](mailto:franchise@rougenailbar.com).