

A man with a full white beard and mustache, wearing a dark suit and a bow tie, is seated in a dark leather armchair. To his left is a tall, ornate lamp with a large, glowing, conical shade. The background is dark and moody, with a framed picture partially visible on the wall.

# LUMBERJACK

BARBERSHOP

# Story – infographic

Since - 01.06.2015

Market – Latvia, Estonia, Russia

## Lumberjack's development – bright moments, significant dates







# HISTORY – LEGEND – PHILOSOPHY

It is not simply a haircut – it is the philosophy of masculinity. We will emphasize the male character and the mood of a growing and an already held gentleman with irreproachable professionalism. We believe that representatives of the stronger sex have rights to rely on a verified and top-quality personal care. Lumberjack Barber-shop – remind yourself how cool it is to be a man!

# Why Lumberjack Barbershop?



Low competition



Supply and demand



High quality standards



Profitable business



Customers are not only “trendy”  
young people and famous persons,  
but also 30-60 y.o. gentleman





A man with a full white beard and mustache, wearing a dark suit and a red bow tie, is seated in a leather armchair. He is holding a smoking pipe to his lips. The background is a dimly lit room with bookshelves filled with books, suggesting a library or study.

## The franchising package includes:



A brand book



Tools for barbers




Trainings




Creation, management and  
marketing tools

# Why it is profitable?


I  Work with reliable partner


II  Business starts not longer than 3 month after the renting contract signing

III  Phased work and loyal conditions

IV  Operational “+” from the 2<sup>nd</sup> moth of work

VI  Individual approach

VII  Own production of furniture, work equipment, merchandising products and cosmetics specially designed for barbershops

VIII  Marketing department, which manages the entire strategy for Lumberjack barbershop



# Franchise offer

## 3 barber chairs

Start investments - **46000 EUR**  
Entrance - **14000 EUR** (Europe)  
Royalty - **5%** (from 2<sup>nd</sup> moth)  
Marketing - **2%** (Europe)  
Payback period - **10-12** month  
Operational "+" from the **3rd** month

## 5 barber chairs

Start investments - **70 000 EUR**  
Entrance - **14 000 EUR** (Europe)  
Royalty - **5%** (from 2<sup>nd</sup> moth)  
Marketing - **2%** (Europe)  
Payback period - **10-12** month  
Operational "+" from the **2<sup>nd</sup>** month

1.



2-3

month

period of launch  
(after the lease signing)

2.

± **25%**

rentability

3.



10-12 clients

clients average per day  
per barber

4.

**10%**

demand increase  
monthly

5.

25 -35 EUR

average bill

6.



3 countries



# How your barbershop is going to look like





# Business startup process

1.

Filling the application, signing the contract, payment of fee, consultation, search for premises, personal sketches, marketing campaign and consultation



2.

Contribution, design project, construction work and consultation, help, control, formation of all purchase, assistance in HR



3.

Fee, open-training workshops, grand opening of the barber-shop, quality control, support and consultation



# Promotion



A set of advertising layouts and guidelines for conducting of marketing communications



Web page and on-line booking



Recommendations for advertising in the media



Strategy



Calendar plan



# We are using advanced technologies



CRM system for work with clients **(coming soon)**



Analysis and statistics



Accounting



Video monitoring system



Call center **(coming soon)**



Mobile application **(coming soon)**



On-line booking and registration





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