



**ABC**  
**INVESTOR PRESENTATION**



# BACKGROUND

## WHO ARE WE?



We are a blowout bar that will provide hair blows by providing exceptional client service with the highest quality products at affordable doses of fabulousness and me-time.

## WHAT WE DO?



“No cuts. No colour. Just blow-outs” is the motto of our salon”. We offer, primarily, washing and blow-drying hair into straight, wavy, "beachy" or other stylish hairdos for women.

# Vision

To instrument ourselves in the world of hair care and make ourselves synonymous with dry bars.

# Mission

To instrument ourselves in the world of hair care and make ourselves synonymous with dry bars.



# GAP ANALYSIS

Dry bar salons are the most emerging trend in the salon industry that offers quick, affordable catwalk-quality hair blow outs.

**4.5%**

Growth of  
global beauty  
market

**\$82.8  
Bill**

Forecasted  
industry  
revenue

**3.3%**

Annual growth  
rate of the  
industry

**\$417  
Mill**

Total Revenues  
of Swiss Hair  
Care Market in  
2012

**0.6%**

Anticipated  
CAGR between  
2012-2017

**\$49.3  
Bill**

Profits  
projected by  
2017 from  
salons and  
barber shops



## HOW WE FILL THE GAP?

1

We are coming up with blowout bar concept which is turning into new yet turning into a burgeoning industry.

2

Our menu is targeted towards all hairdos for women, primarily between the age of 20 and 60 years.

3

Starting from a market showing high potential in the hair care industry.

4

We offer affordable menu which will brace women from a high-end party to a small family gathering.

5

Launch of hair care products is also on the cards.

## Strength

- Despite the fact that the blowout bar concept has spread, it is still in the developing stage where the market is far beyond saturation
- Due to the specific nature of the salon, all customers/clients will have a low wait-time
- With the prices and services in other salons known, ABZ can come up with a more reasonable price and widen the domain of services
- With Switzerland being our launch-pad, investments will be comparatively low due to low rate of taxation. Hence, money saved will be money earned
- Our pool of hair blow experts

## Weakness

- Outclassing the already existing salons and blowout bars will be challenge in terms of building up a reputation in the market
- Sufficient funds that would be required to fulfil the marketing and advertising obligations

## Opportunity

- The fashion equation in Switzerland and other European countries is tremendous
- The huge index of the tourism factor in Switzerland makes it a conceivable region to introduce innovations like these

## Threat

- The competition that already exists in the market
- The need to prove our credibility

# PEST ANALYSIS

## Political

- Switzerland is not bound by European Legislation because it is neither a member state of the European Union (EU) nor of the European Economic Area (EEA). This allows Switzerland the autonomy to regulate its financial services industry as it deems fit.
- Low taxation with various tax planning possibilities
- The political reality of Switzerland promotes business. According to reports, it stands 20th in the world in terms of starting a business.

## Economical

- Switzerland's economic freedom score is 81.6, making its economy the 4th freest for the first time ever in the 2014 Index. Its score is 0.6 point higher than last year.
- A highly competitive and stable economy with a strong currency as well as a stable political system

## PEST ANALYSIS

## Social

- People in Switzerland are highly educated and modern and stands 2nd in quality of life Index
- Switzerland boasts a literacy rate of 99%
- According to Economist Intelligence Unit, Switzerland is considered to be "the best place in the world to be born".

## Technological

- Even though the country is poor in natural resources however, the Research and Development sector constitutes 2.9% of the country's GDP.
- The technological aspects of Switzerland have always overwhelmed the globe, especially in the fashion industry like watches, apparels etc.

# BUSINESS MODEL

## KEY PARTNERS

- Existing beauty firms, fashion and household care firms.
- Running blowout bars in the market

## Key Activities

- The hymn is simple **"No cuts. No colour. Just blow-outs"**
- Providing styled hair blows
- Sell brand of hair products
- Free on-the-spot hair care advice which can meet our marketing endeavours

## VALUE PROPOSITION

- With Blowout Bars manifesting itself into a big hit on the globe, ABZ Blow would be one of the first of its kind in Switzerland to provide such hair blows
- Wait time is one of the USPs
- Despite all the comforting ambience and facilities, hair blows would be kept at an affordable price

## CUSTOMER SEGMENTS

- Women between 20-60 years
- Other potential masses for hair products.

## COST STRUCTURE

- Salaries to staff members
- Office rent and other maintenance expenditures
- Operation costs
- Marketing commitments would be an ever going disbursement

## KEY RESOURCES

- Our blow out salons
- A team of profound hair experts and stylists
- Our Marketing pundits

## CHANNELS

- Promotions through fashion magazines
- Online Marketing
- Social Media like Twitter, Facebook, LinkedIn etc.

## REVENUE STREAM

- Hair blows
- Hair care products
- Once established and recognized, franchising our name can also be considered



# MARKETING STRATEGY

- Demographics: Women between the age of 20 and 60 years
- Geographic: Launch ourselves in Switzerland and follow it up in different parts of Europe viz., London, Paris and Berlin
- Psychographic: Women keep Fashion a top priority

## Segmentation

- Niche segment: We target women only looking for blowouts.
- Hair Care Products can be used by all

## Targeting

- With the fashion trends going up globally, the market is still open with innovations and ideas like that of Blow out bars
- We project to provide customized hair blows depending upon the mood and occasion that can be chosen from our up-to-the-minute menu

## Positioning

# MARKETING TOOLS

- Selling The Experience
- Word-Of-Mouth
- Partnering With Other Businesses

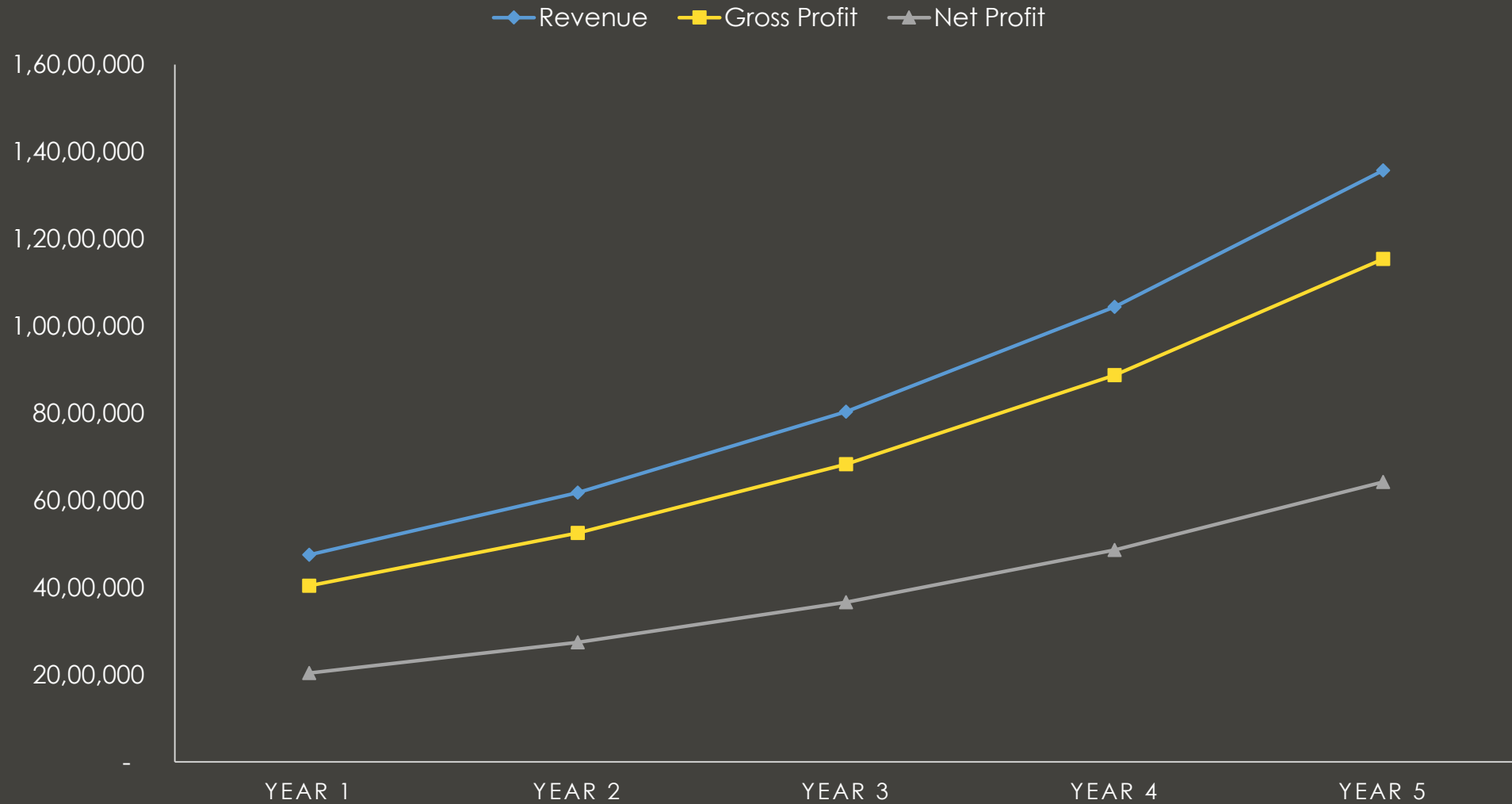
**Offline**



**Online**

- Social Media like Facebook, Twitter, Instagram etc.
- E-mail
- Our Website

# P & L CHART

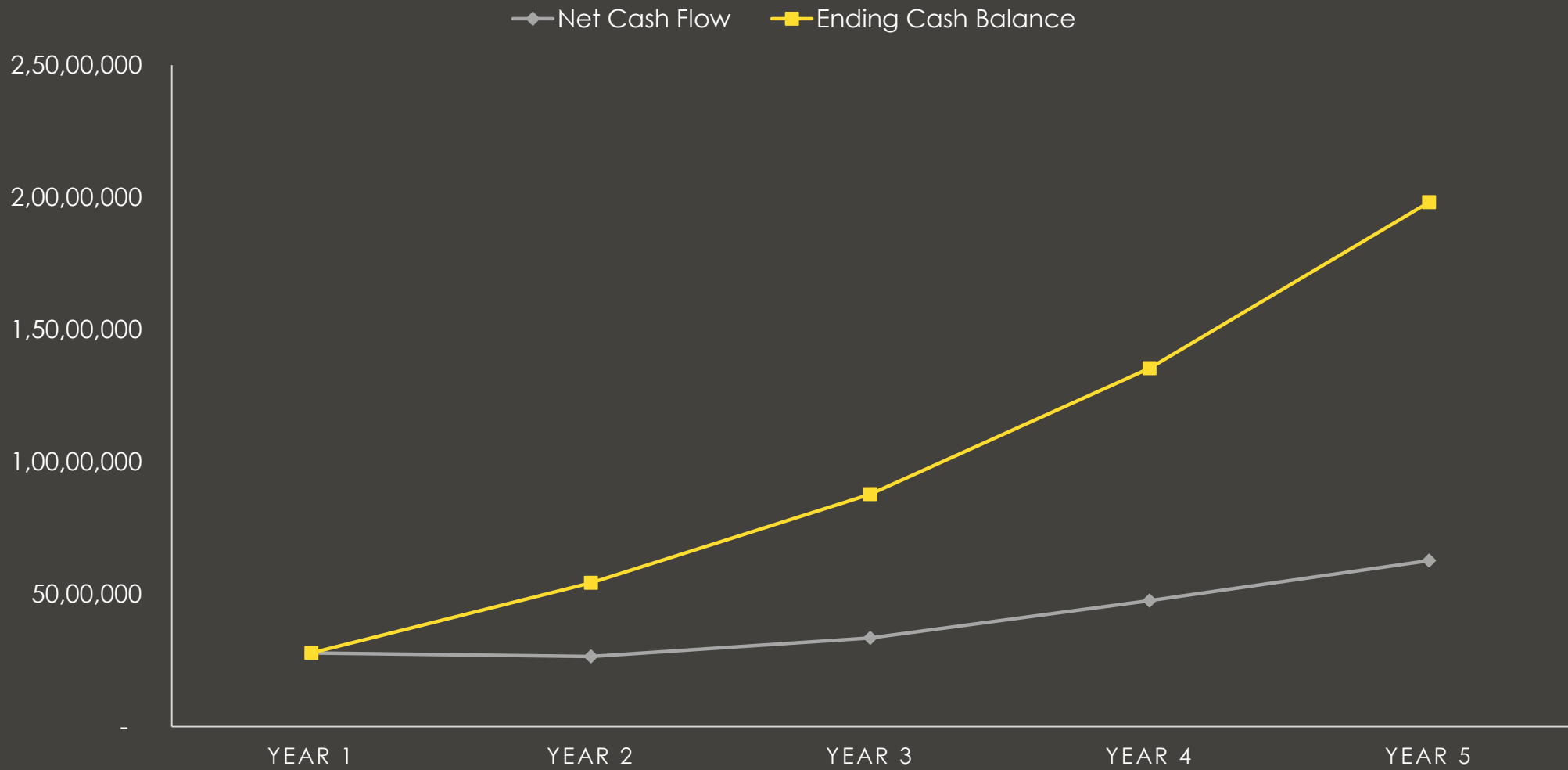




# CASH FLOW STATEMENT

All figures in SF	Year 1	Year 2	Year 3	Year 4	Year 5
Opening Cash balance	-	XXXXXXXX			
<b>Operating Activities</b>					
Net Income	Xxxxxxx	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX
Depreciation	Xxxxxxx	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX
(Increase)/decrease in Current Assets	Xxxxxxx	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX
Cash from Operations	Xxxxxxx	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX
<b>Investing Activities</b>					
Fixed Assets	Xxxxxxx	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX
Capex	Xxxxxxx	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX
Cash from investing activities	Xxxxxxx	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX
<b>Financing Activities</b>					
Owner's Fund	Xxxxxxx	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX
Government Funds	Xxxxxxx	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX
Cash from Financing Activities	Xxxxxxx	XXXXXXXX	XXXXXXXX	XXXXXXXX	XXXXXXXX

# CASH FLOW CHART





# BALANCE SHEET

All figures in SF		Year 1	Year 2	Year 3	Year 4	Year 5
<b>Assets</b>	Current Assets					
	Cash	xxxxxxx	xxxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx
	Other Current Assets	xxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx
	Total Current Assets	xxxxxx	xxxxxxx	xxxxxxx	xxxxxxx	xxxxxxx
	Gross Fixed Assets	xxxxxx	xxxx	xxxxxxxxxx	xxxxxxxxxxx	xxxxxxxxxx
	Depreciation	xxxxxx	xxxxxx	xxxxxx	xxxxxx	xxxxxx
	Net Fixed Assets	xxxxxx	xxxxxx	xxxxxx	xxxxxx	xxxxxx
	Capex	xxxxxx	xxxxxx	xxxxxx	xxxxxx	xxxxxx
	Total Assets	xxxxxx	xxxxxx	xxxxxx	xxxxxx	xxxxxx
<b>Liabilities &amp; Shareholders' Equity</b>						
	Long Term Debt					
	Current Borrowings					
	Total Liabilities					
	Owner Saving	xxxxxx	xxxxxx	xxxxxx	xxxxxx	xxxxxx
	Investor Fund	xxxxxx	xxxxxx	xxxxxx	xxxxxx	xxxxxx
	Reserves	xxxxxx	xxxxxx	xxxxxx	xxxxxx	xxxxxx
	Total Liabilities	xxxxxx	xxxxxx	xxxxxx	xxxxxx	xxxxxx



# RETURN ON INVESTMENT

	Year 1	Year 2	Year 3	Year 4	Year 5
Capital Invested	xxxxxxx				
Stake	60%	60%	60%	60%	60%
Yearly ROI Absolute	xxxxxx	xxxxxx	xxxxxx	xxxxxx	xxxxxxx
Yearly ROI Percentage	163%	219%	293%	389%	514%
Cumulative ROI Absolute	xxxxxxxx	xxxxxx	xxxxxxx	xxxxxxx	xxxxxxxx

# ROI CHART

