



**FRANCHISE
PROPOSAL**

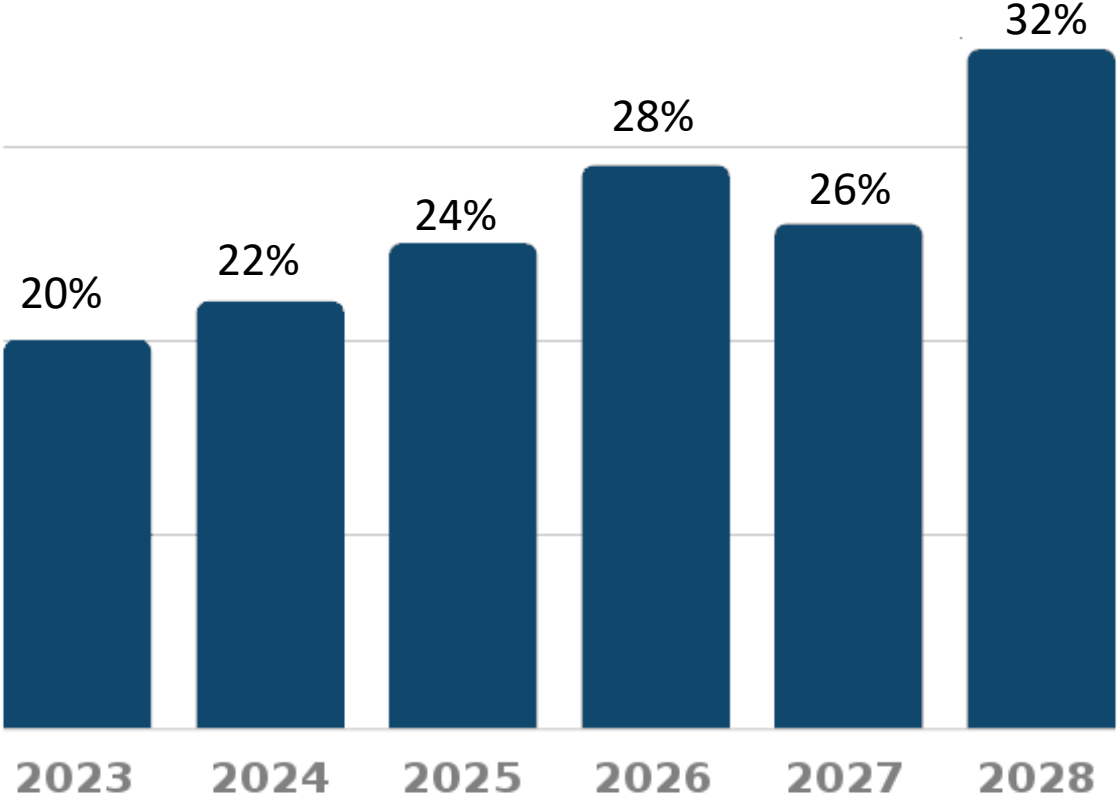


LASKA

PROFESSIONALS

A COMPLETE FAMILY SALOON

SALON BUSINESS MARKET IN INDIA



Source: AnythingResearch Beauty Salons Report

India's salon industry is valued at \$3.5 billion as of 2015 and grows 20% annually. The industry is growing due to the population's demand for high-quality salon services, increasing disposable income among the middle class, and media exposure to international brands. This results in more attention to personal maintenance. For example, many Indian women spend large sums on salon packages to attend or participate in weddings.

ABOUT US

Laska, unisex Beauty salon is one of the major investment ventures of the taxway Group . To strengthen our taxway Chain, Laska was Originated with the mission to enhance the beauty of Individuals. Laska's main purpose is to provide the best services with in the beauty industry . in Today 's fashionable world we are keeping up the trend and style . we are unique in our own way and treat customers / client as special.



The contemporary and expert in the beauty industry, Laska Professionals continuously innovates to offer a wide range of, high performance colour cosmetics, skincare products, and beauty salons. In addition to leveraging Unilever's worldwide expertise, Laska run by the largest Tax Consultancy group TAXWAY. Laska Combining international cosmetic technology with an in-depth understanding of the Indian people needs, Laska also offers its consumers a comprehensive beauty experience through its products and services at the Laska Salons.

क्या है **LASKA PROFESSIONAL SALON?**

Laska Professionals Salon और Academy को शुरू करके आप बन सकते हैं Specialist Salon Owner Or Certified Salon Trainer और अपने शहर में सैलून Organic Salon Services देकर और सैलून के Certified Courses को सिखा कर कमा सकते हैं बेहतर Income.



WHY CHOOSE LASKA?



**MOST AFFORDABLE
SALON IN INDIA**



**LOW RISK
BUSINESS**



**SALON
SOFTWARE**



RESEARCH



**90% PROFIT
MARGIN**



**EXPERT
GUIDANCE**

LASKA USP



**INDIA'S FIRST CLUB AND
ACADEMY CULTURE SALON**



**NO EXPERIMENTAL
COST**



**RUN BY INDIA'S LARGEST TAX
CONSULTANCY GROUP**



**COMPLETE
TRAININGS**



**READYMADE BUSINESS
MODAL**



MARKETING HELP



OPERATIONS HELP

TESTOMONIAL



**WORLD
GREATEST
RECORD**



**RAJASTHAN PRIDE
AWARD**



**INDIA BOOK OF
RECORDS**



**GUINNESS BOOK
OF RECORDS**



**ASIA BOOK OF
RECORDS**

WE ARE INDUSTRY EXPERTS

WE ARE WORKING IN

10 STATES

50 OUTLETS



NATIONAL SALON CHAIN



ISO BRAND COMPANY



20 YEARS FRANCHISE EXPERTS STRATEGIES



LICENCED SALON FRANCHISE



INTERNATIOANL SALON MANAGEMENT

PRICE LIST FOR CUSTOMER

Services	Hair Cut	Hand Wax	Bleach	Manicure	Hair Spa	Threading	Pedicure
No. of Customers	300	150	150	100	100	200	100
Average Amount Received (In Rs) Per Day	300	100	250	300	1000	50	450

INCOME ROI OF LASKA SALON

SR.N	PARTICULARS	NO OF CUSTOMERS PER MONTH	PER SERVICE AMOUNT	RECD. AMOUNT	Branch	Amount Sharing		TOTAL PROFIT
					sharing in %	NEW BRANCH	KIDDOO HEAD OFFICE	
1	PER HAIR CUT PRICE	300	300	90000	90%	81000	9000	81000
2	HAIR SPA	100	1000	100000	90%	90000	10000	90000
3	PEDICURE	100	450	450000	90%	405000	45000	405000
	Total Estimated income							<u>576000</u>

- ❖ *All Amounts in Indian Rupees , in Lakh*
- ❖ *Number of Customers calculated based on historic numbers; actual numbers could vary based on location.*

NAME / FAME



DIKSHA SAHRMA

OWNER (Laska Professionals)

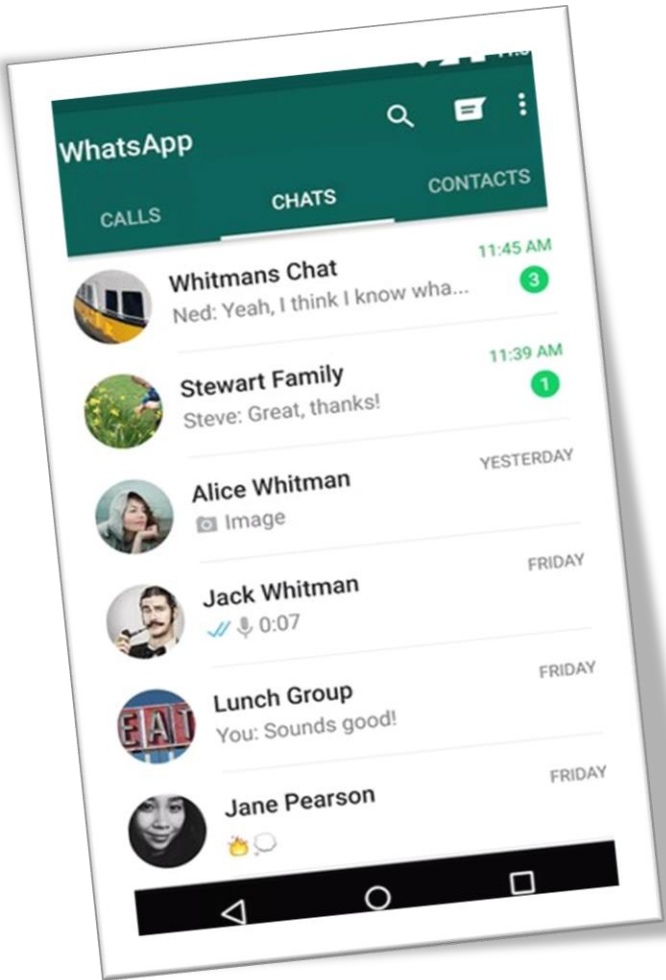
अपने एरिया में **BRANDED SALON** के
OWNER के रूप में पहचाने जायेंगे ।

UNIQUE MARKETING STRATEGY

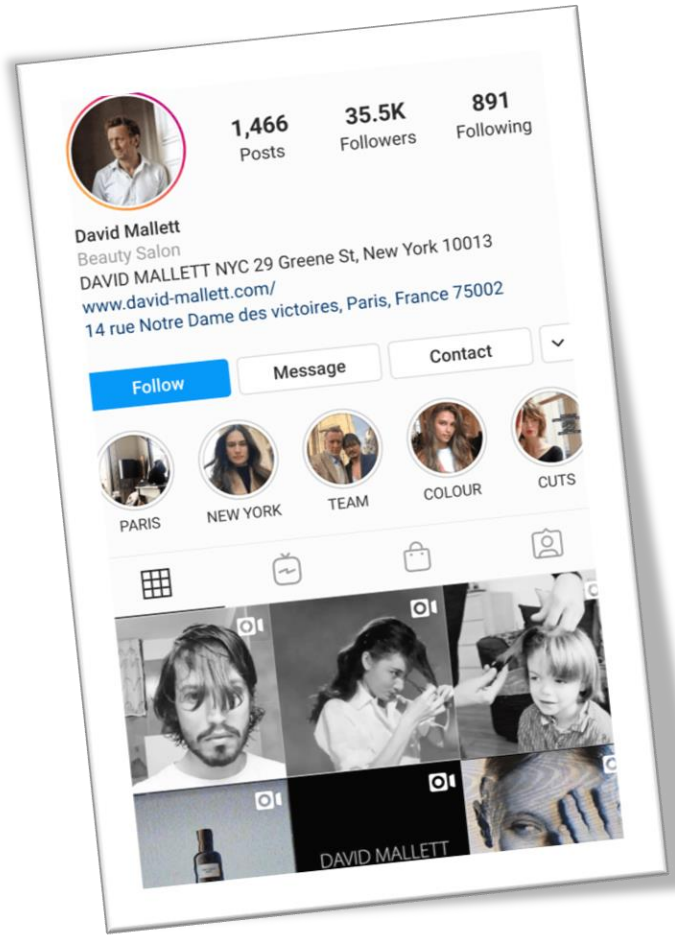
DIGITAL MARKETING



CREATE SOCIAL MEDIA PLATFORMS



WHATS APP



INSTAGRAM PAGE

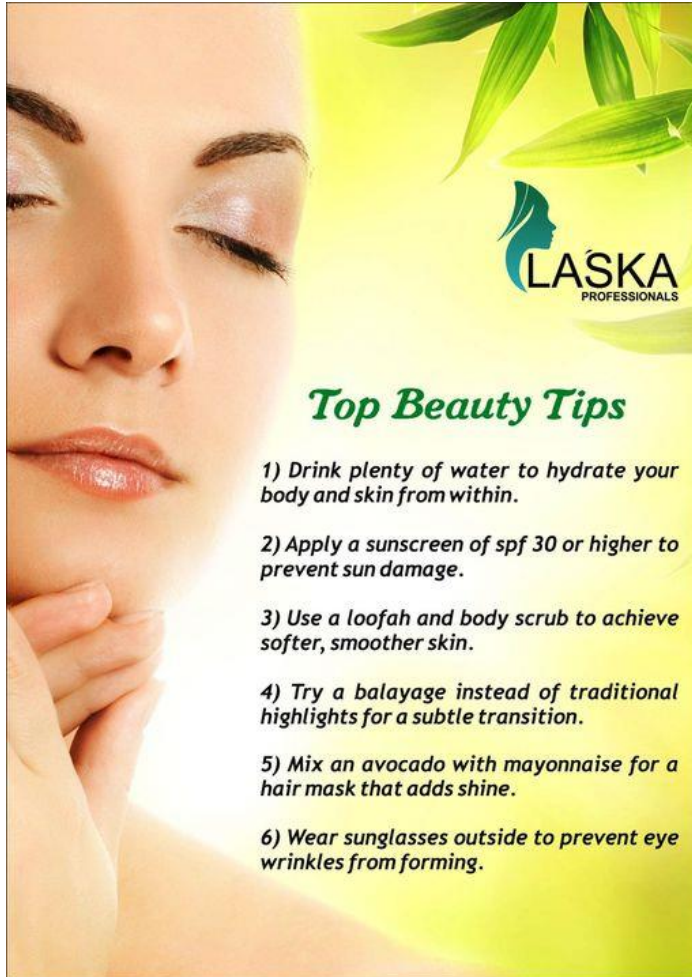


FACEBOOK ACCOUNT AND PAGE



Y TUBE CHANNAL

DAILY POST FOR CONSUMERS



LASKA
PROFESSIONALS

Top Beauty Tips

- 1) Drink plenty of water to hydrate your body and skin from within.
- 2) Apply a sunscreen of spf 30 or higher to prevent sun damage.
- 3) Use a loofah and body scrub to achieve softer, smoother skin.
- 4) Try a balayage instead of traditional highlights for a subtle transition.
- 5) Mix an avocado with mayonnaise for a hair mask that adds shine.
- 6) Wear sunglasses outside to prevent eye wrinkles from forming.

CREATE SOCIAL MEDIA ADS



LASKA
PROFESSIONALS

Gift of The Month

Choose Any 7 Services
In Just **999/-**

- Facial
- Bleach
- Hair Cut
- Hand Wax
- Half-Leg Wax
- Clean Up
- Head Massage
- Threading
- Menicure
- De-Tan

TAXWAY Group

SOCIAL MEDIA TRAINING

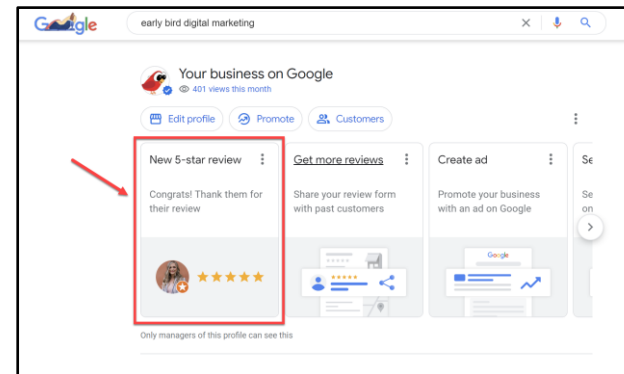


BULK WHATSAPP PANEL



SMS PANEL

BUSINESS LISTING



GOOGLE SEARCH AND REVIEWS

DOOR TO DOOR SURVEY



CLUB CULTURE/MEMBERSHIP



Training

Script

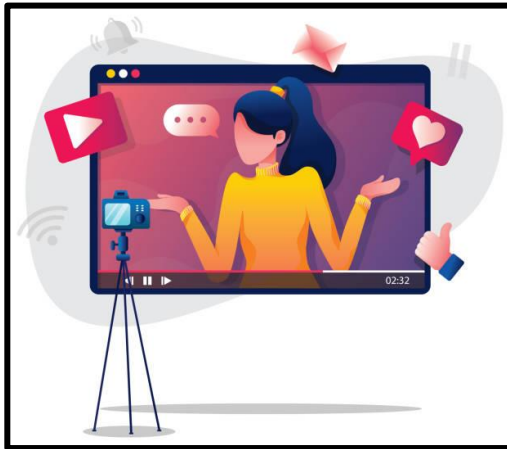


CLUB ACTIVITES



MEMBERSHIP CARD

SOCIAL MEDIA INFLUENCER



EXHIBITIONS

LASKA
PROFESSIONALS
A COMPLETE FAMILY SALON

**International
Hair & Beauty
Exhibition**
20-21 DECEMBER
★★★★★

**WORLD BOOK OF
RECORD**
FOR HAIR CUT & STYLING

20 DECEMBER 2021/ONLINE & OFFLINE
★★★★★

A woman with long brown hair is shown in profile, looking down as a hairbrush is used on her hair.

SPECIAL DAY'S/OCCASIONS OFFERS

TAXWAY

LASKA
PROFESSIONALS

**Karwa Chouth
And
Diwali Special
Offer**

A COMPLETE FAMILY SALON

799/- (Facial, Hand Wax, Half Leg Wax, Bleach/De-Tan, Threading, Foot Massage with Machine)

1099/- (Facial, Hand Wax, Half Leg Wax, Bleach/De-Tan, Threading, Menicure, Foot Massage with Machine)

199/- (Hair Cut)

From 15th to 27th October 2019

T&C Apply

A woman's face is shown in profile, with a pair of scissors cutting her hair.

Your LASKA is Back
"With All Government Safety Guidelines and Well Sanitized"

LASKA
PROFESSIONALS
A Complete Family Salon

- Clean up
- Hand wax
- Threading
- Bleach

Only Rs. 499

- Hair Spa

Only Rs. 499

- Any Hair Cut

Only Rs. 149

From 24 May 2020 to 10 June 2020

T&C Apply

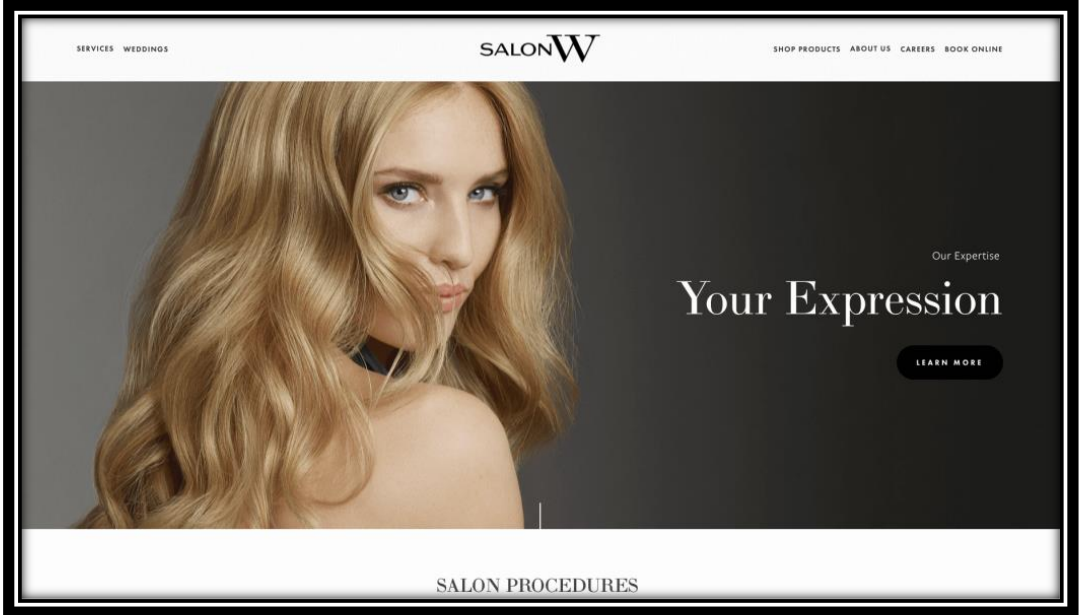
Taxway Building Jeevan Jyoti, E-Block Market Colony, Sakinaka, Ajmer (Raj), J-322001

Three circular images show a woman receiving a hair spa, a woman getting her hair cut, and a woman's face being treated.

SEARCH ENGINE OPTIMIZATION



WEBSITE FOR SALON



SELFEE POINT



OFFLINE MARKETING STRATEGY



PHAMPLETS

RADIO



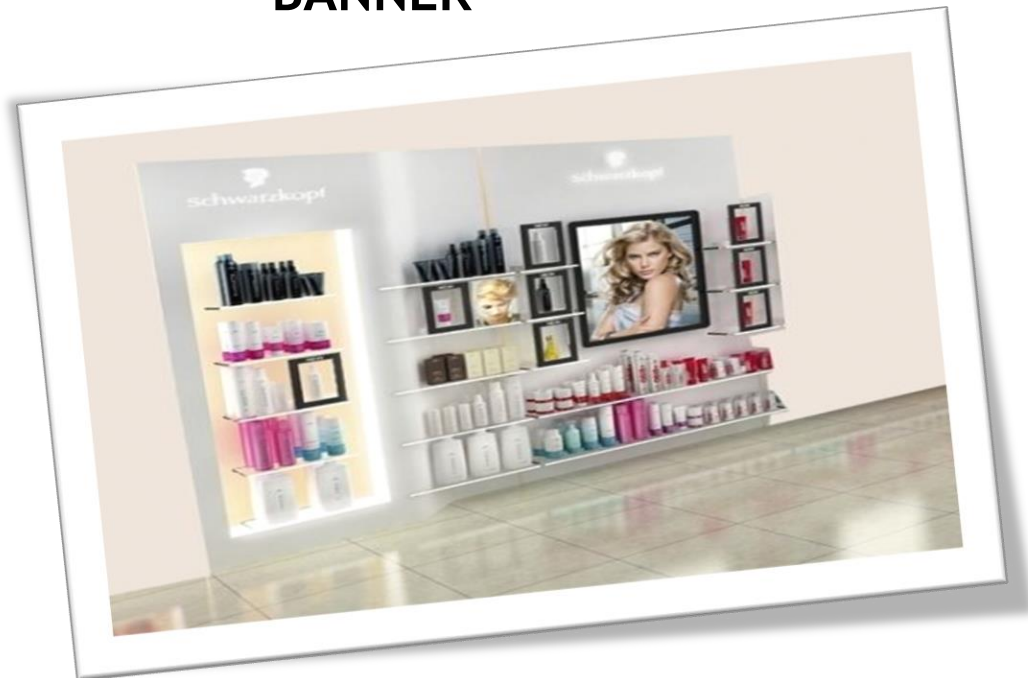
NEWS PAPER ADD



BANNER



NO PARKING BOARDS



PRODUCTS FOR DISPLAY



HORDINGS

SALES AND MARKETING TRAINING

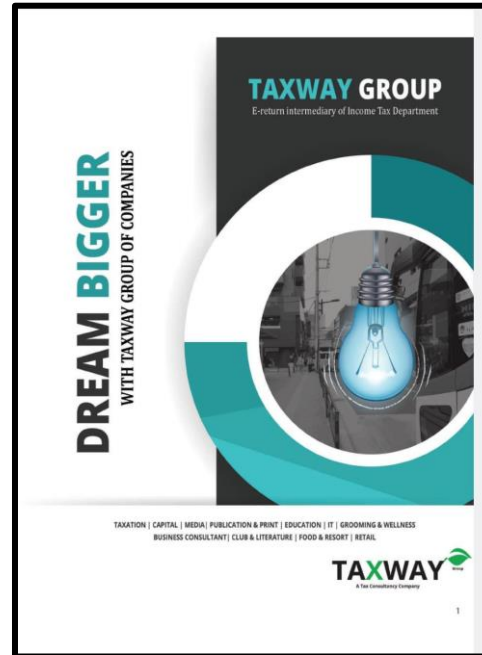


OFFLINE TRAINING

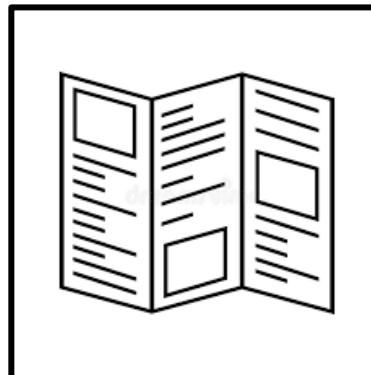


ONLINE TRAINING

MARKETING KIT



TAXWAY BOOK



BROUSHER



VISITING CARD



DISCOUNT COUPANS



ID CARD

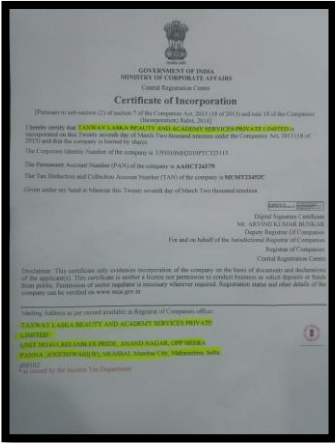
TESTIMONIAL FOR TBS



ISO CERTIFIED



TRADEMARK CERTIFICATE



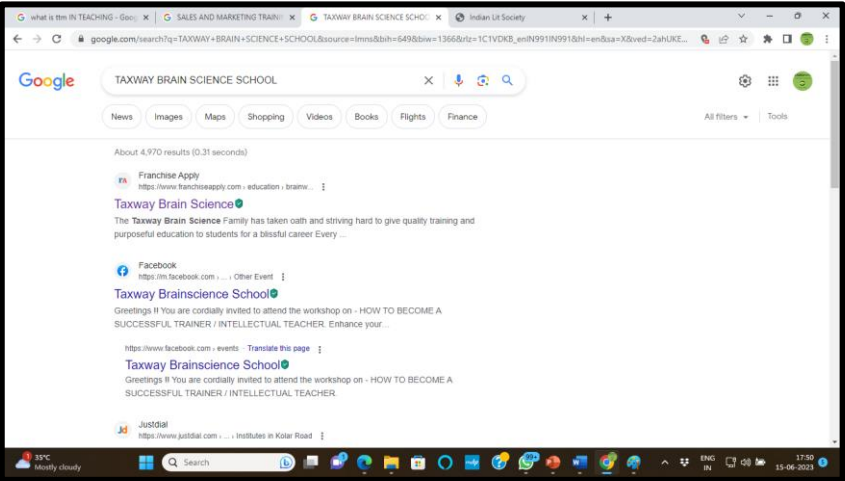
AUTHORIZATION



50+ OUTLAIST IN INDIA

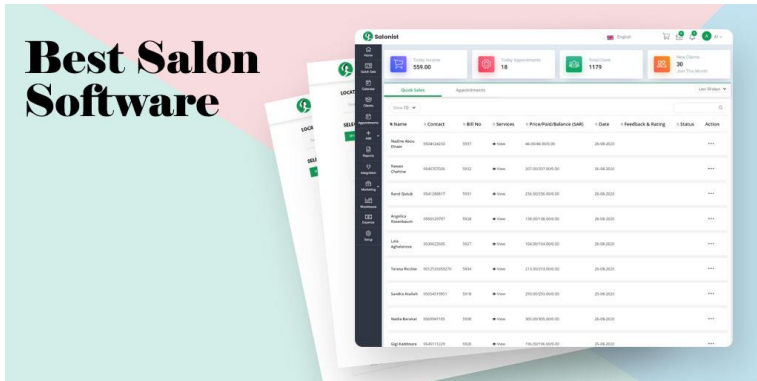


RUN BY NATIONAL RECORD HOLDER GROUP



EASILY SEARCH FOR CUSTOMER TRUST

OPERATIONS SUPPORT



SALON MANAGEMENT SOFTWARE



MANGEMENT TRAINING



SOFTWARE TRAINING



STAFF HIRING SUPPORT



PRODUCTION HELP



PRODUCT TRAINING



EQUIPMENTS SETUP

WHO IS TAXWAY GROUP?

A LITTLE BIT OF **Company History**

Taxway was Conceived in the year 2002 with an objective to simplify the tax by making it customer friendly and easy. Taxation Laws & regulation are very complex and confusing not only for a layman but sometimes it becomes tedious for the more informed citizens as well. The Founder of Taxway Mr. Niranjan Mahawar Identified this very gap in the process and thought of creating which will help and guide individual , companies or anyone seeking help in matters of taxation.

Vision :-

Simplification of the taxation process for the citizens of India being a firm bridge between them and the government with and being recognized as a professional organization, collecting resources efficiently, considerate towards its clients, adapting, improving and promoting voluntary compliance and growing internationally.

Mission :-

By 2025 -
Spreading awareness in every town and city with more than 10 thousand branches and more than 25 lakhs beneficiaries acting as resilient support system.



TAXWAY GROUP

Since 2002

PROJECT COST-LEVEL WISE

FACALITIES	AREA LEVEL 1,50,000/-	CITY LEVEL 5,00000/-	DISTRICT LEVEL 7,00000/-	ZONE LEVEL 10,0000/-	STATE LEVEL 15,0000/-
BRAND NAME	YES	YES	YES	YES	YES
AUTHORIZATION	YES	YES	YES	YES	YES
SOFTWARE	YES	YES	YES	YES	YES
MARKETING HELP	YES	YES	YES	YES	YES
OPERATIONS SUPPORT	YES	YES	YES	YES	YES
STOCK	NO	NO	NO	YES	YES
TRADEMARK	NO	NO	YES	YES	YES
AREA RIGHTS	NO	NO	YES	YES	YES
TRAININGS (ONLINE)	YES	YES	YES	YES	YES
TRAININGS (OFFLINE)	NO	YES	YES	YES	YES
WEBINAR	5	10	20	30	50
ACEDMIC CULTURE	NO	YES	YES	YES	YES
MARKETING IMAGES & VIDEOS	5	10	20	30	50
WEBSITE	NO	NO	NO	YES	YES
TESTIMONIALS	YES	YES	YES	YES	YES
DIGITAL MARKETING HELP	YES	YES	YES	YES	YES
BULK SMS	NO	NO	YES	YES	YES
WHATS APP PANEL	NO	NO	YES	YES	YES
MEMBERSHIP BROCHURE	NO	YES	YES	YES	YES
STAFF HIRING SUPPORT	NO	YES	YES	YES	YES

JOINING PROCESS

SELECT FRANCHISE LEVEL



SUBMIT DOCUMENTS



DEPOSIT FRANCHISE FEE



SUBMIT AGREEMENT