

BEAUTY CALL LTD

32(11) Courtfield Gardens, London SW5 0PH

Tel: 0845 051 0951

Email: info@beautycall.co.uk

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BEAUTY CALL – Up and Running!

Beauty Call Ltd is pleased to announce that it now has 5 hair and makeup franchisees up and running in time for a busy bridal summer.

206 weddings have already been confirmed for 2010. Comparing this to 240 bookings overall in 2009, it's shaping up to be a very successful and busy year.

Head office has split the UK into postcode areas and the current franchisees look after:

KT and TW (Nicky Mowat)

WC, W and SW (Samira Rankin)

RG and OX (Danielle Musselwhite)

RH and SM (Stephanie Dorelli)

MK and NN (Jenny Buckland)

The Beauty Call website is processing over 100 wedding and event enquiries each month, as last minute as next week, and as far in advance as summer 2011.

These enquiries are passed straight onto the franchisee looking after the area where the job is taking place. The franchisee can then choose to either do the job themselves or sub-contract it out to one of the artists on the Beauty Call books.

The head office team is pushing forward with its national marketing plan – aspiring for that ever important Rank 1 on Google organic listings, running Google Ad Words campaigns targeting the franchised postcodes and placing adverts and editorial in the national wedding magazines.

The franchisees are developing their own local marketing plan, building links with weddings venues, bridal shops and photographers, as well as placing adverts in local directories and magazines and attending wedding fairs to pick up new business enquiries.

Beauty Call is always on the lookout for more franchisees to come on board – we are currently in talks with artists in Wiltshire and Berkshire, but there are still many fantastic territories to be filled, including postcodes in and around Kent, Surrey, Essex, Cheshire, South Wales and the South West.

The ideal franchisee is a professionally trained hair and makeup artist who wants to focus on the bridal market in their local area. They are ultimately looking to build a part time hair and makeup business that can give them financial stability and freedom to pick and choose their work, and allow them to continue with their other projects at the same time.

For further information visit <http://www.beautycall.co.uk/franchise.php>

Contact: Phil Mowat
Franchise Director
E-mail: phil@beautycall.co.uk
Tel: 07833 473410

Notes to Editors: Beauty Call is a select team of mobile, professional hair and makeup artists founded in April 2006