

Beauty[®] Call Ltd

FRANCHISE OPPORTUNITY



Company Facts

Business Description:

Beauty Call franchise – professional, mobile hair and makeup for weddings, freelance work and events

Industry Sector:

Beauty / Wedding

Investment required:

£3,500 (payment terms available)



Contact Details

Phil Mowat
Franchise Director

Beauty Call Ltd
78 Luke Street, Shoreditch,
London, EC2A 4PY

Tel: 07833 473410
Email: phil@beautycall.co.uk

About Us

Beauty Call provides professional hair and makeup artists for weddings, events and freelance work.

Our aim is to offer excellent, professional standards of work at a reasonable price and with a friendly attitude.

Franchises will ultimately be available across the UK. Each territory includes a minimum of two bordering postcodes



Beauty Call: A Business Opportunity

An exciting opportunity to run your own business, working in the wedding and event sectors, and also as a freelancer. You will benefit from having other freelance artists working for you when you are already booked. In this sense it's similar to running a small agency.

- Provides flexible working hours as the majority of weddings are at the weekend
- Low start up costs, low risk and excellent return on investment
- Comprehensive on-going training
- Business leads sent direct to you from head office and opportunity to find your own
- Advertising and promotional support
- On-going developmental support

The Franchise Package

The package includes:

- An exclusive territory - you will have exclusive access to work under the trademarked Beauty Call brand name in two postcode areas close to where you live, plus the possibility of additional bookings in non-franchised adjoining postcode areas.
- Your own Beauty Call email address and access to the bookings management system
- Fully comprehensive operations manual
- Ongoing training - you will receive full initial training in how to run your franchise, ongoing support and a catch up day every 3 months.
- Free leads - Beauty Call Ltd will forward to you leads and bookings for work at weddings, events and freelance work in your territory.
- A starter pack that includes:
 - 250 x flyers
 - 250 x price cards
 - 5 x badges
 - 12 x stickers
 - 1 x 6ft pull up banner
 - 500 x business cards
 - Look Book (Portfolio)
 - Accessories Book
 - Operations Manual
 - 3 x car stickers (back and side)
 - 1 x shoulder bag
 - 1 x t-shirt
 - Up to £250 towards your first wedding fair (and assistance in choosing and booking it)
- The 1st year's management fee

On top of this Beauty Call Ltd can provide:

- A list of professionally trained and vetted artists that you can use to sub contract work out to
- National marketing and press

Training and Support

All new franchisees receive comprehensive training before starting their Beauty Call business and this includes:

- Everything you need to know about Beauty Call
- Managing your own business
- Accounts
- Advertising and PR

A detailed training and operating manual, which includes the business system and necessary processes and forms, is supplied to each franchisee.

The initial training will be followed up with regular communication and support as necessary, as well as the obligatory 3 month catch up.

On-going promotional support is provided and all franchisees are regularly updated on promotions and advertising organised by head office, both regional and national.


Annual get togethers are encouraged for all the artists and franchisees to meet and network



Beauty Call Background


Beauty Call was founded in 2006 by Managing Director, Nicky Mowat. The business focus has been on London and the Home Counties, but now we are taking over the UK!

Pilot franchises were run successfully since April 2009 to help make sure everything works perfectly for you.

Beauty Call now has 8 franchisees successfully up and running, so get in quick before your local territory is sold. 



Financial Information

Initial investment required: £3,500 (dependent on territory)
Yearly management fee:  £1,200 (from 2nd year only)

Payment plans

Initial investment fee (over 3 years)	1st payment:	£2000
	2nd payment:	£1000
	3rd payment:	£1000
	Total Amount Payable:	£4000
Yearly management fee (monthly)	Per month:	£115
	Total Amount Payable:	£1,380

Commission payments:

Beauty Call Ltd takes 16% commission on all jobs over £100
only 5% commission on all jobs under £100

So you as the artist make: 84% of the gross job total on all jobs over £100
95% of the gross job total for jobs under £100

If you sub-contract a job to an artist of your choice you make 9%-22% of the gross total job.
The artist is paid between 62%-75% at your discretion

Travel costs are always quoted and charged as a separate extra.

Who's Ideal for Us

Typically our franchisees are professionally trained hair and makeup artists who have experience in many areas of work including TV/Film, Theatre, Fashion, Bridal and Corporate.

They are ultimately looking to build a full time hair and makeup business that can give them financial stability and freedom to pick and choose their work.

The franchisee should live in the postcode area they own to keep Beauty Call local to the customer. They should be qualified drivers (except in London) and willing to work flexible hours.

Beauty Call appeals to artists from all backgrounds/experience and doesn't discriminate against age.