

Virtual Brochure

Nikita Hair USA



Main Site

Amazon Proof

You can't cut your hair on internet, yet!

- **About the hair and beauty industry:**

Revenue for the Hair and Nail Salons industry will continue to steadily grow over the five years to 2022, increasing at an annualized rate of 2.1% to **\$62.0 billion.**

OUR FOUNDER

Inger Ellen Nicolaisen

- Self made entrepreneur from humble beginnings, became a mother at age 15.
- In 1984 she founded Nikita Hair, with her first salon in Scandinavia.
- Not only has she grown a large and strong company, she has raised a large family as well.
- Inger has given birth to 3 children but has 14 children who call her mom.
- 11 of them are from an orphanage's home in Eastern Europe.
- Inger is the founder of A Hand to Children Foundation. For more than two decades she has actively worked to help children.



Mother & Daughter Powerhouse Duo/ Our Founder

"Our differences are our strengths – and our strengths are our differences"

- Daughter of Nikita's Founder Inger Ellen Nicolaisen, Christinah Nicolaisen took over as International CEO in 2014 and has continued to grow the company.
- She has gained a strong grasp of the hair and beauty industry from a young age. Like her mother, she too; is an ambitious career-driven woman.
- Christinah studied business and fashion at European Business School of London, London College of Fashion, Central St. Martins and several leading universities in Spain, Mexico and France.



Sheer Success

The Nikita Hair Concept

RECRUITING

A concept that
attracts loyal clients

SALES

Higher margins
= no distributor or
"middleman"

**A CONCEPT
LIKE NO
OTHER**

A concept that
attracts hair stylist

LOYALTY

Product sales up to
4X the Industry
average

MARGINS


NIKITA®
HAIR

The Nikita Adventure

- Nikita Hair has become one of the most profitable hair salon chains in the world with 150+ locations and over 1,000 employees.
- Its proven franchise model in Europe and proprietary seven-step training process is easily replicated in the United States, where Inger Ellen Nicolaisen sees limitless growth opportunities in the \$62 billion-dollar beauty industry.
- The brand is gearing up to open Nikita Hair salon number 152 in Mason, Ohio in the US Q1 2020.














- Brand Store
- ✓ Exclusive use of Nikita Hair brands, logos and likeness
- ✓ Immediate recognition from nationwide branding efforts
- ✓ Social media channels
- ✓ Digital marketing through SEO and SEM
- ✓ Grand Opening support










Elisabeth Styling Chair
 Malia Shampoo Shuttle with
 Brauns Hair Processor
 Premium Salon Trolley
 Cutting Stool
 Eye-Vac Pro Electric Dustpan
 Child Seat

You can download all Brand assets and have them printed at your local print company.

[Print Collateral](#)

-  Nikita Business Card template
-  Appointment Card
-  Service Ticket
-  VIP Card
-  Student Discount Card
-  Refer a Friend Card
-  Review Promotion
-  Menu of Services
-  Nikita Guarantee for reception
-  Series Savings Card
-  Happy Hour Promotion

-  Nikita Cash
-  Refer a Friend Card
-  Our gift to you
-  Family Gift Card
-  Gift Card Free Treatm
-  Voucher Eleni and Chi
-  Dry Hair Styling Flyer

Nikita Hair Operations Manual:

Our online platform that accessible 24/7, to help you as a reference for salon operations.

NIKITA

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Letter From The Founder

The Story of Nikita Hair

Nikita Hair Franchise Management Team

Nikita Hair Franchise LLC Mission Principles & Promises

Company Principles

Develop our Team Members

Expand our Business Profitably

Our Promises to the Client

Company Principles

Develop our Team Members

Expand our Business Profitably

Our Promises to the Client

Related

Our Leadership

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Company Principles

Develop our Team Members

We strive to provide the tools and environment necessary to bring both personal and professional development to each of our team members. We believe in investing in our team members. We inspire and teach our team members in the Nikita Concept which includes:

- "All About You", personal development
- 7 Steps to Success
- Business Academy and Our Leadership

Expand our Business Profitably

We must steward the financial resources of our investors wisely. We strive to return the highest profit possible under the guidelines of our objectives. This is achieved through constant innovation and improvement, creative marketing, reducing costs, listening to our clients, and team members, as well as, fulfilling our commitments.

Our Promises to the Client

Each client is our most important client! We understand the needs of each client and tailor our service to provide them with the right personal advice and result. We have Nikita's "7 steps to success" client program that takes care of the client from A-Z. This is our recipe for success.

NIKITA

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The "Nikita" Name


The Founder

Nikita Hair Franchise Management Team

Nikita Hair Franchise LLC Mission Principles & Promises

Company Principles


The Story of Nikita Hair



Nikita Hair is one of Europe's largest and leading chain of hair salons. Over the course of more than 35 years, we have had the pleasure of serving several million clients, and our highly skilled hairstylists across several countries are ready to provide clients a great hair and "a great feeling!"

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The Story of Nikita Hair



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Chapter 1: Introduction

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Chapter 3: Franchisee Training Requirements

Chapter 4: Staffing Your Nikita Hair Franchise

Chapter 5: Our Salon Values - MOVE UP!

Chapter 6: Salon Operation and Maintenance

Chapter 7: Administration

Chapter 8: Reports, Audits & Inspections

Chapter 9: Marketing


Chapter 10: Sales & Service Pricing

Chapter 11: Insurance Requirements & Risk Management

Chapter 12: Corporate Structure and Financing

Operational manual


Welcome to Operational manual



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Operational manual

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Grow With Us

Its proven franchise model in Europe and proprietary seven-step training process is easily replicated in the United States, where Inger Ellen Nicolaisen sees limitless growth opportunities in the \$62 billion-dollar beauty industry.

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Timelapse video is added to the Google Drive for Fransoft***

MEET THE US TEAM HERE TO SUPPORT YOU

- Mark Kartarik is President of Nikita Hair USA.
- With more than three decades of experience leading executives at major salon franchises, Kartarik will help guide and provide strategic oversight to the leadership team. Kartarik will be tasked with growing the brand through franchise partnerships, helping set fire to U.S. expansion.
- Group Controller Briquell Morales, Brand Manager Mikel Pasquale, CEO Andrea Lyman and Digital Marketing Manager Shannon Opeka



Testimonials

Nikita Hair Franchise, Norway Since 1990- Signe

- I have been a Nikita Hair franchise in Norway for 29 years. It has been amazing to be a part of this adventure that all started with one salon in the north of Norway. The enthusiasm and culture is one of the keys that makes the salons successful. We grow together!

Nikita Hair Franchise, Norway Since 2000- Sissel (NEED PIC)

- I have been a Nikita Hair franchise in Norway for over 20 years, the best thing is giving clients a great feeling, keeping them long-term, and the opportunity to grow in the industry. Strong culture, education, and our amazing concept make Nikita Hair stand out. A great feeling is something we all share, salon owners, stylists, and clients. I love my business!



Testimonials cont.

Tushar Patel, Mason, Ohio

- I wanted to open my Nikita Hair Salon because of its concept, history of success, and stood it apart from other hair salon franchise opportunities. With my passion for hair and beauty there is no better investment for me. It's an exciting industry, with strong continual growth. There is nothing better than helping others to feel and look great!

