



perfect10®

READY TO EMPOWER!

It's your time to own a
Perfect 10 Nail & Body Studio!

The History of Perfect 10

Perfect 10 Nail & Body Studios was launched in 2003 as a modern, competitively priced nail and beauty franchise concept, designed to deliver high-quality services in a contemporary and welcoming environment.

Over the years, Perfect 10 Nail & Body Studios have won a variety of awards.

perfect10® Awards



Readers Choice Best of Ballito 2024:

Third Runner Up – Best Nail Salon
Nomination – Best Beauty Spa and Best Massage Therapist



Readers Choice Best of Durban 2024:

Nomination – Best Beauty Perfect 10 Nail, Body & Hair Studio Pavilion



Pharmaceutical & Cosmetic Review/Symrise 2017:

Winner – Range Category



Pharmaceutical & Cosmetic Review/Symrise 2017:

Second Runner Up – New Product Competition Category



FASA 2016:

Finalist Franchisee of the Year – Perfect 10



Leisure Options Readers Choice Best of Joburg Awards 2015:

Nomination – Best Beauty Mecca for Jozi Girls



Daily News Your Choice Awards 2015:

3rd Place – Best Beauty Salon



FASA 2014:

Winner Franchisee of the Year – Perfect 10 Ballito



The Business Opportunity

The Perfect 10 Nail & Body Studio franchise is built on the latest international beauty industry trends, offering a modern and elegant salon experience. Our concept places a strong emphasis on retailing only reputable international and local skincare brands, including award-winning Placecol Skin Care and Nimue Skin Technology.

Perfect 10 Nail & Body Studios employ highly trained professionals who deliver exceptional treatments, ensuring every client receives a premium, value-added experience. By combining top-quality products, skilled service, and a contemporary salon environment, Perfect 10 Nail & Body Studios offer a rewarding business opportunity for franchise partners passionate about beauty, wellness and client satisfaction.



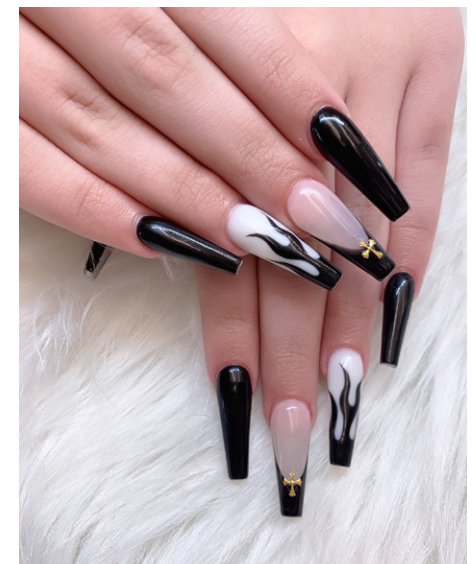
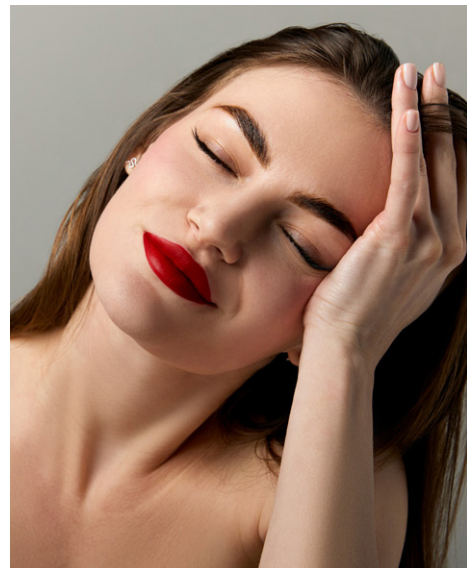
Brand and treatments offered

Perfect 10 Nail & Body Studios across South Africa deliver treatments based on the latest international beauty trends, ensuring a modern and premium salon experience. All services are performed by highly trained professionals who receive ongoing upskilling, guaranteeing the highest standards of service and a consistently value-added experience for clients.

Perfect 10 Nail & Body Studios offer a range of services, including*:

- Lash Enhancements
- Brow and Lash Tinting
- Waxing and Threading
- Massage Treatments
- Nail Enhancements and Pedicures
- Removal and Fills
- Pampering Facials from internationally acclaimed brands such as Dermalogica, Environ, Guinot, Nimue and Placecol
- Princess Pamper Packages

**Subject to availability. Franchisees, in consultation with Head Office, determine which treatments their salon will offer.*



A Comprehensive Turnkey Solution

Perfect 10 Nail & Body Studios provide potential franchisees with a complete turnkey solution, guiding you from site selection and design through to shop fitting and studio setup. With a proven track record, the Perfect 10 Nail & Body Studios team has successfully established a variety of studios across South Africa, each thoughtfully designed to align with the franchisee's vision while maintaining the integrity of the brand.

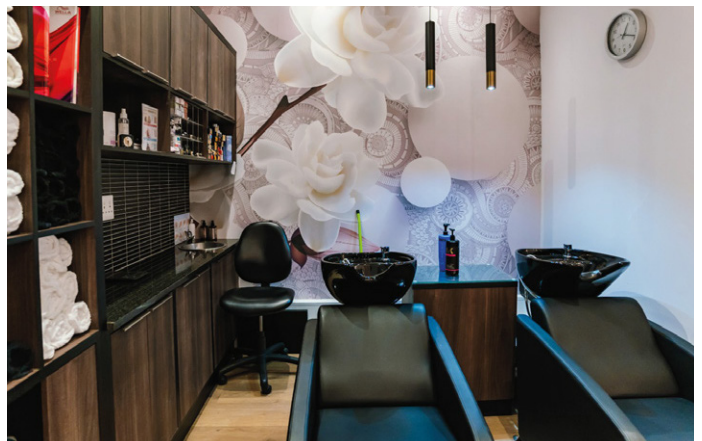
Our studios are well-stocked, and treatments are carefully curated to meet the needs of the modern woman. Studio sizes range from 65 m² to 87 m², providing flexibility to suit a variety of locations and business plans. At Perfect 10 Nail & Body Studios, we believe that the success of our business is driven by our people. We are committed to empowering you as a business owner while also enhancing the beauty and confidence of every client who visits your salon.

Investing in a Perfect 10 Nail & Body Studio means joining a proven and professional beauty franchise, offering a modern, high-quality salon experience with strong brand support and a clear path to success.

Our Ideal Franchisee Profile

We are looking for individuals who embody the following qualities:

1. An entrepreneurial flair with a passion for business growth.
2. A hands-on, committed approach to running a salon.
3. Qualifications in beauty, marketing, or business are advantageous but not essential.
4. Previous experience in running a business is beneficial.
5. Strong business acumen and financial management skills.
6. A genuine love for working with and empowering women.



An Overview of your Perfect 10 Nail & Body Studio Investment

- A complete turnkey solution, giving you a tangible investment and ability to open and start trading immediately.
- The right to trade under the Perfect 10 Franchise Licence, a proudly South African salon franchise.
- Assistance with site selection and lease negotiations for the best rental per square metre in the correct, approved location.
- A new, sustainable franchise management fee structure based on turnover.
- The layout, design and set up of your salon is completed by our head office team of experts.
- Induction and ongoing training for the new owner and their qualified staff.
- Pre-opening and launch assistance.
- Marketing support and assistance, which includes access to Social Places (online footprint and collateral management dashboard) and Head Office-based support team.
- Regular support to all Franchise Partners through salon meetings, group open forum meetings, operational support with our Franchise Managers through eventing and access to HR support and information.
- Assistance and guidance with forecasts and budget planning for individual franchise outlets.
- Access to better pricing on retail products due to volume purchases and excellent profit margins.
- Dedicated Customer Care desk and support.
- An integrated point of sale system with National Gift Cards.
- A national rewards programme with more than 25 000 loyal customers.

The Investment Opportunity:

- R100 000 franchise licence fee.
- 3% franchise management fee on turnover up to R150 000.
- 3% franchise marketing fee on turnover up to R150 000.
- R4500 excluding VAT, on turnover from R150 001 and upwards, Franchise Management Fee, escalating by 6% per annum.
- R4500 excluding VAT, on turnover from R150 001 and upwards, Franchise Marketing Fee, escalating by 6% per annum.

Estimated set-up costs for a new Perfect 10 Nail & Body Studio:

DESCRIPTION	
VISIT OUR WEBSITE TO APPLY TODAY	www.perfect10.co.za
STANDARD SALON SIZE *	65 - 87 m ²
Estimated Establishment Costs * (Design, Shopfitting, Construction, Electrical, Plumbing, Signage and IT)	R 685 000
Estimated Standard and Other Beauty Equipment *	R 60 000
Estimated Stock – Salon Professional, Retail and Consumables *	R 20 000 - R 30 000
Franchise Licence Fee *	R 100 000
TOTAL INVESTMENT REQUIRED** (Excl. VAT)	R 885 000*

*(The total investment required excludes VAT, Lease, Deposit and Working Capital)

*TERMS AND CONDITIONS:

- 1) Initial Training and Marketing fees included in Franchise Licence Fee.
- 2) The lease deposit can vary from site to site and the landlord determines the deposit amount.
- 3) The above amounts are not guaranteed and can change without any notice.
- 4) 50% of this amount should be available as unencumbered cash (before borrowings).
- 5) Acceptable proof of funding will be required before final approval.
- 6) Prices are dependent on the size of a standard salon as well as fluctuating building costs, subject to final costings and can change dependent on the size of the store secured as well as the location of the store.

ADDITIONAL NOTES:

Excluded from all set-up costs are:

- 1) HVAC/Air-conditioning and Extraction
- 2) Sprinklers
- 3) Shop fronts
- 4) CCTV
- 5) Alarm systems
- 6) Back-up power supply

All of the above are for the Tenants' cost

Frequently Asked Questions

Q: What are the set-up costs of a Perfect 10 Franchise?

A: Kindly refer to the tabulated information on page 8.

Q: What type of premises are preferred or required?

A: A 65 - 87 m² premises within a well-situated convenience centre within a Living Standard Measure (LSM) region of 7 to 10+ is required.

Q: May I own multiple Perfect 10 salons?

A: Yes, we encourage the ownership of multiple units.

Q: How do I apply to become a Perfect 10 Nail & Body Studio Franchisee?

A: Please complete the application form sent to you in full and send it back to **desiree.lavita@amkaskin.com** along with the following documents:

1. Your ID Document or Passport.
2. Company Registration documents (CIPC documents).
3. A Marriage Certificate if applicable.
4. A utility account not older than 3 months as proof of address, or similar acceptable document from the Bank which has been stamped by your branch.
5. Proof of funding available for the purchase of the franchise – not your daily transactional banking account statement, unless the available funds show on the statement.

Please note that withholding of information can prevent your application from being approved.

Contact Details: For more information, please email **desiree.lavita@amkaskin.com**. Visit our website www.perfect10.co.za to download an application form or contact us.

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