



headlines



headlines

Clynol Support

As you will be part of the Headlines Group you will immediately receive all the benefits of Gold Account Status:-

- Discount on products **40%**
- Promotional budget – 5% of net turnover
- Training Budget – 5% of net turnover
- 0% Finance
- Free National PR through Louise Wood PR Consultant
- Quality technical support
- Personalised promotional material and the opportunity to participate in major group promotions
- Staff incentive programmes (Group and individual salons)
- Presence at major events with Clynol including Salon International
- Opportunity for team members to join Clynol Protégé Young Artistic Team 2000 Protégé – James Worrall – Headlines
- Training and education

Tigi Support

As you will be part of the Headlines Group you will immediately receive all the benefits of Diamond Account Status.

- Free back wash products
- Invitations to National Conferences
- Education and training
- Represent TIGI in road shows and Salon International

All these major players have a vested interest in supporting and making you successful as YOU in turn help THEM become more successful.

The next move

If you have the talent, drive and ambition to take this further and become part of this success story

Phone Tony Ball on

0797 105 5984

To arrange the meeting that could change your life



Are you ready for the move up to your own salon?

“success by association”

the ultimate win win situation

www.headlines-sheffield.co.uk

Introduction

The fact that you have requested this brochure means you have taken the first step on the ladder to owning your own successful Hair and Beauty Salon. I know you will be curious so let us tell you a little about who we are and what we are all about.

The Headlines Group

Headlines is a dynamic, expanding hairdressing group, comprising of six salons and a training academy in and around the Sheffield area, South Yorkshire. The company was founded in 1976 and the past three years have been a period of planned expansion in conjunction with Greens Plc Health and Fitness Centres.

Our achievements are many but we are particularly proud of the fact that we won the British Hairdressing Business Awards in 2000 & 2001 for Training & Salon multiple of the year (this salon being in a health and fitness complex) we were also awarded a commendation in the 2001 National Training Awards. The only hairdressing company to do so out of 750 entrants nationally.

The Concept

Headlines have been contracted by Greens Plc to organise the operation of the Hair and Beauty Salons in the UK expansion of the Greens Health and Fitness Centres.

These are state of the art 35,000 sq. ft, new build, multi million pound operations, that have memberships of 4000, A,B, and C socio economic groups. These groups enjoy a higher than average disposable income and more importantly for **YOU** and **US** care about their image.

Success through Association

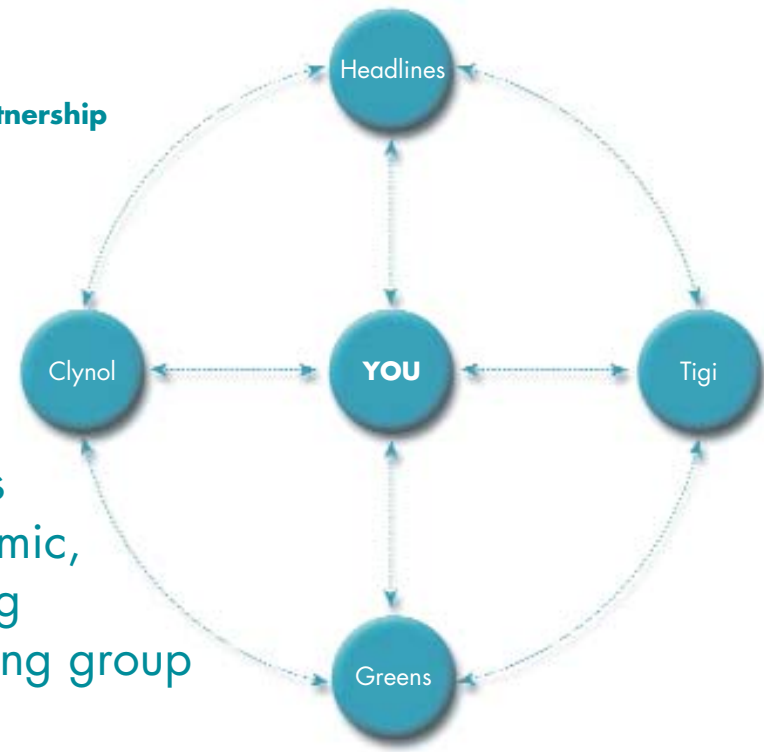
Opening your own salon has always held a risk element, a recent survey by the C.B.I. indicates that 68% of all new unsupported, stand alone businesses fail within the first year. With this in mind Headlines have put together a fabulous package that has made opening your own successful salon a reality and as easy as possible in every way.

We have taken all the negatives out of opening your own salon.

- High Overheads
- No support or systems
- Service bills:- Electricity, Rates, Water, Gas etc.
- Lack of Experience
- Expensive Advice
- Lack of New Clients
- Inflexible Loans
- Undesirable Salon Position
- Interest Rates
- Poor Deals from Suppliers
- Expensive Shop Fits
- Expensive Advertising
- Bank Managers
- Onerous Leases

And replaced them with an easy entry stress free, package with a proven formula for success.

Headlines Partnership Support Circle



Headlines is a dynamic, expanding hairdressing group

The Headlines Group Support

- Award winning systems and concepts
- Area manager and Head Office support
- Ready to walk in architect designed Hair and Beauty Salon
- Brand awareness
- National and local promotion
- Proven track record
- Training & education
- Free computerised appointment and Business system.
- Immediate Gold Account status with Clynol and Diamond Account status with TIGI

Greens PLC

- Unique multi million pound prestigious air conditioned environment
- 4000 membership
- Pre opening marketing
- Staff benefits, free memberships and concessions on food and drinks
- Free parking
- No competition
- Access to mailing list
- All services inclusive
- In house marketing
- Open to non members
- Free printing of business card & promotion