



FRANCHISE
PROSPECTUS



OUR STORY

Thank you for your interest in the Eden Laser Clinics Franchise. This franchise brochure is designed to provide you with information you need to know about our business so that you can make a considered decision about joining our team.

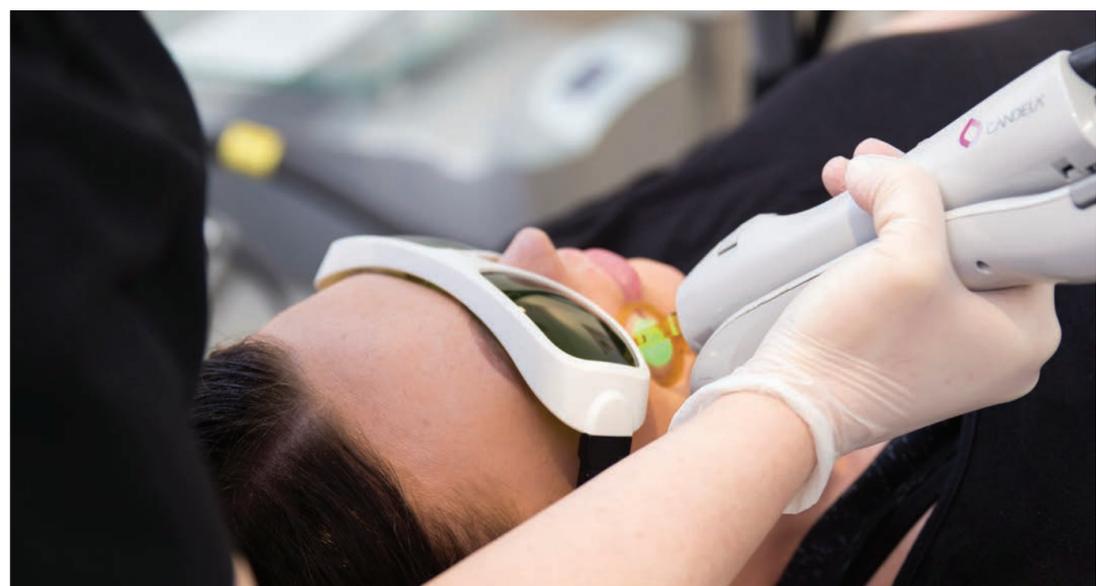
Eden Laser Clinics first opened its doors in September 2011. Since then we have grown to have 9 locations throughout NSW and the ACT.

We are a full-service laser clinic offering our clients the very best in

- Laser Hair Removal
- Pigmentation Correction
- Microdermabrasion
- Chemical Peels
- Skin Needling
- LED Therapy
- Vascular Laser Treatments
- Full range of Cosmetic Injectables including double Chin Treatment
- Laser Tattoo Removal

We are one of a few clinics using the newest technology in hair removal medical grade lasers called the "Candela GentleLase Pro".

Our business has grown from strength to strength and we are now looking to further expand through a franchise model. If you are a doctor, nurse injector, beauty therapist or dermal therapist or, simply have a passion for the cosmetic or beauty industry, then we would welcome the opportunity to speak with you and showcase the Eden Laser Clinic Franchise.



OUR PEOPLE

Eden Laser Clinics was found by Farshad Kazazi, known as Kaz, who has been in the cosmetic industry since 2008. Aply supported by Clinical Educator Rachael Kent and

Operations Manager Belinda Bova, Eden Laser Clinics employs a team of 8 staff in

their head office and more than 80 employees in their clinics.

VISION STATEMENT

To provide high quality result driven treatments at affordable prices and at the same time providing a 5-star customer service experience. Our goal is 100% satisfaction for every client.

MISSION STATEMENT

To ensure customer satisfaction through excellence in people, products, and service.



COMPANY VALUES

Eden Laser Clinics core values are:



Integrity

We are open and honest in everything we do and always strive to do what is right.



Collaboration

We work together and share our ideas and information for the benefit of all.



Respect

We treat all people, inside and outside of the organisation with dignity and respect.



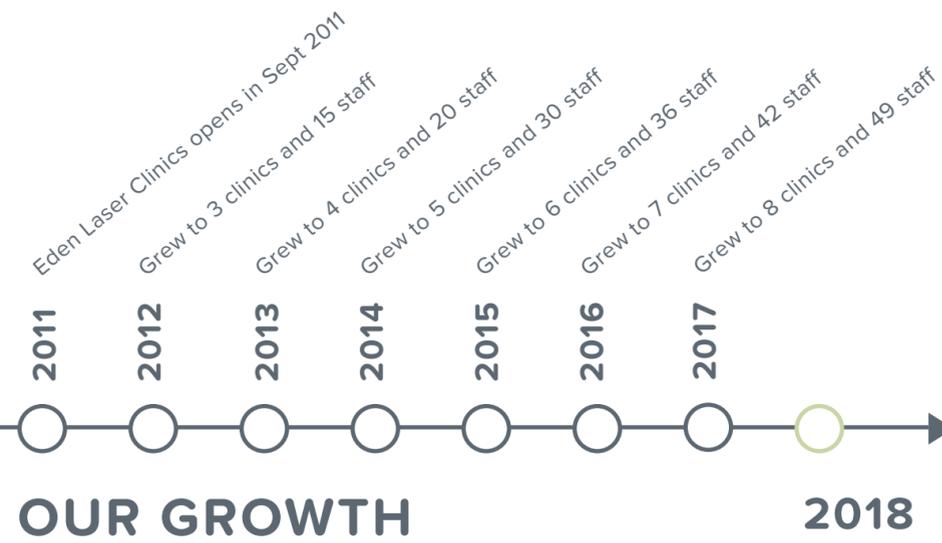
Excellence

We take pride in everything we do and always strive to improve.



Accountability

We are accountable for the way our customers experience Eden Laser Clinics.



2018

Eden Laser Clinics commence franchising.

Grew to 8 clinics and 75 staff.

Our database is in excess of 75 000 people

The next Eden Laser Clinics Franchise territory could be yours



OUR FRANCHISE PACKAGE

Eden Laser Clinics Franchise package provides everything you need to set up and operate your business. This includes:

Start -up inclusions

- Start-up equipment and stock
- Clinic fit out
- Help with choosing the best site
- A defined and protected exclusive territory
- 5-year franchise agreement with the right to renew at no cost
- Rights to use our trade name, trademarks and other intellectual property

Training and Ongoing Support

- Induction Training at head office, followed by on-the-job training with an experienced Eden Laser Clinics Franchise team member
- Completion of Radiation Safety Officer Certificate for use of Laser & IPL within the medical cosmetic industry or beauty clinics
- Eden Laser Clinics Franchise Operating Manual, containing detailed “how to” information on all aspects of running your franchise
- Customised Point of Sale systems and other software

Marketing and Lead Generation

- Tried and tested marketing and lead generation systems
- A centralized website which will be managed by the franchisor and list all the Eden Laser Clinics Franchisee’s contact details
- A suite of marketing collateral professionally designed for use in your local area marketing

YOUR OPPORTUNITY

As a franchisee of Eden Laser Clinics Franchise you will operate your own business in your own exclusive territory.

You will receive full training to ensure you are confident with all aspects of operating the business. This will enable you to build a reputation for quality and service in your franchised territory.

You will be your own boss and, at the same time, we are with you every step of the way and are committed to providing ongoing support and advice to help your business become a success.

Other qualities an Eden Laser Clinics Franchise would ideally include:

- A strong desire to own and operate your own business.
- Qualifications as either a GP, Nurse Injector, Beauty Therapist
- A passion for the beauty and cosmetic industry
- Good communication skills.
- A willingness to keep learning and refining skills
- A strong sense of pride in what you do
- Prepared to follow a system that is proven to be successful.

YOUR SUCCESS IS OUR SUCCESS

A key factor for you to consider is that we have been operating Eden Laser Clinics for the past 8 years. We have a successful business model and this is mirrored in our franchise set-up.

Your success is our success, which is why we’re committed to sharing our experience and considerable market knowledge with you. You’ll enjoy the freedom of being your own boss while benefitting from being part of an established and successful team.



OUR FRANCHISE AGREEMENT

This sets out the obligations of both the franchisee and franchisor. It allows you to use our brand name and logo, our intellectual property and our method of running the franchise, while having full support and guidance from our experienced team.

AN EXCLUSIVE TERRITORY

Your territory will be exclusively yours and will be based on a clinic's location and surrounding area. No other franchisee will be able to operate in your designated territory.

YOUR INTERESTS PROTECTED

Your franchise business will require the investment of time, hard work and commitment to the business system we have developed. Each and every franchisee is expected to maintain our high standards. You'll be offered the help and support you need to maintain these standards. We'll protect the value of our brand and your business by ensuring professionalism and dedication by all involved with Eden Laser Clinics Franchise.



WHAT OUR CLIENTS SAY ABOUT US

Eden Laser Clinics are fantastic. I have found all the staff extremely friendly, highly experienced and full of knowledge in the two years I have been a client. Personally, I wouldn't go anywhere else. I look forward in seeing you again soon.

Chris Everitt

I was scared of having my laser treatment, worried that it would hurt but the laser therapists reassured me it would be ok and they were right it was painless.

Debbie Whiley

Currently going through the process for my underarms and have only had to shave my underarms twice in 8 weeks (& they were because it had to be shaved the night before treatment). Couldn't recommend this highly enough to people and the girls at Eden are BRILLIANT!!!!

Kerrie Meyer



YOUR FRANCHISE JOURNEY

The Process

Making the decision to operate your own business is a big and exciting step, which is why we're committed to making the process as open and informative as possible. It's an important decision for both of us, so we'll provide all the support and information you need to help you make the right decisions for you and your family.

Our recruitment process involves the following 8 Steps

- Step 1** Send us an enquiry.
- Step 2** Eden Laser Clinics gets in touch and sends you a Franchise Brochure, Franchise Application Form, Confidentiality Agreement and Franchise Information Statement.
- Step 3** You read through the brochure and fill in the Franchise Application Form and sign the Confidentiality Agreement and then send it back to Eden Laser Clinics.
- Step 4** We review your application and if suitable we meet to get to know each other better and answer any questions you might have.
- Step 5** You conduct your due diligence and reserve your territory. You pay a documentation fee of \$2500 + GST to have access to our disclosure documents, contract and to view our operations manuals.
- Step 6** You make your final decision.

If you decide to proceed you go to step no 7

If you decide NOT to proceed we refund the \$2500 and that's the end of the process.

- Step 7** The Franchise Agreement is customised for you, it's signed, fees paid, fit out and training commences.
- Step 8** You are ready for business as the new franchisee of your very own Eden Laser Clinic Business.



FREQUENTLY ASKED QUESTIONS

Do I need to have experience in the laser Hair Removal /Beauty therapy business to own a Eden Laser Clinics Franchise?

Yes, although the right candidate will be considered and training provided. We pride ourselves on our customer service and high level of skills so qualification as a GP or nurse injector or beauty laser or dermal therapist is essential. If you don't have formal qualifications, you would need to employ staff to operate the business who are qualified.

I have never owned my own business; will it be too hard?

No, it's a fantastic opportunity to make your dream come true of being your own boss, doing what you love while at the same time building an asset for yourself and your family.

As part of your franchise package Eden Laser Clinics Franchise will provide you with comprehensive training so you will be confident from day one.

Do I get an exclusive territory? How will I know other franchises won't flood the area?

Yes. When you sign your franchise agreement you will be provided a designated territory on a map and no other Eden Laser Clinics Franchise franchisee will be able to market their business in your territory. Franchise growth will be strictly controlled and monitored to ensure the market does not become saturated.

This franchise sounds fantastic, such a unique opportunity must be expensive?

Eden Laser Clinics Franchise franchises are very well priced starting from

- Franchise fee \$50 000
- Clinic fit out fee \$2000 per SQM (most clinics are 80 to 100 SQM)



CHECKLIST OF BENEFITS

- ✓ Well established business with a long track record and multiple locations
- ✓ A seamless business model with online booking
- ✓ Tried and tested marketing strategies
- ✓ A team of dedicated specialists at Head Office to help support franchisees
- ✓ All-inclusive franchise pack
- ✓ Comprehensive training

THE NEXT STEP

If you like the sound of what you've read so far then the next step is to complete and return the Franchise Application Form and Confidentiality Agreement.

By completing these documents all you are committing to is finding out more information about the opportunity – nothing more.

If you are serious about owning your own business in the beauty industry, then we would welcome the opportunity to speak with you in more detail.

Please send your completed forms to:

**Email: kaz@edenlaserclinics.com.au
Farshad Kazazi 0414 999 919**





OUR CLINICS

Bankstown
Canberra
East Gardens
Hornsby
Lidcombe
Liverpool
Macarthur
Penrith
Sans Souci