

priceattack

the authority in hair

THE BUSINESS OPPORTUNITY

Be *YOU*. For *YOU*.



PRICE ATTACK

Brand History



**SALON'S BEST
FRIEND BRAND**

1980s



**BRAND
HEYDAY**

1990s



**BRAND
REBIRTH**

2000s



**BRAND
REJUVENATION**

NOW



Be *YOU*. For *YOU*.

Being your own boss and making it big: it's a dream many of us have, but few of us ever realise. The world is made up of two types of people:

- Those who think of every reason not to do something
- And those who grab every opportunity and just do it!

It's those who dare to dream that often find the most success in life. They say the people who are crazy enough to think they can change the world are the ones who do.

OWN YOUR OWN LIFE



priceattack Values

PERSONALITY

Confident, ageless, lively,
pure, professional, REAL.

CULTURE

Inclusive, people-first,
educator and trainer,
down to earth.

SELF-IMAGE

Confident, effervescent,
real beauty, refreshed,
up-beat, feeling damn-fine



the authority in hair



Professional Brands. Expert advice.

At Price Attack we've been helping Australians discover their style for over 30 years, and making sure our customers leave our stores feeling elated with their new look and delighted with their product purchase.

We're one of Australia's most successful retailers of professional hair care. In numbers, that means over 70 stores nationwide. But we're much more than numbers. We're here to deliver a positive and memorable experience for every client, every time. And we do this through friendly service, expert advice, great value products and services, and a vibrant store experience.

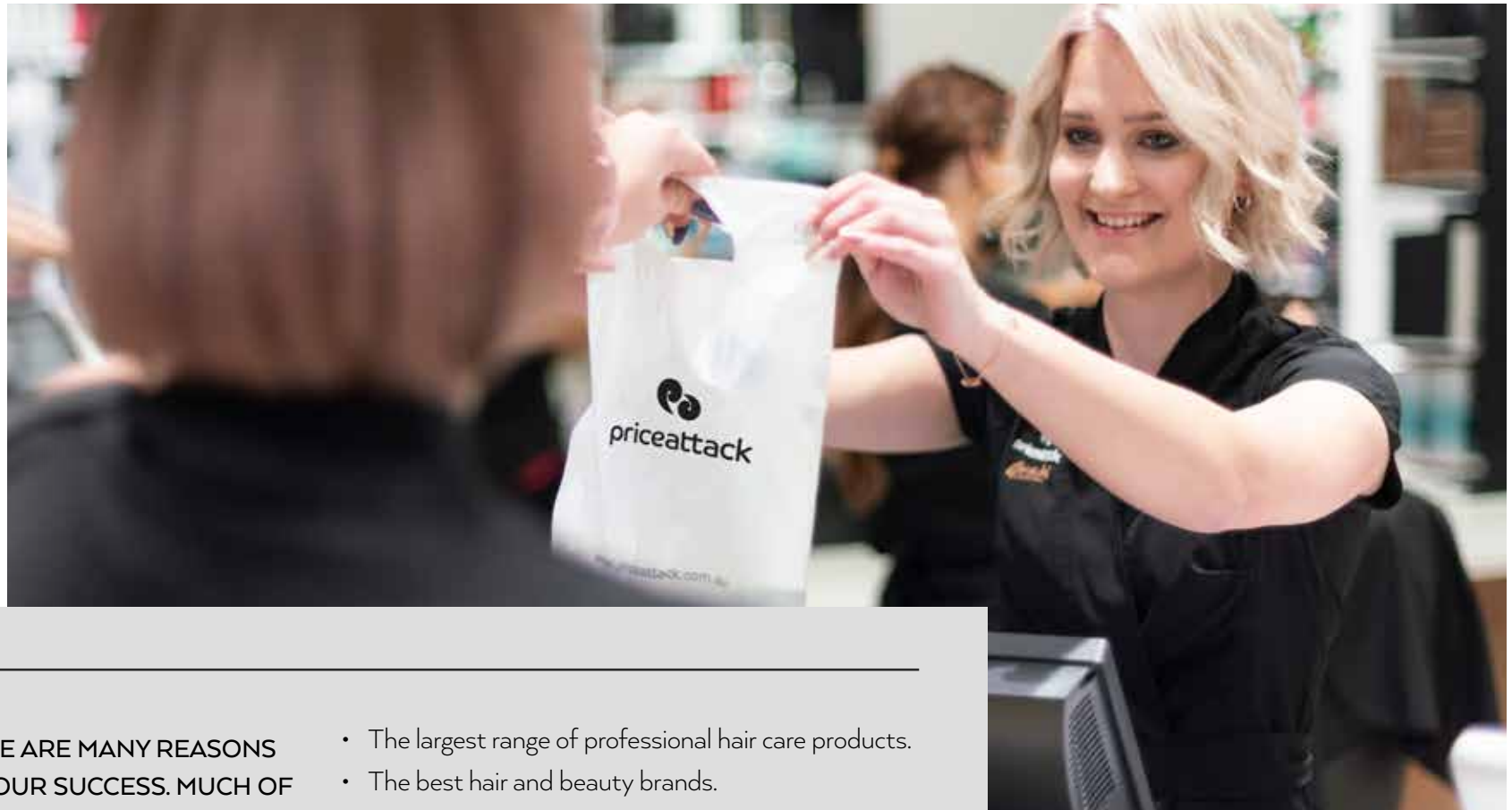


A cut above.

It's the perfect destination for everything hair. Inside every Price Attack is a full service salon, a highly qualified team of passionate hair stylists providing our customers with professional hair care products and expert advice.

We're just here to help you on your way. Price Attack franchisees benefit from bulk-buying power of our national group. We negotiate and secure the very best prices, exclusive deals, advantageous trading terms and rebates with top suppliers. We can offer the best value to our customers. And great earning potential for our franchisees.

PRICE ATTACK IS MORE THAN A STORE.



THERE ARE MANY REASONS FOR OUR SUCCESS. MUCH OF OUR WINNING FORMULA IS SIMPLY DOWN TO GETTING THE BASICS RIGHT:

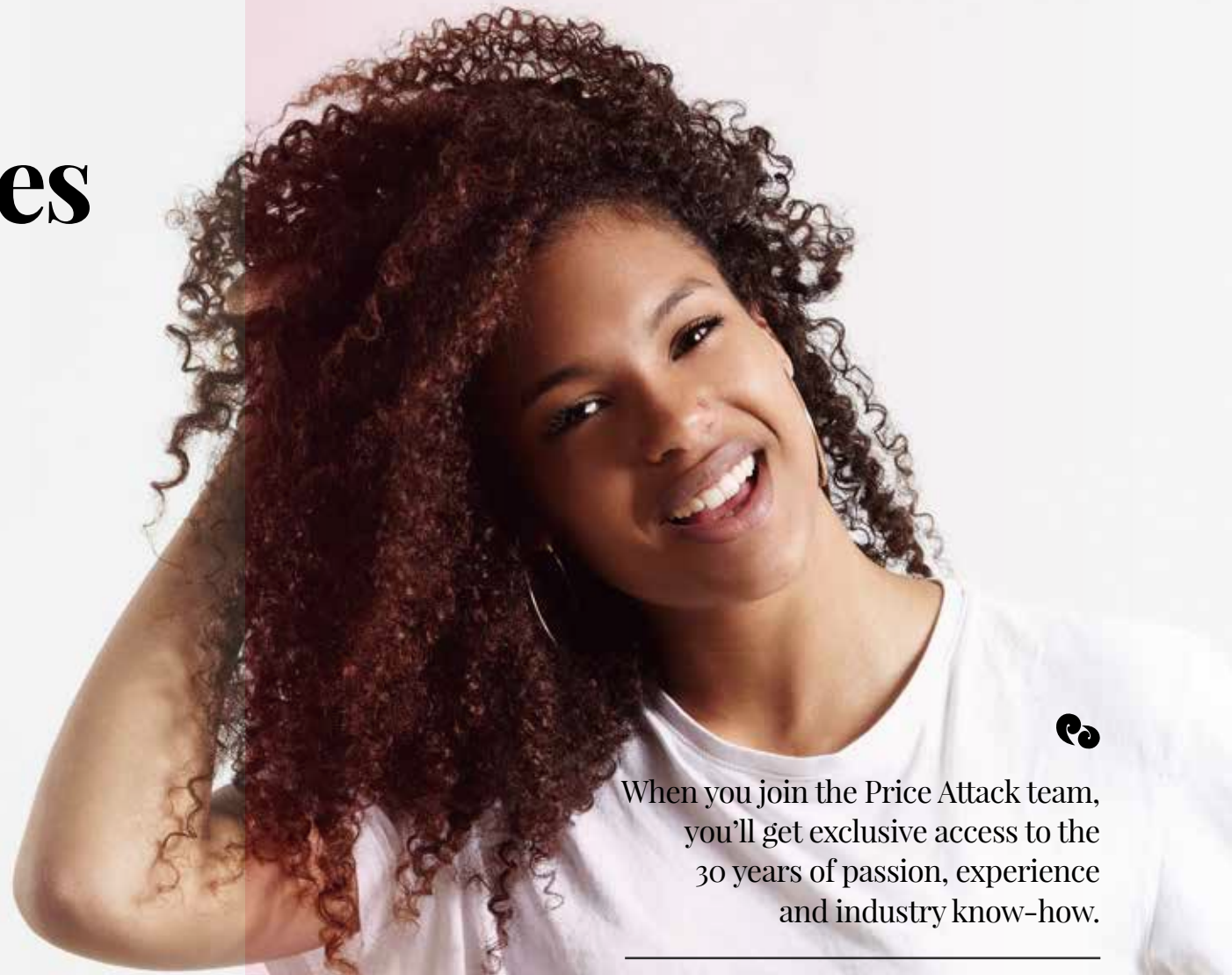
- The largest range of professional hair care products.
- The best hair and beauty brands.
- Great value.
- Friendly, expert advice.
- Exceptional hairdressing services.
- A fun and hassle-free shopping environment.
- Fantastic staff.

Huge volumes of support.

OUR SUCCESS DEPENDS ON YOUR SUCCESS.

Nobody goes into business to do *just okay*. We understand that. You take the next step to be a success story and reap the rewards and we'll support you all the way.

When you join the Price Attack team, you'll get exclusive access to the 30 years of passion, experience and industry know-how that have put us right at the top of our game.



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FRANCHISEES HIT THE GROUND RUNNING.

Put simply, a business franchise is far more likely to succeed than most small business start-ups and are typically more profitable from the outset.

Why? Because when you buy into a franchise, you're hitting the ground running.

You're part of an established network with proven systems and a brand people know and trust. You'll have a team of experts behind you, guiding you to success and although you'll be in business for yourself, you won't be all by yourself.



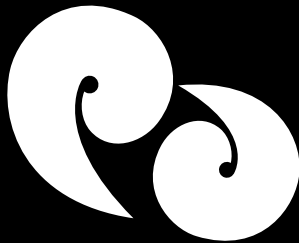
Although you'll be in business for
yourself, you won't be all by yourself

We have a proven formula for success.

Some brands do business better than others. Price Attack is one of Australia's most trusted professional hair care brands, with a proven formula for success that's been 30 years in the making.

Our next evolution of the brand is meeting the customers' expectations head-on and delivering a unique in-store experience. This is just the beginning.





GUARANTEE

If for any reason you are not completely happy with any product we recommend, we will gladly exchange it for the product that is right for you.





We have a proven formula for success.

WE'LL HELP YOU BRUSH UP YOUR SKILLS.

**I've never worked in the hair industry – do I
need to be a hairdresser to own a Price Attack?**

While it is an advantage to have some experience working in and around the industry, it is not necessary in order for you to succeed. Our comprehensive franchise model assists you in the critical areas of training, team development, marketing and product selection. If you are passionate about your business, we give you all the tools to succeed.



01



02

INDUCTION, TRAINING & FIELD SUPPORT

What kind of support can I expect from Price Attack when I first join the brand?

We offer you a complete induction program to help set you up for success and show you the Price Attack way. Your Business Development Manager will work closely with you to provide ongoing training and support at store level. We'll be there every step of the way.

POINT OF SALE

Price Attack's national point of sale system, has been customised to meet the needs of the Price Attack business model and franchisee requirements.

03





We have a proven formula for success.

MARKETING RESOURCES

Campaigns that connect with customers and drive sales are a key ingredient to success. But creating an effective marketing plan and materials require expertise and resources beyond the reach of many business start-ups. The good news is that when you're part of the national Price Attack group, you'll have access to all our marketing resources.



04



05



GUIDING YOU EVERY STEP OF THE WAY.

Success isn't something you're born with. It's something you earn. So don't worry if you don't know much about the hairdressing industry – or have no previous experience in retail. We're here to guide you along the way and teach you all you need to know.

Our comprehensive training program will educate you on all the aspects of running a successful Price Attack franchise – from budgeting and financial planning, to salon and store management through to sales and customer service.

We have a
proven formula
for success.



06



THE PRICE ATTACK SALON DEVELOPMENT TOOLKIT.

We build relationships with our franchisees the same way we build with customers. By having a customer-first approach, championing staff and an accessible support network, we're on the ground with you.

We've put together a valuable Salon Development Toolkit that will help franchisees develop their own staff and offers ongoing product education and sales training.

It will ensure every staff member understands the needs of the customer and is constantly trained in the latest techniques in line with fashion trends.



The Support Team

Price Attack has invested significantly into infrastructure to provide the best support for our business owners, staff and customers. The support starts from the top with the National Support Office ensuring you have all you need for a successful business to grow.



MARKETING

Brand
Campaigns
In-store material
Digital
Website
Social media



DEVELOPMENT

New store design & development
Construction & shopfit
Lease administration



OPERATIONS

Business development
Operational support
Store strategy planning
Ongoing training



TRAINING

Retail & Salon education
Product & technical training
Manager workshops



TECHNOLOGY

Point-of-sale system
Information services support
Intranet



FINANCE

Reporting
Financial modelling
KPI analysis



PRODUCT DISTRIBUTION

Ordering made easy
Trading terms and purchasing power



EXECUTIVE

Vision
Experience
Strategy



Greig & Katrina

What attracted you to the Price Attack brand?

Greig and I were both from the hair and beauty industry in a sales capacity. At that time there really was nothing quite like Price Attack for such a large range of hair and beauty products.

Greig's strength was definitely sales and ordering, whereas mine was staff training and sales. We were excited about becoming a part of the Price Attack family because it allowed us to celebrate those strengths and passions in a supportive and strong environment.

What are the benefits of becoming a Price Attack franchisee?

Being able to manage your own time around family commitments and work.

Can you highlight what a day in the life may look like for a Price Attack franchise owner?

Every day is a little different, some days are spent entirely on paperwork and then you have others where you may just be working on the floor serving customers and ensuring the salon is running smoothly.



Price Attack has given us the freedom to build a profitable business whilst raising our children. We really feel fortunate in that we have not had to sacrifice one for the other.

My day is a little different, I look after the staff so rosters are checked, planning and rostering any sick leave or holidays. I am also in charge of inducting, training and recruiting staff. We hire apprentices on a regular basis to learn and grow with us. Most actually end up staying.

I will also set targets and help staff monitor these throughout the week. Both Grieg and I work out the front in the retail area with serving customers.

In your opinion, what does it take to become a successful Price Attack franchisee?

You need to be a great leader, by this I mean your people need to be important to you and high in your priorities. If your people love you and your business, you will be successful.

In this current retail climate it takes continuous presence, whether that is via working alongside your staff day to day or being available for encouragement and motivation. You need to be proactive and positive, and you need to monitor performance closely.

What are your words of advice for anyone looking to purchase a Price Attack franchise?

This is where you will see the most growth if handled correctly. Be ready to invest in developing your staff to build up their skills and performance.

How has being a PA franchise owner impacted your life?

Price Attack has given us the freedom to build a profitable business whilst raising our children. We really feel fortunate in that we have not had to sacrifice one for the other.

It has financially enabled us to travel with our family and have some lovely holidays.

It has taught us so much in how to effectively and positively handle people from all walks of life and across many diverse situations.

In the 14 years our children have listened to many stories about business and employment, and I feel this has empowered them to be far more confident and capable.





A hair & beauty destination





SIX STEPS TO OWNING

A Price Attack store

01

We will invite you to one of our information evenings – these are brief informative sessions that give you an insight to our business and help you decide if you'd like to know more.

02

We will arrange for a one on one meeting to find out a little more about you and to showcase the business in more depth.

03

You will have some documentation for you. We give you a couple of weeks to work through your due diligence on the business.

04

Once we've agreed on a suitable site, you'll be asked to prepare a business plan for the location.

05

Following your due diligence, we will organise a final meeting to ensure that you and Price Attack are the right fit for each other.

06

You will become an approved Franchisee and we will work with you to match you to either an existing store or new site opportunity. Let's have a chat.



Frequently asked questions

1. What are the typical hours of trade?

Generally, the standard business hours are 9am – 5:30pm, Monday to Saturday (9pm Thursday or Friday); and 10am – 4pm Sunday.

2. How much time do I need to spend in-store?

As with any new business, the initial investment of time required while the store develops a foothold is fairly significant. However, as Price Attack is quite process-driven, this typically reduces over time. It is critical at all times to be engaged with the business performance though, even when not in-store.

3. Is it possible to have multiple locations?

Yes. Many of our Business Owners have multiple locations. The Price Attack business model lends itself to owners who have strong financial and team management systems that can be leveraged across additional sites.

4. Who supplies the products?

Price Attack's distribution centre provides our stores with significant operational savings, along with solid preferential trading terms that are negotiated on your behalf with our supplier partners. Our products are supplied via our DC as well as directly via our independent trading partners.

5. Who determines the right location?

The Price Attack Franchising and Leasing department sources the locations, but we are also open to any opportunities presented to us by prospective business owners. The viability of any location will need to be established through consideration of traffic flow, occupancy costs, exposure, market demographics and the success of other retailers in the trading area.

6. Who manages the development of my store?

We manage the design, construction, opening inventory and equipment with the involvement of the Business Owner. We also assist with initial recruitment and training. Ongoing, the day to day operations of the store are the responsibility of the Business Owner, in accordance with the Price Attack Operation Guidelines.

7. Who holds the lease?

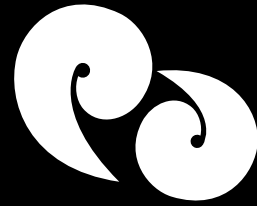
This depends on the site. Typically, the lease is held by the business owner, however some sites are held by Price Attack Australia.

8. What income can a Business Owner expect to earn?

This is dependent on a number of factors, including your level of involvement in the operation, sales performance, cost management, occupancy costs, location and market. We have developed a number of business models that can provide indicative scenarios relative to revenue and expenditure, but these are only guidelines.







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