

The Home of *fashion*



FOOT SPA IN INDIA

1. Foot care has emerged as one of the **FASTEST-GROWING SEGMENTS** in the beauty industry.
2. Today it has become an integral part of **WOMEN'S FASHION**.
3. The **INCREASING DEMAND** for personal care services has seen a massive surge in recent times.
4. The global foot care products market was valued at \$2.92 billion in 2019, and is anticipated to reach \$4.5 billion by 2027, with a CAGR of 7.10% v during the forecast period.
5. New developments in cosmetics, fashion, and **FOOT CARE** have set the pace for **TRENDS** in the **BEAUTY INDUSTRY**.

FTV FOOT SPA

1. Fashion TV's endeavour is to create **MORE THAN JUST BEAUTIFUL FEET.**
2. Fashion TV plans to provide our clientele a **WORLD-CLASS FOOT CARE** experience.
3. Fashion TV uses the finest, natural, **HIGH-QUALITY PRODUCTS** and treatments that are kind to nature.
4. Fashion TV'S highly **PROFESSIONAL FOOT GROOMING EXPERTS** provide you with exceptional foot grooming services.
5. Apart from Fashion TV's intricate services, Foot spa is known for its **LAVISH AMBIANCE OOZING LUXURY!**

FTV FOOT SPA PHILOSOPHY

Vision

To offer high-end foot care services, which can benefit our customers. Ensuring that best of the practices are maintained.

Mission

To provide an unmatched foot spa experience to our consumers which is at par with international standards.

Aim

To ensure that the user of our foot spa services gets an incredible experience and the end results are a few steps ahead than their expectations.

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 / FTV is truly an "**AUTHORITY IN FASHION**".

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'S 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.
- A 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'S OF FASHIONTV

FASHIONTV PROPRIETARY PRODUCTS

- FashionTV Scrub Gel
- FashionTV Exfoliants
- FashionTV Foot Healing Ointments
- FashionTV Foot Care Products

USP'S OF FASHIONTV

FashionTV unique **DIAMOND** Inspired Design

- FashionTV Ceilings and walls
- FashionTV Furniture
 - Chairs
 - Mirrors
 - Tables
- FashionTV Upholstery
- FashionTV Flyers / Printouts

SOcial MEDIA MARKETING

Dedicated Social Media Marketing Handles:

- FACEBOOK
- INSTAGRAM

◀ **SOCIAL ENGAGEMENT** ▶

- Instagram **UPLOADS**
- Twitter Postings
- Facebook Uploads
- Instagram check-ins
- Facebook check-ins
- LinkedIn Posts
- YouTube Videos
- Google AD's

SO 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 the **FTV FOOT SPA'S** 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 imps.
- YouTube Channels: **1,000,000 SUBSCRIBERS**
- YouTube: Average of 15,000,000 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 Vegan Café 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 FASHION 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
Franchise Fee	Rs. 10 Lacs
Area Up to	500 Sq. Ft.
Outlet Setup	Rs. 35 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 FOOT SPA MENU CONSISTS OF: –

GEL MANICURES AND EXTENSIONS

1. They have revolutionized the foot 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 foot beds.

SOAK-OFF GEL MANICURE

In this type of manicure, the foot lacquer is applied and hardened under the ultraviolet rays.

PARAFFIN WAX MANICURE

An excellent technique to moisturize dry and tired feet.

FASHIONTV FOOT SPA MENU CONSISTS OF: –

BRAZILIAN MANICURE

In this manicure, the entire cuticle is removed and then foot lacquer is applied.

FRENCH MANICURE

Similar to a regular manicure. Here the manicurist applies clear white polish that will enhance the look of natural foots.

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 a 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.

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