

FRANCHISE OPPORTUNITIES



The UK's Only One Stop Shop
Vintage Venues!

Vintage Salon, Photo Studio,
Tearoom, Dance Classes & Hen
Parties - all under one roof



Run your own Le Keux venue and get:

- An incredible training package
- 20-50% profit margins
- 10 potential income streams
- A business model proven over 10 years
- Wrap around support & motivation from Entrepreneur of the Year & Founder Lynsey Le Keux
- That badass feeling that you're nailing your dreams

WWW.LEKEUX.COM/FRANCHISE
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Meet the Founder...



I'm Lynsey and I created Le Keux in 2007. I've grown the business from a small event service to a national brand with the most unique venues in the UK. I've delivered every service and managed every part of my company, so I understand every challenge and opportunity. I know our target customer inside out, what makes her (and him) love Le Keux and come back time and time again. I am crazy passionate about my business, and I will be about yours too.

Before I had bright hair and tattoos, I had a career in business consultancy, specifically process improvement and project management. This is why my business model is watertight. I know how to identify the best way to do something and make a scalable business model that others can easily follow to make a success. I have a degree in Business and Management and a Diploma in Management Consultancy too. I love the creative side of the salon and I am bonkers about the business side; nailing targets and creating a badass business model is what makes me tick. I have been generating a profit since the first year in business. Turnover has grown each year as I honed the processes, perfected services and developed marketing strategies that actually work. I want to help you make a profitable business that you can be passionate about... just like I did.

I know how you're feeling like right now; it was me a decade ago. Dissatisfied and itching to start your own business. I took that leap and I've never looked back. I know you have it in you too, because you wouldn't be reading this unless you were that special person we're looking for. You've already taken the first step to nailing your dreams by requesting this pack. So, take a moment and congratulate yourself, this is big.

I want to be the person to arm you with an incredible wrap around business model and support system that I know you can make into something amazing. That's why we call it a FranTribe, because my franchisees and I are truly a team and a community. Let's do this together.

KEEP SCROLLING TO FIND OUT:

- What Le Keux does
- How much it costs
- What you'll get
- What you'll earn
- What to do next



Welcome to Le Keux...

We are completely unique, multi award winning and the only company in the UK (and we think the world!) offering a hair and makeover salon, hen parties, dance classes, a milkshake bar, afternoon tea, crafting workshops, retail and a photo studio all under one fabulous '50s roof.

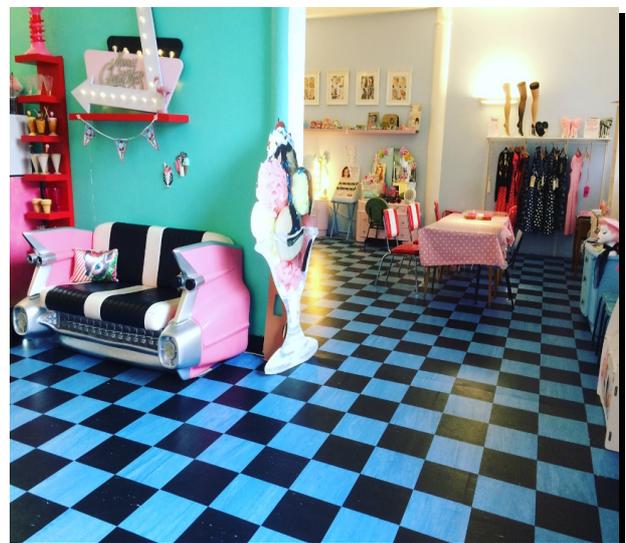
We're now looking for more creative and passionate individuals who can bring our amazing venues to new cities across the UK.



Le Keux Birmingham - The Flagship Branch

Our Birmingham branch is a thriving success with thousands of brides, vintage enthusiasts and passers by visiting every year. Our branch houses:

- American diner milkshake bar
- Retro photo sets / studio
- Party activity rooms
- Vintage hair salon and beauty parlour
- Cosmetics, clothing and accessories retail shop
- Private beauty rooms & nail bar
- Hair Training Academy
- Burlesque / dance studio



**WE OPENED IN 2010... AND
TRIPLED OUR SQUARE FOOTAGE IN 2014!**

As seen on TV...

We have also hired our venue for music videos, magazines and TV and you'll have seen us on: Your House in their Hands (BBC), Marrying Mum and Dad (CBBC), Snog, Marry, Avoid (Channel 4), The Gadget Show (Channel 5), Grazia magazine and Woman's Own.

As seen on TV!



Also recommended by...



LOOK
COMPANY



The Vintage Salon

LEKEUX
EVENTS

Le Keux Cosmetics

Award winning...

We've won awards for our venues, vintage party activities and entrepreneurship. We have been named Birmingham's most unique salon by Grazia magazine and our rave reviews meet we're officially recommended by Trip Adviser.



A typical week...

Our typical weekdays are full with hair cuts and colours, individual photo shoots, bridal hair and make up trials and shoppers. Weekends are filled with wedding hair and makeup, hen and birthday parties where we often house several large groups of women at once celebrating with afternoon tea, dance classes, makeovers and photo shoots.

Our business also extends beyond the salon and we go out to festivals with our pop-up salon, as well as visiting customers homes and venues with our activities and salon services.

We employ:

1 x full time Business Manager + 1 x Hairdresser + 1 x Administrator + 1 x Diner Assistant and 1 x Marketing Assistant. Plus a team of 20+ freelancers and suppliers including hair stylists, makeup artists, dance teachers

Turnover: We have achieved turnover of up to £20,000 per month (seasonal variances do apply and this is dependent upon location, services offered and the efforts of the business owner).



Why join the Le Keux family?

We know what it takes to make a business successful, we've been at it for 10 years after all! Joining our franchise network means you'll benefit from all our hard work, years of marketing and brand recognition, and that means you'll be getting:

- Continuous support, training and mentorship
- 20-50% profit margins*
- 60,000+ followers across all our social media platforms
- Feature page on our website (176,120 views in 2020)
- A proven and profitable business model
- Client referrals from our national partners
- Online shop facility for gift vouchers
- Online booking system set up and ready to go
- Leading digital marketing and lead generation software, all set up for you and simple to use!
- 13,000+ mailing list of vintage lovers

**Based on actual figures from our Birmingham branch*

Training is also essential, so we'll be arming you with everything you need to know in order to run a Le Keux branch. You can choose to take the training yourself, or nominate your team members to receive training:

- **Management training for you:**
 - How to budget, manage finances and plan cash flow
 - How to recruit, train and manage a team of staff
 - How to smoothly deliver a number of events in the same day whilst remaining cool as a cucumber
 - How to care for your customers so much that they come back time and time again
 - How to nail digital marketing across email and social media
- **Creative training for you or your team in:**
 - Vintage hair styling, up dos, curl sets, bridal and modern
 - Make up application and product training
 - Photography and photo shoot direction

You'll also receive a business manual with:

- Instructions on how to run every element of the business
- Bookings forms with terms and conditions
- Spreadsheets for managing cash flow and budgeting
- Proven processes for everything, follow our formula for success!
- Guide to sourcing props and supplies
- All the contracts, legal documentation and expensive documents you'll need to run your business safely

And it doesn't stop there...

You'll receive ongoing support through regular video calls, meetings, onsite visits and training opportunities. You can even opt in to use our central bookings line and customer management system meaning you can remain hands on with your clients whilst our experts handle your customer care, payment processing, phone line and customer enquiries. Or if you'd prefer to do all that yourself, that's fine too!



OUR TEAM AT OUR IN-HOUSE VINTAGE HAIR TRAINING ACADEMY!

And here's some more in-depth reasons to choose a Le Keux franchise...

Creative training for your team

You can opt to focus on the business management as the franchise fee includes training for your team. You recruit creatives and rest assured that they are taught to deliver the high standards of hair, make up and event services synonymous with the Le Keux brand. This is why you don't need a background in salon ownership, photography or catering to be a Le Keux franchisee.

Our franchise fees are very affordable. And we know how to furnish and decorate a venue for under £5000. You'll be able to set up your business for an average of £25000 investment.

Low investment

Multiple income stream

Our business models are designed so that you can choose multiple ways to make money. Our variety of service packages give you the opportunity to earn across events, salon services, catering, retail, adults, children, venue hire, photo shoots and much more. This is why our business model works in different regions; because you're free to focus on the services that work in your locality.

You don't need to be an expert vintage stylist to own a Le Keux franchise either! Our founder Lynsey Le Keux taught herself every aspect of the business without any formal training in hair, make up or photography.

No hair and beauty knowledge needed

Here at Le Keux we believe in the power of passion and drive. We can support you to run a business that can afford to pay others to deliver our creative services, or we can train you in hair and makeup so that you can be hands on.

We have also developed relationships with national companies which mean you'll have the opportunity to accept large party referrals and gift experiences from the get-go!

We have also invested in a leading CRM and digital marketing software that enables us to collect customer email addresses and categorise their interests, location and preferences to allow you to begin marketing to customers in your area before you've even opened. Our software and marketing processes are highly tuned to your potential target market, so you can be confident you're buying into a lead generation system that already works. We work with a digital marketing agency to deliver social media ads which feed carefully designed sales funnels to generate quality leads (and convert them into bookings).

125k+ social media reach

Have you tried to start your own social media pages and come up against the constant challenge of reach, engagement and building likes? Well we've been in the game of digital marketing for over 10 years and we're nailing it! With promotion opportunities across the Le Keux and Diablo Rose social media accounts thousands of vintage loving customers will instantly learn about your branch opening and be targeted directly within your region to promote your new Le Keux franchise.

Our customers love us, and we have our own groupies called the 'Keuxties'. You'll be joining a loved brand with a strong reputation. We know the power of nurturing our followers and this means customer retention, up sales and happy campers!

Loved brand!

What will it cost me?

Initial franchise fee: £15,000 (includes full training, business manual, business set up support, site visits, marketing materials, web page, social media coverage and more).

Initial set up costs: Dependent upon the size of venue and location our average set up costs are £3000-7000 (includes furnishing, décor, supplies and props).

You may need to pay a deposit and legal fees associated with signing a lease too.

Management fee: You'll pay a fee of 7.5% of your turnover each month.

Software fees: Software licenses are approximately £60 per month (includes email account, CRM, invoicing, lead generation, photo editing, online image shop, online booking system, email marketing).

Monthly overheads: Once the business is fully established and dependent upon rent and other variables we estimate a typical branch would cost between £4000 and £5000 per month (dependent upon square footage). This figure includes paying yourself. Typical monthly overheads in the first 6-12 months may be lower if we can support you to negotiate rent relief on your venue, lower business rates and lower staff costs etc.

Optional extras:

Centralised marketing: 2% of your turnover each month.

Use of our central bookings line and bookings team: From £495 per month. This includes taking all enquiries over phone and email, processing your bookings, taking payments, diary management and customer care.

**TO DISCUSS OUR FRANCHISE OPPORTUNITY FURTHER PLEASE
EMAIL LYNSEY@LEKEUXEVENTS.CO.UK.**

**YOU CAN ALSO SCHEDULE A CHAT DIRECTLY INTO HER DIARY
[HERE](#).**