



BODY DREAM

СТУДИЯ КОРРЕКЦИИ ФИГУРЫ

BODY SHAPING STUDIO

FRANCHISE

01

Become the owner of a profitable studio in
the beauty industry and earn
from **3950\$ to 11856\$** a month
just from one studio!

A business that makes our world a perfect place!

BodyDream is a modern weight loss studio that incorporates all the recent developments and knowledge in the field of digital body shaping and effectively uses them pleasing our customers with best results.



We are a team of professionals that has gone all the way from vacuum-roller machine users to a full-fledged and successful weight loss studio equipped with the most modern hardware.

 **39000**

Our net profit is



4 years

in the body shaping market



< 1000

satisfied customers



02

03 Why should one open a body shaping studio?



60% of women are experiencing problems with excess weight*, and that number is constantly growing.

- ✓ The potential of the beauty industry continues to grow.
- ✓ Low cost of procedures.
- ✓ Over 1,000,000 'how to lose weight' monthly requests as shown by WordStat.
- ✓ Launch in just 25 days.
- ✓ The necessary area of 25 square meters is easy to find in any city.
- ✓ Quick return on investment.
- ✓ Procedures are safe, painless, and most importantly very effective, so your business is in a huge demand.

*According to the latest RAMS statistics

04 Fastest growing market



The growth of the digital body shaping market by 2023 will be

20-21% annually.

Such figures were obtained as a result of Russian market analysis carried out by MertsPharma company.



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All girls dream of losing weight, and we offer doing it quickly, painlessly and with no surgeries.



Our most frequent clients are girls from 20 to 55 who are divided into 5 categories:

- > Students. Available prices, various incentives and discounts;
- > Mums on maternity leave. Recovery from giving birth;
- > Girls/young people trying to stay fit. Restorative massage returning muscle tonus;
- > Women who want to lose weight;
- > Women and men who quickly lost weight and now need skin tightening.



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Results of our customers

23.11.2020



26.10.2020



07

Customer Support



Our company provides advice on the channels of customer attraction and setting up advertising campaigns thanks to which we achieve the fullness of the studio.

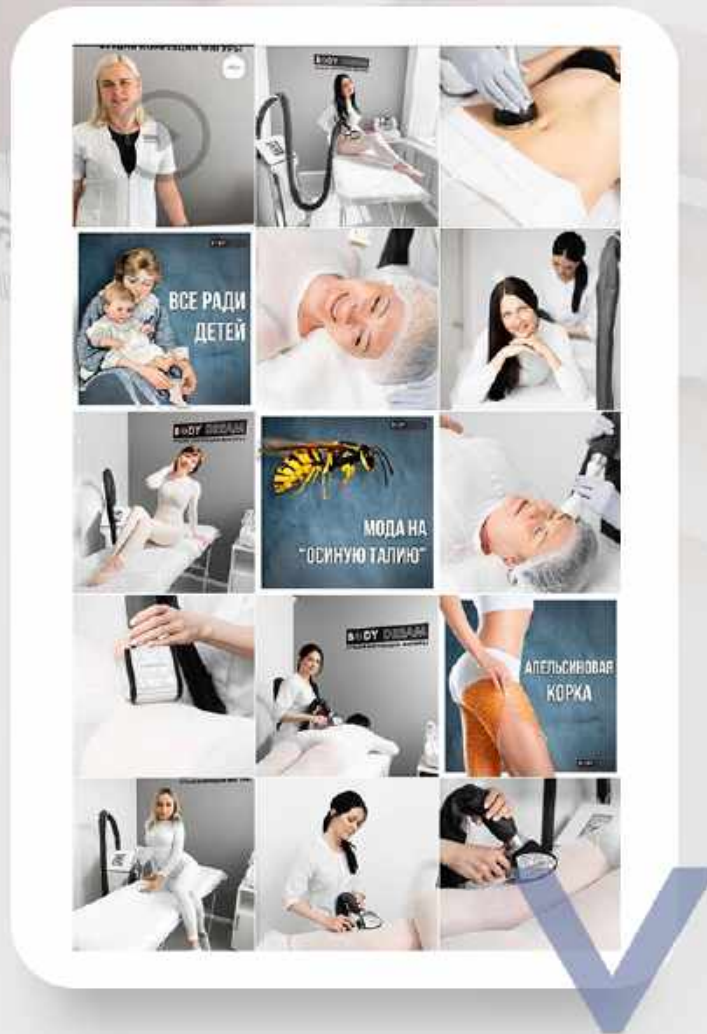
We can guarantee you a full record when you open.

Our partners are provided with the opportunity to transfer marketing to the parent company. Our knowledge and experience in setting up advertising campaigns ensures a stable flow of new customers.



08

Create a high-quality profile on Instagram



09

We provide you with a CONTENT PLAN


A full description with photos
(videos, texts, promotions for VK/Instagram)
is made every month.

bodydream_saransk ВАЛИКИ НАД КОЛЕНКАМИ УБРАТЬ,
ПОПУ ОСТАВИТЬ!

Нас часто просят «похудеть» только проблемные зоны. Конечно же мы не отказываем, но прежде чем приступить к отдельным частям, мы прорабатываем все тело полностью.

Представьте себе кирпичик детского пластилина и свое желание сделать его худее в каком-то месте. Можно долго работать над ним, но к успеху это вряд ли приведет, но зато если сперва разогреть его в руках, немного помять весь пласт, то и отдельная зона подается вам без проблем.

Тело работает так же. Поэтому не переживайте, время потраченное на массаж «не той» зоны как раз таки и помогает похудеть «той».

А как вы думаете, какую часть тела чаще всего хотят скорректировать наши клиентки? Пиши свою версию в комментарии! 



bodydream_saransk Что выдает ваш настоящий возраст?

Конечно же тонус кожи лица и шеи. И если лицо можно освежить с помощью косметики, то шею замаскировать почти невозможно.

Но даже хороший макияж, граничащий с гримом не избавит вас от сути проблемы. Зато, избавит LPG-массаж лица.

В процессе массажа:
-подтянется кожа лица и шеи;
-уменьшатся морщинки;
-овал лица станет четче;
-спадут отеки.

Мы советуем не маскировать проблемы, а избавляться от них.

WE CREATE A STORIES BANK FOR YOU

10



'1 machine' studio (Fast start)

5138\$

Lump-sum fee (Payment for work done and "BodyDream" trademark)

+

10144\$

Mandatory investments in equipment, advertising and repair.

=

COST

15282\$

Monthly revenue calculation per 1 office

Calculation based on 10 people a day = 700 rubles.

Monthly revenue = 210000 rubles.

Monthly expenses (rent, salaries, advertizing, consumables) = 95000 rubles.

Total profit = 115000 rubles.

25 meters²

1 room for LPG massage Services (LPG body massage and LPG facial massage)



'3 machines' studio (Hit)

7114\$

+

13964\$

=

COST

21078\$

Lump-sum fee (Payment for work done and "BodyDream" trademark)

Investments in equipment, repair, advertising

Calculation of revenue per month for 2 offices

Calculation based on 13 people a day = 900 rubles.

Monthly revenue = 351000 rubles.

Monthly expenses (rent, salaries, advertizing, consumables) = 150000 rubles.

Total profit = 251000 rubles.

25-30 meters²

1 room for LPG massage
+ 1 room with two machines

Services:

Pressure therapy
LPG body massage
LPG facial massage
ultrasonic cavitation
RF Face Lift
RF Body Lift
Vacuum massage

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Advantages of working with our equipment

- ✓ A powerful machine. Intensively works out all areas of the body allowing you to quickly achieve the desired results.
- ✓ High-quality service and warranty
- ✓ Purchase of the device in installments or for a loan
- ✓ The most powerful vacuum machine in the history of massage equipment
- ✓ You can change the parameters during massage
- ✓ Democratic and affordable ruble prices with no connection to currency drops



The modern massage equipment has no analogues in Russia. It meets all international requirements, is easy to manage and has a number of undeniable advantages over foreign-style equipment.



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Why should you choose our franchise?



Support

By becoming our partner you provide yourself with our ongoing support and advice



Equipment

We deliver proven equipment on fair terms. The equipment can be purchased in installments



Analysis of your city

We are conducting studies of your city on the possibility of profitable opening of a studio.



Training

We train our partners in the peculiarities of the business and conduct staff trainings. We also provide our partners with video content on the work with our equipment



Recruitment

We help you with recruitment. We also provide trainings on where to look for and how to evaluate applicants



You don't need a license

For the work of the studio no licenses or medical education are required.



Marketing

We share ready-made social networks with primary content and a customized advertising campaign. We provide recommendations for promoting the services in your city



Small staff

Only 3 employees per studio



What is included in the lump-sum fee

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1. A Brand book;
2. Document package (Job Descriptions, Operating Regulations and Standards, Step-by-Step Instructions);
3. We fully transfer the experience and knowledge of running this business. (Via our extensive knowledge base and personal communication with the founder of the business. You may also come to our office and we will train you to conduct the business individually);
4. Assistance in the selection of premises according to franchise standards with optimal rental conditions;
5. Assistance in staff selection and training;
6. Sales technologies (Rules for sales during the first session, rules for communication with customers, rules for membership renewals);
7. Personal support manager (Answers to questions, solving various tasks);
8. Creation of professional accounts, creation of a monthly content plan, content of social networks;
9. Setting up targeted ads with customer engagement assurance;



The 'Hit' package offer is presented

Select the appropriate franchise package

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'Fast Start' Package

Lump-sum fee
5137\$

Royalties are 5% of turnover and not less than 200\$

Investments
10144\$

Profit
3950\$ - 7500\$

This is a LPG massage studio with 1 machine and 2 services (LPG body and face massage). The package includes sales of anti-cellulite creams and costumes for LPG customers.



'Hit' Package

Lump-sum fee
7114\$

Royalties are 5% of turnover and not less than 200\$

Investments
13964\$

Profit
5928\$ - 11856\$

A full-fledged fbody shaping studio with 3 machines and 6 services. The package includes developed program packages + sale of anti-cellulite creams and LPG costumes

For every 150,000 of population - 1 partner

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That is how your studio will look like



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We do not lose our customers



Customer loyalty program

Regular customers are given good discounts and pleasant bonuses.



Effective courses

We work for the result because we listen to all the wishes of our clients and work with everyone individually. People come back to us and many of them come thanks to the recommendations of our customers.



Perfect service

- ✓ Perfect service.
- ✓ Clean studio;
- ✓ Pleasant and helpful staff;
- ✓ Comfortable temperature and lighting;
- ✓ Convenient location;
- ✓ Free Wi-Fi;
- ✓ Experienced masseurs;
- ✓ Powerful machine.



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Our Mission

The company's mission is to become the most popular and recognizable company in the Russian Federation and the CIS in the field of digital body shaping that is focused on 3 basic principles: safety, high-quality, price.

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The goal of the company is

to create a partner network including each city of the Russian Federation.

20 How to open a studio in your city



1

You leave your application



2

Our specialist contacts you and answers all your questions



3

We analyze your city



4

We sign an agreement and then a lump-sum fee is paid



5

We send you all the necessary information.
We order the equipment



6

You make repairs if necessary.
You receive the necessary materials and guidance for the launch



7

You receive the equipment.
We help you with the selection and training of staff.
We launch a marketing campaign



8

You open our own studio under our brand

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Open your body shaping studio today!



Submit a contract application and you'll receive:

- ✓ 10 massage costumes;
- ✓ a set of brushes and filters for the machine;
- ✓ free shipping of the machine.

For any further questions feel free to
contact us at

info@bodydream.com

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Geography of BodyDream





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For answers to all your questions you can contact the founder of the 'BodyDream' franchise directly!

Alyona Viktorovna