

The door is open for franchise success at

Natural Looks[®]





Welcome from our CEO

In 1993 I opened my first small Natural Looks shop in the vibrant streets of the Jordanian capital, Amman. My aim was to offer Middle Eastern customers all the benefits of UK manufactured natural beauty products. Right from the beginning and continuing to this day I have taken an active role in the day-to-day running of the shops. Today, Natural Looks has outlets across Jordan including shops in all the major retail malls in Amman. I recognise the value in listening to customers and incorporating their ideas into our ever evolving business. The results have been phenomenal, with Natural Looks becoming a household name in Jordan and the products being popular with all generations. I believe we have achieved the perfect balance between today's technology and traditional natural recipes using ingredients from around the globe to achieve the highest possible quality. Natural Looks is 'Famed for Fragrance' and each extensive toiletry range has a signature fragrance: harmonious blends of soft florals, warm woods, tangy fruits and seductive musks. These are combined with the finest cleansers and natural moisturisers to offer complete body-care collections. Natural Looks continues to move forward through innovation and inspiration with a firm commitment to create luxurious, affordable personal care products to make every day special.

It is my pleasure to welcome you into our business family and offer you the chance to prosper from our many years of experience.

This brochure gives you a glimpse of the enormous opportunities you will gain from acquiring a franchise and an insight into the type of franchisees that will be successful.



Riyadh Alkury



Who are we and what are we offering?

Since the opening of the first Natural Looks shop over 20 years ago the company has expanded and now runs a chain of both company owned and franchise shops throughout Jordan.

The company owns and operates a UK manufacturing plant which incorporates research and development laboratories. This ensures rapid response to ever-changing consumer demands and trends. Our own manufacturing base enables us to offer highly competitive stock prices providing healthy profit margins and ensures a fast moving supply chain.

We are now responding to increasing demand from the global market by opening up to international franchising. We are looking to expand our business through different franchise package offers which will be dependent on local market conditions.

- **The first is the opportunity to become a Local Area Development Franchisee to import all of Natural Looks products into a particular territory and be responsible for a number of franchise shops.**
- **The second is a smaller Single Shop Package designed to set up one stand-alone shop.**
- **The third is a Concession Package designed to stock an island or kiosk in a shopping mall.**





Why franchising with Natural Looks will be good for you

So much to be gained from taking the franchise route:

- **The chance to replicate a proven profit making business, thereby reducing the risk of failure.**
- **Protected Industrial and Intellectual property rights.**
- **The supply of branded beauty products direct from our own factory ensuring a cost effective business.**
- **Full knowledge and support of an experienced franchisor team, including: training, set up, service portfolio and pricing strategy.**
- **Support and guidance with product registration and other regulatory matters.**
- **Opportunity to purchase accessories and marketing material from Natural Looks.**
- **A uniform store image with advice on layout and specially designed furniture.**
- **Content Management Information System and Electronic Point of Sales software to enable you to run, monitor and develop your business on a day to day basis**
- **Continuous research and development to produce new business propositions and product offerings.**



Specific packages

Local Area Development Package offers:

- **The sole agency for Natural Looks products within the agreed territory for an agreed time.**
- **The opportunity to sell products through multi retail channels.**
- **The opportunity to sell and profit from franchises within the territory.**
- **Discounted product prices.**

Single Shop Package offers:

- **Agency rights for Natural Looks products within the agreed territory with the opportunity to extend.**
- **A reduced minimum order quantity.**

Concession Package offers:

- **Rights for certain Natural Looks products within the agreed territory with the opportunity to extend.**
- **A reduced minimum order quantity.**

What makes Natural Looks stand out from the crowd?

- We have something for everyone – huge variety of fragrant, colourful and attractive skin & hair care products with excellent fragrances.
- Quality products containing natural ingredients that have been tried and tested for over twenty years, with a loyal customer following ensuring a high level of repeat sales and customer referrals.
- We put great emphasis on staff training to ensure a knowledgeable and personal shopping experience for customers.
- We provide assistance to arrange custom-made gift baskets and boxes for any budget for any occasion.
- Our prices are affordable and competitive.

Do you have what it takes to be a franchisee?

We are looking for companies or individuals who:

- Show evidence of success, ambition, energy and motivation.
- Demonstrate a track record of running successful businesses, ideally within the retail sector, though not absolutely essential.
- Have access to sufficient financial resources to develop and manage the Natural Looks franchise business on an on-going basis.
- Have access to relevant banking, taxation and legal matters.
- Show evidence of people skills and consideration for employees and customers alike.
- Most importantly, share a passion for our products.





Our success is your success

Are you looking for a business that is resistant to economic changes and makes people feel beautiful and good about themselves? Then the world of Natural Looks is for you.

Do you want to run your own retail business and establish a unique brand in your own market place? Then Natural Looks is perfect for you.

Take advantage of our expertise:

- **Our experience will help reduce many 'start up' problems, giving you the opportunity to make a profit more quickly.**
- **Our success has earned us a great reputation in Jordan and beyond which will help you build your business.**
- **Our experience continues to keep us ahead of the competition, giving you the confidence to grow.**

We'll be with you all the way

As your committed partner, it will be our mission to bring you unbeatable support to enable you and your business to excel in your local territory.

This is an opportunity to run a business for yourself but not by yourself.







Take the next step to a fragrant future

If you would like to discuss the Natural Looks franchise opportunity further, or if you require additional information, please contact our International Franchise Manager, Alison Bass, at our European office:



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