



CHAMPIONBARBERS[®]

A better way to start and grow your own barbering business.

UK FRANCHISING

Better barber shops, better care of barbers – the Champion way.

Welcome!

With the Champion Barbers franchise, you can open your own leading barber's under a recognised brand quickly, affordably and without fuss.

We include everything you need to fit out an attractive modern shop - all in one simple low-cost package - so getting started is easy and you will be earning money sooner.

With many years' experience in barbering and developing successful business, we can help you fill your chairs, get the best returns and then open additional shops.

Dan Champion, our founder, has been where you are today.

Dan knows how tough it is to start a successful barber's shop alone. He learned the hard way opening the first five shops - but you won't have to, because we support you with the benefit of all that knowledge.

Which is why we are passionate about giving our franchisees a fair deal and looking after them better than any other hair franchise.

By joining Champion Barbers, you will get the business you always wanted and the **support of a friendly team that really wants you to succeed.**



The opportunity in a nutshell

This summary gives you the highlights, find out more in the rest of this brochure.

Who are we looking for?

- Barbers who want to open their own Champion Barbers shop quickly, easily and affordably.
- Barbers (and others with industry-experience) ready to step from behind the chair to open and manage several of their own Champion Barber shops in an area.
- Barbers that want to take an existing shop to the next level by rebranding as Champion.

Do I need experience?

- Franchisees cutting hair should have at least 2-years' barbering experience.
- Investors (particularly those opening more than one shop) can either partner with or employ experienced barbers to manage each shop.

Do you understand where I am coming from?

- Yes, we have been where you are today. We know how important this decision is for you.
- We are passionate about supporting you because we have 'walked the walk' ourselves.

Is the business proven?

- Yes. We have operated successfully since 2013.
- Our shops EACH turnover more than £80,000 p.a. and around £200-£300 per chair per day.

What does it cost to join?

Franchise Joining Fee:	From £6,085 + VAT
Territory:	c.40,000 population (i.e., about 3-8 miles radius, depending on location).
Turnkey package including shop fit out, signage, 3 Belmont chairs, mirrors, equipment, marketing, initial stocks, business training etc.	From £15,000.
Other building/ preparation costs:	Usually none/ limited. (The average cost of standard works is included above.)
Management Service Fees:	£100 per active chair, per month. (We don't charge a percentage of your turnover, unlike others.)
Marketing Fund:	1% of turnover before VAT (We are not allowed to profit from this, it's all spent on advertising).

We can also assist you with High Street banks for funding and to apply for Business Start-Up Loans.

What do I get?

- **A 10-year franchise agreement** – (with right to renew).
- **A comprehensive Manual** – with all elements of operation.
- **Easy 'turnkey' setup** – we include standard premises preparation and shopfitting, signage, barber's chairs, mirrors, main equipment, tills and payment systems, booking app, training, marketing, initial stocks (and more) needed to start trading – all in one package.
- **Retail & merchandise** – we include retail displays, racks and initial stocks for our lucrative range of branded clothing (as well as general retail of styling products).
- **Training** (8 days) – initial business training at head office and then mentoring by a leading barbering trainer at your new shop. Ongoing training programmes, support of apprentices and other training resources are also available.
- **Support** – Hands-on support in your opening week(s), business coaching in your first 6-months, regular business support visits, 24/7 remote support, support growing to add further shops and more.

Is a franchise any easier or less risky?

- Joining a franchise is typically far easier and less risky than starting a new business alone. According to the BFA/NatWest survey (2018): *94.5% of all franchised units remain in business each year, but only 50% of other (non-franchised businesses) survive*; and '93% of franchisees claimed profitability'.
- We already have a proven business and recognisable brand that you can copy successfully.
- Our experience means you avoid unnecessary costs, mistakes and risks.

How do I know if this is right for me?

- Take all the time you need to make the right decision without any pressure from us.
- All applicants are given the opportunity to **spend up to 3-days in an existing unit** to experience the Champion brand and business for themselves before committing to join.

What sort of lifestyle will I have?

- You will need to work hard to get the most out of your new business at the start.
- Once successful, you can choose to add staff, rent additional chairs or open further shops to achieve the balance of work and lifestyle you prefer.

When can I start?

- You can get started within as little as two to three months, depending on funding and availability of suitable premises. (Premises are currently relatively easy to find).



Who are Champion Barbers?

Champion Barbers is a growing national brand of barber shops that started in the South of England in 2013.

We have continued to expand successfully since then and now operate five company-owned shops alongside the rollout of our franchise. Our own barber shops each turnover more than £80,000 and we are on track to add further company-owned units in our own area soon.

We are a hit with customers, so we developed a franchise to meet growing demand for us to open in more towns. The franchise allows great barbers like you to set up their own Champion Barbers shop and replicate our success.

Franchisees own 100% of their businesses and are independent traders. By joining our brand they enjoy easier set up at lower cost, higher potential and less risk using our proven business model, and better care through our ongoing support.

Our founder has been in this industry for many years. He has worked his way up to senior positions in sales and management with Wella, Schwarzkopf and GHD, spent a year with Vidal Sassoon, managed a ladies salon, and had formative experiences in franchising before starting his own successful chain of barber shops alone.

He has thus seen the business from all sides, knows what barber's need (and what they don't) and the level of fairness, transparency and support franchisees deserve.

Champion Barbers is built on a passion to give customers great service in shops they love, and to help every franchisee develop the size of business, earnings and lifestyle they want.



What do our barber shops look like?

Good barbering is an art practised by expressive people.

Our shops are designed with a strong brand image to draw customers in from the High Street and to be a comfortable space that they enjoy visiting.

At the same time, we want franchisees and barbers to be able to express themselves with their own flair, so we work with franchisees to include their own personality in some elements of shop design.



What makes Champion Barbers different?

Champion offers you more than other hairdressing franchises – at a fairer price:

- **Our joining fees and shopfitting packages are much lower than most of the competition.**
We still give you a high standard of shop, equipment and training – we just don't add bling and nonsense that your customers don't want and that costs you more – instead, your money goes where it counts (e.g., we include industry-leading Belmont Apollo-2 barber's chairs).
- **Our package includes everything you need to set up** – so you can start quickly without any hassle or worry – because we've got it all together for you.
- **Unlike others, we don't charge ongoing fees on your turnover.** We simply charge £100 per month for each chair that is active (i.e., that is staffed or rented). And we charge nothing in the first 4 months.
- **We include the bespoke Champion Barbers shop management App** – that handles all your bookings, product sales and payment handling effortlessly – at no charge for the first 6 months and only £20 per month thereafter. This makes your life easier and allows you to manage every aspect of your shop remotely whenever you're away from your shop.
- **The app also provides every franchisee with their own online shop** and a platform to send tailored marketing to all customers.
- **We provide every franchisee with a dedicated Social Media manager**, who continually develops social media engagement for their shop(s).
- **We pass on key account discounts and free training from our product partners.**
- **We provide additional income from our successful range of branded merchandise and clothing**, which has proven lucrative in our own stores.
- **Every franchisee gets their own webpage** and content on the national Champion Barbers' website.
- **We provide ongoing training**, support of apprentices and ongoing internal and external barbering competitions to maintain staff engagement and loyalty.
- **We can train you and your barbers in changing skills to meet trends and demand.**
For example, current demand is growing for chemical processes, including perms and colour – and we can train you to offer these to your customers, for higher revenues.

We are passionate about giving our franchisees fairer, better value for money, and more attentive support than any other franchise.

Is it difficult to set up my own shop?

Normally it would be difficult to set-up your own shop, especially alone and for your first time.

Champion Barbers makes setting up your own new shop so much easier AND affordable! That's why our franchise is so much more attractive than trying to create your own shop from scratch or joining another franchise that costs more just because they put style over substance.

We include most everything you need to get started in one simple low-cost package.

We know how to build barber's shops that our customers want to visit – without adding unnecessarily expensive gimmicks, bling and nonsense they don't care about. Champion Barbers is successful and stands out on the high-street because our brand draws in customers, our shops provide the environment they enjoy and our barber's cut good hair!

Starting your new shop is easy with Champion Barbers because we:

- Help you apply for funding to get started.
- Help you find, select and get a good deal on premises.
- Plan and design your shop to stand out at a reasonable cost.
- Handle most elements of shopfitting for you (subject to budget and location).
- Help manage all contractors, deadlines, issues and snagging.
- Provide the barber's furniture you need (3 Belmont chairs, back/front wash, 4 mirrors, counters, retail displays, waiting area sofa or cinema-seats, etc).
- Provide the rest of the services, equipment, consumables and stocks you need*.
*(*Barber's/stylists bring their own styling tools)*
- Provide you with a range of Champion branded merchandise (clothing and accessories) that is a proven good seller in our own stores and thus an additional revenue for you.
- Help you recruit, select and deal with your first barber's/staff as you grow.
- Help you to train and develop apprentices (for better returns and stronger staff loyalty).

- Train you in important aspects of successfully running your new business.
- Help you launch your new shop with an event and dedicated social media campaigns.
- Provide a bespoke application to handle pre-bookings in the run up to opening.

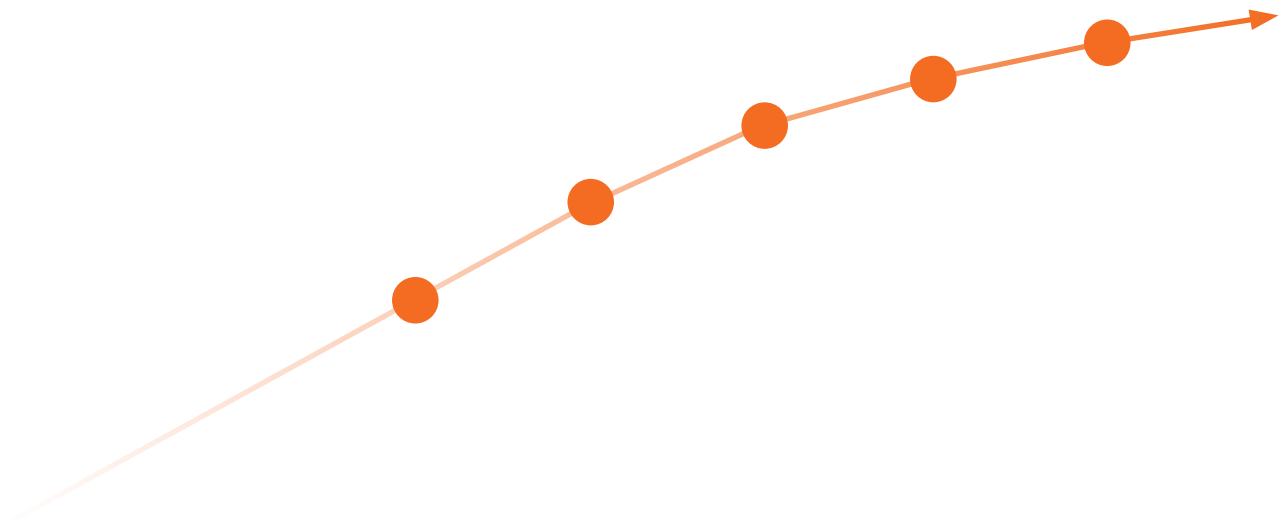
We are by your side at every step. We support you during set up, when you launch, in your first days and months of trading, when you take on your first staff and then whenever you need us – anytime, all the time.

Is it proven?

Yes. We already operate FIVE successful company-owned Champion Barbers shops – with more being added alongside the development of the franchise.

Our turnover has continued to grow successfully in every year since 2013 and we came back to full bookings and healthy ongoing business after the recent pandemic lockdowns.

Our company-owned units EACH turnover more than £80,000 per year and each of our ‘chairs’ turns over between £250-£300 average per day.



An example projection of turnover*:

In our standard model for a single shop (a conservative projection based in proven figures), a franchisee might act as lead-barber and target about £270 on their own ‘chair’ per day (from around the 9th month) at provincial prices (more if in a major city).

On target, they might then add an additional barber (renting a chair) in months 5, 18 and 37 (i.e., filling four chairs within 3 years). These barbers would pay 30% of their earnings to the franchisee – targeting not less than about £195 earnings per day.

Product and merchandise sales are then linked to haircut sales based on a conservative projection of our own proven experience.

This example could generate the following turnover:

REVENUES	YR1	YR2	YR3	YR4	YR4
Income from cuts - Franchisee Barber	£60,375	£74,520	£74,520	£74,520	£74,520
Income from chair rental (@30%)	£9,729	£24,529	£32,292	£47,403	£48,438
Income from product sales	£2,240	£3,843	£4,498	£5,551	£5,703
Income from merchandise sales	£1,928	£3,585	£4,465	£5,577	£5,882
TOTAL Revenues	£74,273	£106,478	£115,776	£133,052	£134,543

** The amount that a franchisee can make can vary and is not guaranteed; any figures quoted in any part of this prospectus are thus for illustration only, as the amount that a franchisee can make depends on many factors including their own activity, local market conditions and the degree of established competition in their chosen territory. These figures are based on the proven sales of company-owned operations since 2013 and are an amalgamation or average of experienced performance after several years of operation. We would advise you to discuss all figures (given to you by any franchise) with your trusted advisors and or a qualified accountant.*

Can I grow? Can I operate more than one shop?

Absolutely!

We positively support all franchisees to increase the number of chairs they operate in their shop, space permitting (4 is usually good, 6 might be the limit) **AND to expand to open several more shops** in their locality if they want to.

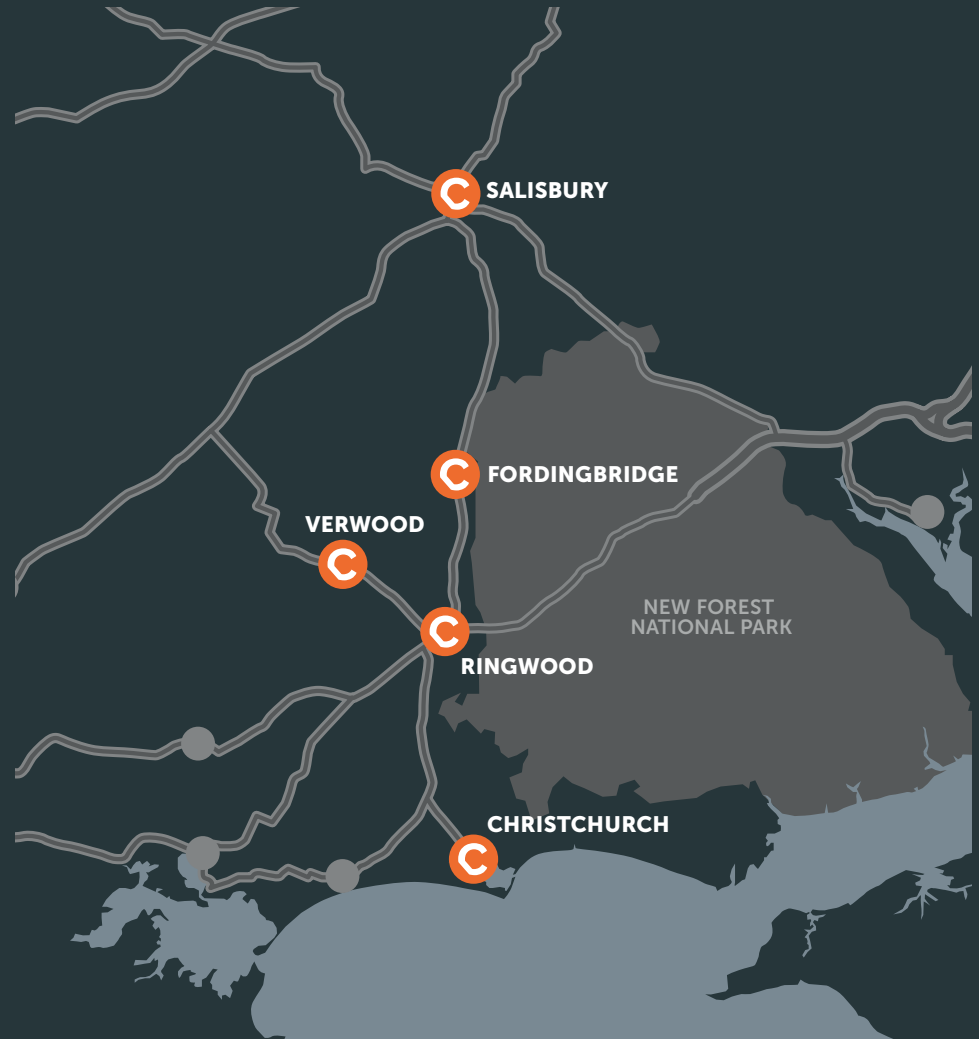
Our own experience was to start with one shop until it reached a peak of sustained bookings in 4 chairs and then to open the next shop in a nearby town to capitalise on that momentum and the growing reputation of the brand.

We continued to expand from there.

The first five shops are all within a stones-throw of each other, which proves the brand can sustain several shops under the same ownership within a fairly small geographic area.

We will help and encourage franchisees to grow in the same way, when they feel ready.

Expanding in this way allows you to command a local market, provide for demand and bookings, offer more convenience to customers, select your best barbers to manage future shops (thus keeping them loyal and engaged) and to develop the lifestyle you want. With several shops and increased income, you can then move from hands-on barbering to just managing things, if you prefer.



What does it cost?

The cost of setting up your own Champion Barbers is not as high as you might think and is less than most of our competition at this level.

You still get the highly visible shop design that our customers love, better setup, quality equipment and more attentive ongoing support than other franchises; we just keep our costs low and don't charge you for things you don't need or for extra bling that our customers don't want anyway.

That's why our package is as much as 75% lower than some other hair franchises.

- Our joining fee starts at only £6,085 (+ VAT) for a territory of 40,000 population (a radius of around 3-8 miles, depending on location).
- The 'turnkey package' of all the shop fitting, equipment and services that you need to get started is from around £15,000.
- Support fees – we don't take a percentage of your turnover, we just take a flat fee of £100 per month for each active chair (i.e., that is staffed or rented).

Most banks – which we can help you to approach - may lend 50% to 75% of your start-up costs (subject to status), **thus reducing your minimum personal investment to as little as half the above** – and we can also help you apply for the £25,000 government start-up loan, if you are eligible.



What do I get?

We can offer you a fully 'turnkey' package that includes most everything you need to start trading within our standard package fee.

That way, you can start trading quickly once you complete training, without having to worry about shopfitting or trying to get together any other set up services or supplies (unless your chosen premises needed any non-standard building works to bring it up to a bare shell).

Our turnkey package includes:

- A 10-year franchise agreement (that is renewable).
- A large territory of around 40,000 population or about 3-8 miles radius, depending on location.
- A suite of induction training over 8-days at your own pace, including:
 - Key Aspect Business training.
 - Getting bookings, sales, marketing and product awareness.
 - Operating a barber's shop.
 - Managing barbers/staff.
 - Barbering and skills tests and mentoring with a professional trainer.
 - Mentoring in your own shop, when open.
- Detailed Operations Manual.
- Premises inspection, help negotiating lease, designs and plans.
- Standard shop fitout (based on a budget for a standard unit without any complications) – including:
 - Painting, flooring, lighting, plumbing, carpentry, general electrics, general decoration and papers.
 - Retail signage, A-Board, 'Opening Soon' banner, other retail branding and framed pricelist.
 - General shelving, retail shelving, branded merchandise displays and rack.
 - Artwork.
 - Project management/ Help with project management.
- Standard furniture and barbering equipment, including:
 - 3 Belmont Apollo-2 barber's chairs.
 - 1 Back-wash/Front-wash.
 - 4 mirrors.
 - Chesterfield-type sofa or cinema-seats set (for waiting area).
- Initial stocks of general styling consumables, branded biscuits/sweets, styling products for retail, branded merchandise for resale, retail carrier bags (paper), tee-shirts for staff use (if they want to use them).
- First 6-months of Champion Barbers bookings & barber shop management APP, online store, setup, standard cash till and credit card terminal.
- Streaming music system.
- Fridge, kettle/coffee filter machine, cups, mugs and glasses.
- Steriliser unit, gowns, towels and basic consumables.
- Launch marketing – including webpage, social media launch and set up, launch banner, opening event, business cards and holders.
- Assistance with your application to banks for funding (using a third party).



Our Vision

Champion Barbers passionately believes that our future lies with the creativity, passion, flair, personality, quality and customer service that franchisees are unique in offering – because they own their barber shops and are self-driven to make them successful.

By looking after and supporting the successful growth of our franchisees, they will give customers a far better local experience than we could through branches.

Your dedication to your own shop, should you become a franchisee, will add to a growing national 'family' of likeminded franchisees that delight our customers and so allow everyone the potential to enjoy well-regarded profitable businesses into the future.

We intend for Champion Barbers to become the UK's best-loved brand of barbers, with a network of up to 200 passionate franchisees developing over the next 10-15 years. We are in this for the long-haul and to benefit our fellow barber's **because we love this business.**



Is Champion Barbers the right business for YOU?

Champion Barbers' franchise is open to anyone that believes they have the personality, creativity, flair, passion and business common-sense to look after our customers, offer the Champion Barbers' experience, manage barbers and fill their appointment books!

An experienced barber can both cut hair and manage their shop(s) – and an investor can also set up one or more shops by partnering or employing a barber with at least 2-years' experience.

Of course, Champion Barbers might be most exciting for those who have experience and want to develop their own creativity and income in their own barber shop – establishing a business that they can continue to grow and manage profitably (with our support) in the future, once they are ready to 'hang up their scissors'.

We'll make every effort to help you make a properly informed decision on whether this exciting business is right for you.

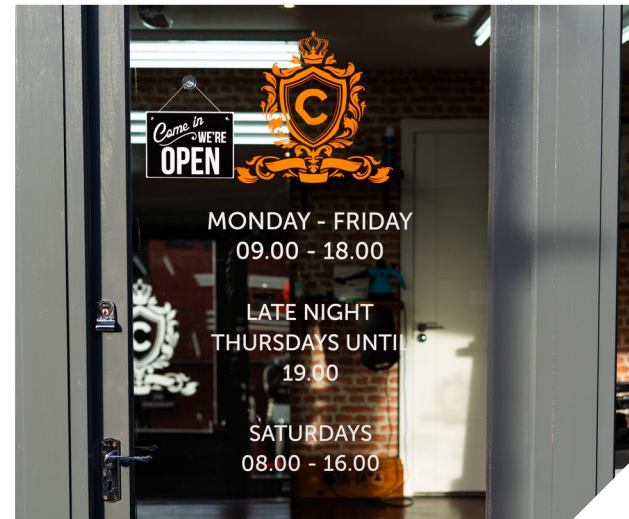
We don't benefit from franchisees that don't suit the business, aren't passionate about what we do or who aren't motivated enough to succeed. So, you can be sure we will be friendly, honest and as objective as possible in discussing your interest.

Later in our recruitment process, **we invite all applicants to spend up to 3-days in an existing unit to experience the Champion Barbers brand, style and business for themselves and to spend time with our team before committing to join.**

That way you can get a real insight into whether this business is right for you.

It is in our interest, as much as it is in yours, that your Champion Barbers business is successful and that it is one that you continue to enjoy and benefit from.

Please ask us any questions you want along the way, we are open, transparent and happy to answer.



Why Not Just Do It Myself?

Going into business for yourself, whether as a Champion Barbers' Franchisee or completely alone, can be a difficult decision. **Here is a comparison.**

JOINING CHAMPION BARBERS	GOING IT TOTALLY ALONE
PROBABILITY CHAMPION BARBERS will help you open as soon as possible and support you every step of the way – so as soon as you decide to join us you WILL get your own barber shop!	Will you really take the risk of setting up a shop completely alone and without any support?
COST We have invested thousands into making YOUR set-up as cheap as possible!	You will have to invest in developing your own business from scratch with none of the experience or savings we can pass on.
SET UP Cheaper, quicker and less painful, because CHAMPION BARBERS provides everything you need to start trading from day one in a 'turnkey' package that includes standard shopfitting. We do most of the hard work for you.	Expensive, slower and more painful because you must find all equipment and suppliers yourself – and unlike us – can't buy in bulk, must trust suppliers you don't know and install systems you haven't tested.
AUTONOMY Although you will be part of our network, the business is still your own and you will be completely free to develop it to the size and levels of success you want, with our support.	You will be completely autonomous but without support.
BRAND You will immediately share in the power of the increasingly recognisable CHAMPION BARBERS name and visible branding, our reputation, hundreds of satisfied customers, established social media, positive reviews and proven marketing.	Starting new and alone, it will take many years for you to build the same reputation, branding, presence and reviews.
SUPPORT It is in our interest that you are successful, so you can bank on the best 24-hour support to help you make the most of every opportunity and deal with every difficulty.	You have no support to help and protect you. You must learn from scratch, possibly making mistakes that could have been avoided.

Why Not Just Do It Myself? (cont)

Going into business for yourself, whether as a Champion Barbers' Franchisee or completely alone, can be a difficult decision. **Here is the comparison continued.**

JOINING CHAMPION BARBERS	GOING IT TOTALLY ALONE
MARKETING As part of CHAMPION BARBERS, you will benefit from national advertising, proven local marketing initiatives and continuing marketing advice and support. Because we operate a national advertising fund, we also have more buying power, so our spend creates more impact.	All your marketing will be local and expensive if you try to create the same impact that our national network can.
CUSTOMER LOYALTY SCHEMES & MARKETING Our Champion Barber's App has the power to operate valuable customer loyalty schemes, targeted marketing, promotions and an online shop dedicated to each shop. And because the App is bespoke to us, we can update it as the needs of our franchisees change over time.	It's unlikely that you will find this functionality AND flexibility in another off-the-shelf App and it is likely to be more expensive.
STAFF LOYALTY SCHEMES & COMPETITIONS We all know that top barbers (like other stylists) need to be kept motivated or they will start looking to move up or move on, like you are by considering this franchise. CHAMPION BARBERS will run exclusive barber loyalty, apprentice training, skills and creative development programmes and internal and external competitions. These all keep your barbers fresh, loyal and eager – which means you keep them longer.	Without interesting loyalty, development and competition programmes, you will find it more difficult to retain top barbers – so you will spend more time and money on recruitment and training with less return.
SECTOR KNOWLEDGE Because CHAMPION BARBERS is rolling out nationally, we can keep you up to date with and react to national trends in our industry – so you will be able to continually meet changing customer demand, regulations and expectations.	It is difficult to keep up with new trends and market changes whilst concentrating on day-to-day duties in an independent small business. You are likely to miss the opportunities competitors (like us) can prepare for through enhanced market-intelligence.

How do I find out more?

Contact Us!

If you find Champion Barbers interesting from what you have read so far and want to be part of our rewarding and profitable business, simply:

Call on:

07976 592 191

Where we'll be happy to discuss your interest in a friendly open chat and invite you to meet one-to-one or, if you prefer, during one of our fun Discovery Days amongst other applicants (where we introduce the franchise, get a couple of our existing staff and or franchisees to chat with you and tour one or more existing shops).

Or

Drop us a line at:

franchise@championbarbers.club

To set up a meeting, attendance at a discovery day or simply to ask us any questions you wish.

What happens next?

There's no cost or obligation at any stage of finding out more about us before signing up. We know this is an important decision for you and your family, so will help you in any way we can until you're sure you want to proceed.

We're a family too and want to look after yours.

You can call us as often as you like, have as many meetings as you want and come to as many Discovery Days as you need to help you make your mind up at no cost to you.

Take care, we look forward to helping you.

D Champion

Dan Champion
Founder





CHAMPIONBARBERS[®]

www.championbarbers.co.uk

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