



PARLOUR GROUP

# SMOOTH OPERATOR

FRANCHISE PRESENTATION



## OUR MISSION

The Mission behind Pink Parlour's story is to empower women through confidence.

Be it our clients, our stakeholders and perhaps most importantly, our employees and communities we operate in. My journey in the industry has given me many opportunities to empower many underprivileged women, victims of domestic violence and teenage dropouts, equip them with skills, education and independence so that they can become proud breadwinners and community givers in return.

I hope that you can embrace this same philosophy as you start your journey.

Thank you for taking the time to explore the Pink Parlour Franchise System.

# Franchise System

Welcome to the world of Franchises, where success lies in the application of a proven system. Every woman would want to be the best of themselves, and Pink Parlour is able to meet this deep need across South East Asia with over 15 outlets (and 3 new ones in the pipeline).

I remember when I first started Pink Parlour, all I wanted was for a place where women can embrace their bodies and be proud of their grooming rituals. I had some experience working for a beauty salon chain with 7 outlets, however, nothing prepared me for the challenges of actually owning and running one. How I wish I had done it the easier way with a proper system, a 'template per say' and mentor to advise me on the challenges. Perhaps preventing me from the many falls and giving me tips along the journey of growth. Our system has brought success into the lives of our franchisees, partners and employees alike, and we are looking to impact even more lives.

Our approach and commitment removes two of the greatest uncertainty in business, the skills & knowledge gap and the big financial risks of starting a business. With over 13 years of proven success and experience, our Franchise Specialists are able to project cost and protect your interest during our relationship. Your success is our success! We invite you to take the Bold step forward with us.

Wendi Chan  
Founder & Chairwoman

**AWARD  
WINNING  
HAIR  
REMOVAL  
SPECIALIST  
SINCE 2005  
WITH OVER  
18 OUTLETS  
REGIONALLY**

**OUTLETS**

8

singapore

6

indonesia

7

philippines

4

malaysia





# WHY PINK PARLOUR?



**NO EXPERIENCE NEEDED!**



**MORE THAN 10 YEARS OF FRANCHISE EXPERIENCE**

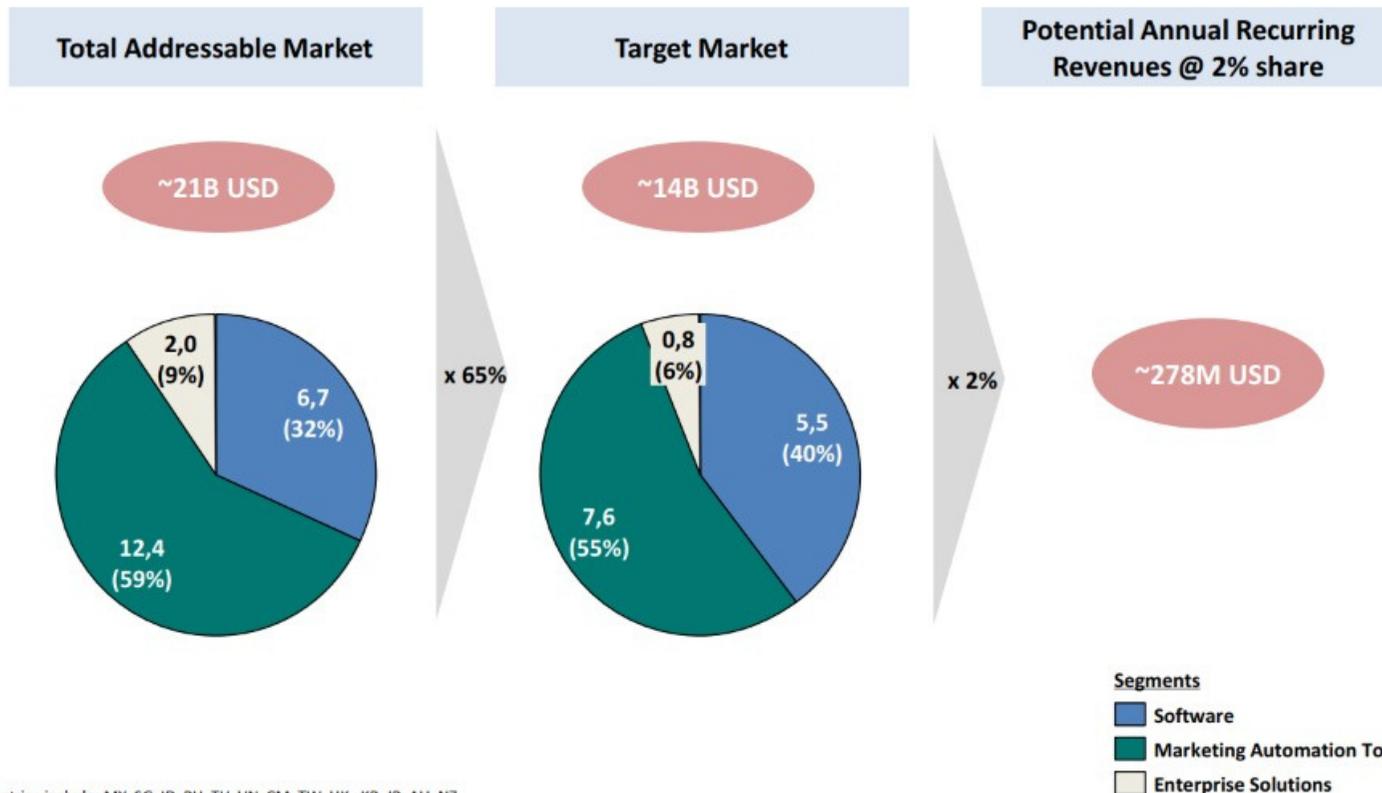


**ESTABLISHED BRAND WITH MARKET RECOGNITION**



**STRUCTURED TRAINING BY EXPERIENCED PRACTITIONERS**

# " BEAUTY IS A BILLION DOLLAR BUSINESS OPPORTUNITY IN ASIA"



ountries include: MY, SG, ID, PH, TH, VN, CM, TW, HK, KR, JP, AU, NZ  
 fab estimation; pls see the market sizing section (xls) for detailed figures

# PINK PARLOUR SERVICES

"HIGH MARGIN. RE-OCCURRING DEMAND & EXISTING MARKET"



## NAILS

Pink Parlour stocks the most trusted polish brands and trains all our staff with the latest techniques to ensure clients are always well serviced.



## WAXING

Pink Parlour developed our own waxing techniques and procedures that ensures fast and painless treatments every time. We have won over 10 prestigious awards for our waxing in Singapore.



## PERMANENT HAIR REMOVAL

Ditch your shavers & switch to long-term, permanent hair removal. Alpha light super hair removal is fast and effective. It also lightens and treats ingrown hair effectively.



# PINK PARLOUR SERVICES

"HIGH MARGIN. RE-OCCURRING DEMAND & EXISTING MARKET"



## SPRAY TANNING

Pink Parlour is Asia's largest spray tan provider, Our certified tanning techniques and SparTan 2 hr rapid solutions promises intense colors that gives the perfect tan every time.

## SPRAY FAIR

Fairer, brighter and perfect skin in minutes! Infused with anti-ageing and lifting ingredients, this treatment reveals an instantly flawless and perfect skin perfect for any occasion and lasts for 3 to 4 days.

## MASSAGE

Optional value added service. Simply add on everyone's favourite to the list, Foot Massage, the ultimate upsell and service that will add to your profits with no extra investments or costs. Simply relax & distress!



# Brazilian Waxing SURVIVORS

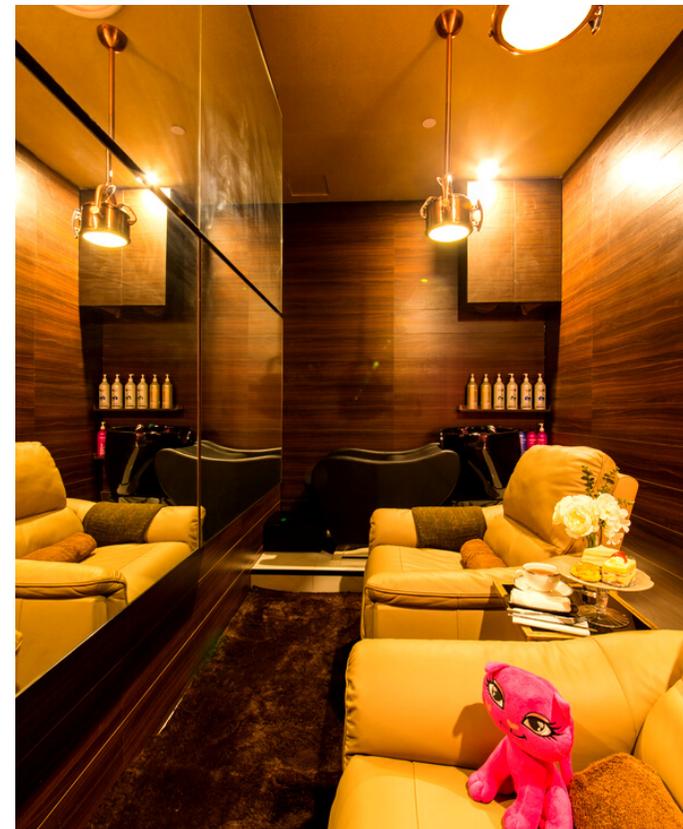


PARLOUR GROUP

# CANDY INTERIOR



# PRESTIGE INTERIOR





# PINK PARLOUR'S FRANCHISEE OPPORTUNITY

Be bold! Have it all in just 10 easy steps.



*Nail it Girl!*  
by: Pink Parlour

**PINK PARLOUR**  
hair removal • nails • spray tan

**PINK PARLOUR**  
*Prestige*

ONE TIME FRANCHISE FEE	5000 SGD	8k outside the mall   12k for mall & prime areas	12000 SGD
<b>ALLOWED SERVICES</b>			
NAILS	✓	✓	✓
WAXING		✓	✓
SPRAY TAN			✓
SPRAY FAIR			✓
PERMANENT HAIR REMOVAL		✓	✓
<b>OPTIONAL</b>			
BROW EMBROIDERY			✓
LASH EXTENSION			
MARKETING SUPPORT	250 sgd	250 sgd	250 sgd
XERO ACCOUNTING SERVICE	50 sgd	50 sgd	50 sgd
POS (Beauty booking & Marketing System )	250 sgd	250 sgd	250 sgd
ROYALTY FEE (Minimum Monthly Fee)	10%	10%	10%
SIZE (Sq ft)	300-500	500-700	800 above
Configuration	6 seats	3 rooms	4 rooms



**WENDI CHAN WAI FUNG**  
**FOUNDER & CO-CEO**

Born in Singapore Ms Chan has spent a large part of her life in Singapore and in the United States where she learnt the importance of branding and marketing. She brings her vast experience in branding and marketing, coupled with her instincts and insights on industry practices and new market trends to spearhead Pink Parlour ahead of the competition.

She graduated cum laude (honours) in Bachelor of Science for Marketing from San Francisco State University in 1996. Upon graduation, Ms Chan worked briefly in the hotel industry at the Hyatt Regency San Francisco as a Management Trainee. There, she learnt the importance of grooming, discipline and customer service which she still applies on her day to day interactions with clients and partners. Thereafter, she took on a regional position as an events coordinator for American Power Conversion, an American company. Her work puts her in charge of organizing trade shows and dealer events around the region including countries like Thailand, Vietnam, Malaysia and Indonesia, where she learnt project management and working with partners from various countries.

Wendi lived in Jakarta, Indonesia for 3 years and worked as a Merchandise Manager for the largest department store. During her time there, she not only created in-house brands and merchandise for the store but also was responsible for the negotiations and introduction of Italian shoe brands like Marc Jacobs, Sergio Rossi as well as French brand Christian Louboutin to Indonesia. This experience gave her an eye on merchandise creation, branding and sourcing suppliers.

Her interest in Beauty and Fashion ultimately landed her Brand Manager position with Ina Gail Pte in Singapore which owns a chain of Beauty Salons and distributes brands like Dermalogica and Averine cosmetics. After years of building a brand presence for Ina Gail, Ms Chan decided that it was time to use her experience and drive to establish a new brand in the market, starting Pink Parlour in October 2005.



**DERRICK RONALD SEETO**  
**FOUNDER & CO-CEO**

Mr Seeto was born in Papua New Guinea. He graduated from La Trobe University in Melbourne, Australia in 1996 with a Degree in Economics and Marketing.

He has worked at several start-ups including Dinkurn Technologies specialising in mobile GPS tracking, Helloasia.com launching online loyalty programmes for corporates such as Singtel and Asiacontent.com and handling FMCG client's online branding sites.

In 2001 he launched convertium.com which specializes in helping corporates build, operate and market their websites. This includes vwasia.com, ntuonline.com, onemotoring.com and visitsingapore.com. His special interest in E-Commerce, CRM and social networking led Mr Seeto open red-intuition.com.sg in 2006 which launched online stores for SME's and helped them to market online via Online PR activities through social networks.

During the same period, he was approached by his partner Wendi Chan to set-up Pink Parlour specializing in hair removal services. His role in to manage finances and use his skill sets in web technologies to give Pink Parlour a head start. Services cover web design and development as well as online marketing through Google Ad words, Online PR through social networking such as Facebook, Twitter, Bloggers and Forums which eventually led to launching Pink Parlour's online store, online bookings and now iPhone Apps and Games.





Login

## TREATMENTS ♥

### SERVICES

- WAXING
- PERMANENT HAIR REMOVAL**
- MANICURE
- PEDICURE
- FOOT REFLEX
- TANNING
- WHITENING

Ditch your shaver & switch to long-term, permanent hair removal. Alpha light also lightens the targeted area & removes chicken skin.



Alpha Light Half-Arm  
₱ 5000 NETT

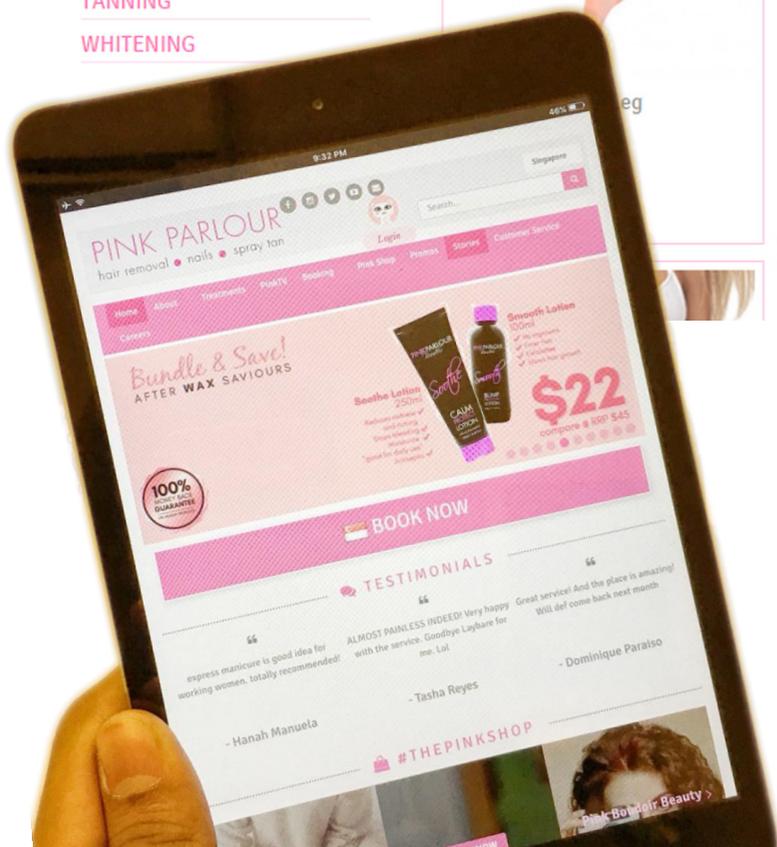
[VIEW DETAILS »](#)

Alpha Light Full-Arm  
₱ 8200 NETT

[VIEW DETAILS »](#)

Alpha Light Lip  
₱ 800 NETT

[VIEW DETAILS »](#)



# REAL-TIME BOOKING

ON -THE- GO MOBILE APP & REAL TIME BOOKING AVAILABLE ACROSS EVERY REGION

# RETAIL

We manufacture our own salon supplies in large volumes so that you can enjoy the most competitive rates and savings!



We design and produce our own Kitty merchandise to add more value and channels for sales opportunities!

- Strip Wax - Italy
- Hard Wax - China & Australia
- Retail Products - Australia & US

# Pink Parlour SM North Edsa

5th Floor, Unit 500a-500b ANE The Block, SM City North Edsa Pag Asa 1, Quezon City, Metro Manila, Philippines

[Write a review](#)

5.0 ★★★★★ 131 reviews

Sort by: Most relevant ▾



**LZ Albances**

1 review

★★★★★ 3 weeks ago

Today was the first time I went to Pink Parlour to get my underarms waxed. At first, I was hesitant because for the past few months, I was always getting my underarms waxed at a certain waxing salon. However, I was intrigued with how the ... [More](#)

Like

**Response from the owner** 3 weeks ago  
thank you very much darling! \*meow



**Frances Conception**

1 review

★★★★★ 3 weeks ago

So far the best waxing salon (for me) in the Metro! I love

## REGIONAL POSITIVE FEEDBACK

### Pink Parlour Prestige Capitol Piazza SG

#B2-21Capitol Piazza, 13 Stamford Rd, Singapore

[Write a review](#)

4.7 ★★★★★ 68 reviews

Sort by: Most relevant ▾



**Dee Coded**

1 review

★★★★★ 5 days ago

I tried the underarm waxing. The wax was pink in line with their name which was cute. I was really impressed with their technique which involved baby powder and a soft cloth because it made the whole experience virtually painless! ... [More](#)

Like

**Response from the owner** 2 days ago

Thanks Dee! Good to hear this ❤️



**Manimaren Sadumpuram**

Local Guide · 14 reviews · 24 photos

★★★★★ 2 days ago

The staff gal Cilia was friendly and experienced. She did a thorough job in Brazilian boyfriend waxing and underarm. Meticulously taking time to ensure a smooth finish by finding any spots she missed and taking responsibility. Great to have staff like that. Thanks

# Pink Parlour Eastwood

Eastwood Main Mall, 2F, Eastwood Avenue, Bagumbayan, Quezon City, Metro Manila, Philippines

[Write a review](#)

5.0 ★★★★★ 148 reviews

Sort by: Most relevant ▾



**Michelle Diaz**

1 review

★★★★★ 4 days ago

Excellent service! The place is quiet, clean and the staff are very polite. I recommend Ms. Cherry from Pink Parlour Eastwood. She provides fast and excellent service. She also reminds me of the salon's upcoming promotions and services. Good job team =)

Like

# Pink Parlour Tampines One

10 Tampines Central 1, #05-09/10, Tampines One Mall, Singapore

4.8 ★★★★★ 93 reviews



**Nur Rasyiqah Rosli**

1 review

★★★★★ a month ago

My second Brazilian waxing done, and add on underarm waxing! Satisfied and recommended to those whose finding for a good waxing service and experience! Thank you Pink Parlour!

1

**Response from the owner** a month ago

Thank you



**Jenny Hibbert**

2 reviews

★★★★★ a month ago

The great reviews are all accurate! It was a way better experience than I expected. Very impressed!

complain about: I...

### Pink Parlour Jurong Point

1 Jurong West Central 2, #03-39 Jurong Point Shopping Centre, Singapore, 648886 Singapore, Singapore

[Write a review](#)

4.9 ★★★★★ 202 reviews

Sort by: Most relevant ▾



**Sherin Sahota**

1 review

★★★★★ 3 weeks ago

After many years and 4 babies after, I decided to go for my Brazilian. BTW, my husband too is a regular patron of the Brazilian at Jurong Point. I had the fear of pain when it came to my C-Section wound but my therapist, Mickey, did a ... [More](#)

Like

**Response from the owner** a day ago

# RETURN OF INVESTMENT

A good gauge of the working capital required is approximately **SGD100,000** taking into account variance in local pricing and factors. The working capital includes rental deposit, rent for three months, renovation costs, stocking fees, purchase of equipment, advertising and promotions (A&P) campaigns for the first three months, utilities and staff salaries for the first three months.





# FRANCHISOR'S ROLE

GIVEN OUR SCALE, SUCCESS AND SERVICE STANDARDS, WE PRIDE OURSELVES ON OFFERING OUR FRANCHISEES THE BEST POSSIBLE PARTNERSHIP ARRANGEMENT FOR ASPIRING BEAUTY ENTREPRENEURS.

- Attractive Licensing Fee & Outlay
- Dedicated Franchise Specialist
- Location Spotting and Salon set-up
- Proven Training System provided
- Complete Marketing Support
- Predictable cash flow
- Research and Development
- Our Continued Commitment

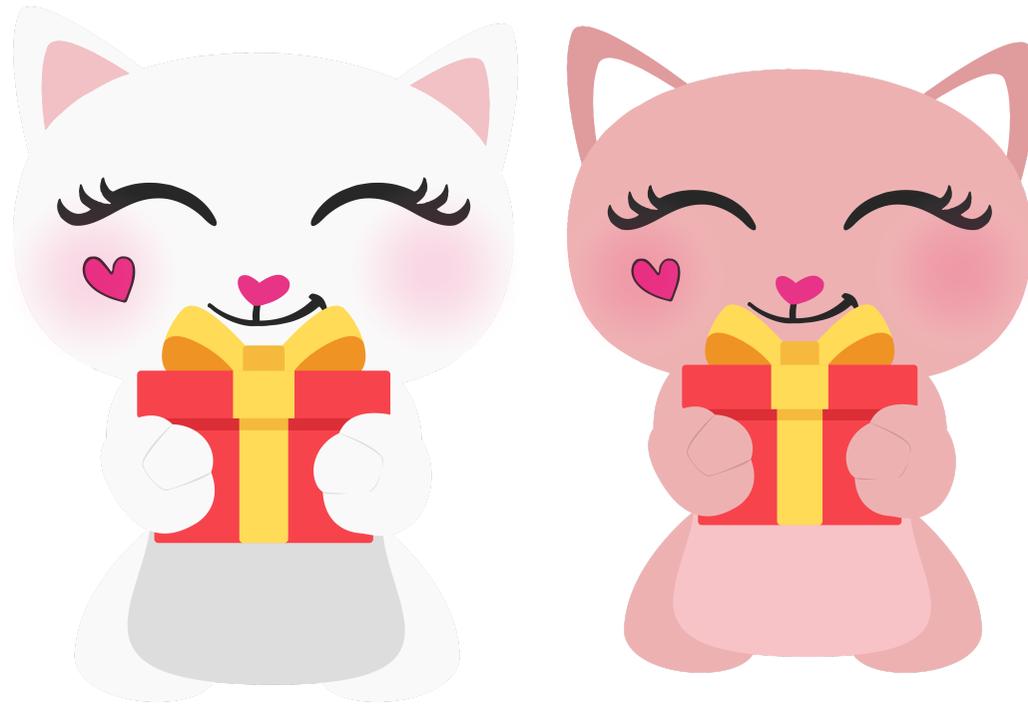




# FRANCHISEE'S ROLE

IN ADDITION TO OUR SUPPORT AS FRANCHISOR, THE FRANCHISEE'S COMMITMENT AND DEDICATION IS ALSO NEEDED TO MAINTAIN A MUTUALLY BENEFICIAL AND PROFITABLE PARTNERSHIP GEARED TOWARDS THE SUCCESS OF THE FRANCHISE. THE FRANCHISEE IS OBLIGED TO: .

- Maintain the Iconic Pink Parlour Salon Style
- Maintain the High Quality of the Pink Parlour brand
- Maintain High Customer Service Standards
- Provide Monthly and Quarterly Sales Reports
- Recruit and Train Competent Staff
- Review employee performance periodically
- Marketing Activities
- Develop a specialized local treatment menu
- Refrain from sub-franchising
- Expand the Business



We are excited to  
**PARTNER** with you!



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