

Franchise Prospectus

Hassle-Free Children's Hairdressing
You can set up in any child-friendly environment
Be the children's Hairdressing expert in your town!

The Franchise Package: £5,000.00 for a 5-year licence
(30% off for the next 6 weeks = £3,500.00)



The Story behind Tots Crops

Tots Crops was founded in 2006 by Debbie Imber, a hairdresser who qualified in 1992 and has worked in the industry ever since. It was in 2004, and with the birth of her daughter, that she saw her life take a different direction. She noticed that a lot of the children in her daughter's nursery often had messy or uncut hair, giving her a new perspective on the hairdressing industry. She approached her daughter's nursery in order to offer an in-house hairdressing service, and thus, Tots Crops was created!

The service was such a huge success and although Debbie didn't know it then, she was about to embark on one of the most exciting and rewarding journeys of her life. With the business beginning to flourish, Debbie spent invaluable time researching and designing and creating a bespoke TotsCrops booking technology system, state-of-the-art cutting chairs, specialist branded kit and developing a step-by-step hassle-free experience that the kids would love.

"I have designed every step of this franchise personally and have been implementing the techniques myself over the last 15 years, so I know first-hand how well it works! It has been hugely rewarding and I managed to create a successful business model along the way."

Through her experience running Tots Crops by herself, Debbie has seen the real difference her business model makes to everyone involved. Now she wants to provide an opportunity for others to follow by owning and running their own TotsCrops Franchise business, utilising on Debbie's business expertise, recruiting and personally training the hairdressers 'The TotsCrops Method' hairdressing course for the franchisees, enabling them to reach their true potential whilst simultaneously generating a worthwhile income and making a positive impact on everyone involved.



CEO & Founder - Debbie Imber

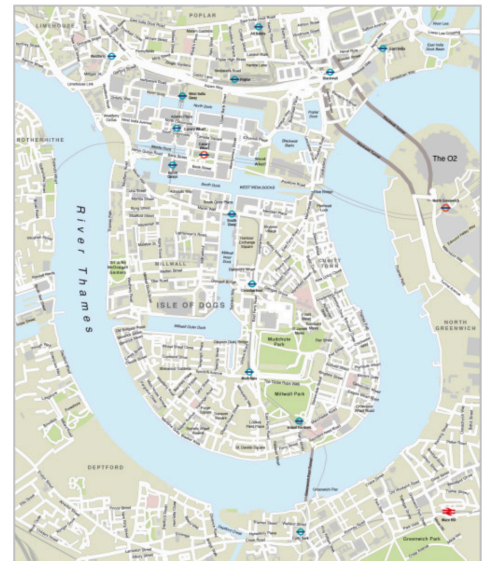
What is Tots Crops?

TotsCrops has operated within nurseries across London for 15 years. Over this time, we have seen a consistent trend in the number of cuts, averaging seven children's haircuts per nursery visit. This business model is based on visiting multiple locations, one session per month, between the hours of 9.30 am-12:30 pm or 2 pm-5 pm. In addition you will be offering a mobile service to families in your territory. The mobile service took off in Covid and continues to expand as TotsCrops expands!

The nursery service allows parents to select a service and book without any external marketing needed, the nursery advertises the service in their monthly Newsletter with a direct link to book their location, thus producing a fully booked session for each visit.

Example location **Franchise information**

TotsCrops Canary Wharf & Docklands Territory
Children's Hairdressing Service - This option is for a stylist operating within nurseries, after-school or holiday clubs and Mobile. We will provide you with all the tools you need to operate. Hairdressing chairs, training the of the TotsCrops method, operating the TotsCrops booking system and local marketing. Our 15 year reputation and all the ongoing support you need. You will have your own personalised page on our standalone website, where your customers can read about your services and book directly with you! The map of Canary Wharf and London Docklands shows the business hub on the Isle of Dogs in London. The loop of the River Thames plus the individual docks and tributaries are shown, together with major buildings. Roads and the Dockland Light Railway (DLR) are shown in detail, including the Blackwall Tunnel and Greenwich Foot Tunnel. This will be your TotsCrops Territory!



Most stylists are averse to cutting children's hair. Kids wriggle around and often can't sit still; the tears and tantrums make it not only a stressful time for parents but a major ordeal for the child. Debbie soon realised that cutting children's hair in a normal salon environment simply doesn't work as there's just too much going on and generally the stylist has not been taught the proper techniques to cut children's hair.

We use equipment that has been purpose-built to make the child feel safe and relaxed, plus we implement our amazing Tots Crops Hairdressing Training Method. Each stylist has to complete the course to be able to represent our Brand, we create Children's hairdressing experts! and ensure a safe and happy environment to work in. With these tools TotsCrops franchise is business in a box.

Why choose Tots Crops?



Running a Tots Crops nursery hybrid franchise is a rewarding business. Since we started in 2006 we have grown in strength and developed the concept considerably, adapting it to suit large corporate clients such as Bright Horizons, Monkey Puzzle all the way through to small independent companies like Smithfield House Nursery. We now have a proven track record and an established reputation that succeeds us.

Taking on a Tots Crops franchise compared to setting up your own business or hair salon from scratch is totally different. It significantly reduces your risks as we have already tried and tested the systems and done all the hard work, leaving you with a brand that emulates quality and fun. Here at Tots Crops, we want *you* to be a success and that's why we will do everything we can to ensure that you are.

Why can't I set up in a nursery myself?

There are no pre-existing booking systems inside nurseries and **our hairdressing chair has a high chair safety certificate!** TotsCrops have already built the correct infrastructure and everything else to help you run your very own successful franchise. You'll also benefit from 15 years of experience and an excellent reputation to be under as Tots Crops now works within nurseries all over London & Greater London. Over the years we have received so many glowing reviews and we are incredibly proud to have revolutionised children's hairdressing. We not only have satisfied parents, we also have happy kids too! Children love coming back to us time and time again just for the experience they receive, and we continue to deliver outstanding results in return. Tots Crops has a wide market appeal as the service is not just for toddlers, it works well for kids of all ages.

What's in it for me?

If your looking for a business that fits in with you and your existing commitments then Tots Crops can give you direction and bring renewed passion to your existing skills. You will operate a proven business model and receive full training and support to help your business grow. You'll be given full use of the Tots Crops name, website, logo, materials, procedures and booking system. Tots Crops is dedicated to helping you achieve a successful franchise and offers all the necessary equipment needed to start your own business, along with industry-leading support and staff training throughout your journey.

A few more benefits:

- A job that fits in around you and your family
- Flexible working hours
- Low-cost start-up
- Regular high demand – Children will always need a haircut
- Returning customers – Parents and kids love the service and often return monthly
- Growing industry - children's hair care market is worth millions
- Proven Business Model
- Recession/ Covid proof – Children's industry is known to be amongst the most recession-proof businesses
- Fun, rewarding, friendly and enjoyable business
- Training to cover everything you need to set up and operate
- Benefit from our exceptional track record & experience
- Join a growing network of talented individuals
- Marketing materials provided
- Receive private one-to-one business support
- Accounting support with Louise our in-house support
- Franchise on-going support
- Receive support, advice & knowledge from an industry expert
- Price includes all kit and equipment
- Build your own successful franchise
- Learn new skills to be successful in business
- You can go on to sell your franchise.
- Once we have given you the skills, knowledge and resources you can go on to run other businesses.



What do we look for in a franchisee?

- A Stylist looking for a new flexible way of hairdressing
- Someone who wants to run their own business or boost their existing one
- Someone who is friendly and enthusiastic
- Someone who has the desire to succeed
- Someone who can demonstrate good communication skills
- Someone who enjoys and understands working with children

Our Market

Day nurseries are considered to be the fastest-growing small business sector, with the number of nurseries having risen by 42 per cent since 1998. A survey, "Childcare and Early Years Providers" published in 2021 by the Department for Education stated that there were an

estimated 62,000 providers with at least one child aged 0-4 registered in England in Spring 2021.

These providers were asked to report how many children were actually booked to attend each type of provision offered (full day, morning and afternoon sessions, before and after school sessions) on a particular day. There was a total of 507,300 full-day places booked with group-based providers in 2021, 365,400 booked morning sessions and 293,400 booked afternoon sessions. For school-based providers, there was a total of 153,000 full-day places, 177,800 morning sessions, and 128,500 afternoon sessions. The total number of full daycare places booked with childminders was 79,100.

Creches, schools, gymnasiums and private nurseries all have the facilities already in place to be able to offer a value-added service to busy working parents, that's why Tots Crops works so well and is perfect for so many different environments.

The Tots Crops Brand believes in

- Revolutionising the way children get their hair cut
- Creating an easy environment for everyone
- Being fun and affordable
- Happy children & happy parents

Our Brand Promise is to deliver a unique hassle-free experience where children are treated as individual clients with their specific needs addressed.

Our Mission Statement - Totally dedicated to hassle-free children's hairdressing What we offer our Franchisees

- Comprehensive business training, set and accountancy
- A list of all available locations to set up your hairdressing service, in child friendly locations within the Canary Wharf Territory
- *Full training - TotsCrops Method course*
- Dedicated Business support telephone number
- Business Plan
- Regular support meetings, focusing on new business development
- Centralised website & bespoke booking & payment system.
- All processes are simple tried & tested
- Social media creation and maintenance

When you invest in a Tots Crops franchise, you receive a '**business in a box**' Everything you need to set up and start your own business is included. Technical & business training is provided as well as a comprehensive professionally branded start-up pack and first-class head office support. You will be supported and equipped with the relevant knowledge and expertise to develop and grow your business.

Licence:

This permits you to trade under the name and style of Tots Crops Ltd, within your exclusive territory.

Operations Manual & Training Plan:

Our comprehensive Operations Manual and Training Plan contains all of our proven business practices and systems. This is supplied which is on loan to the Franchisee for the duration of the Franchise Agreement, during which time it will be subjected to many updates to accommodate business & market demands.

Training:

Full training will be given at every stage to enable you to set up and run your Tots Crops franchise. The training will cover everything you need to know to get started including how to use the online booking system to how to find more customers. We are here to provide you with a helping hand and support you in developing the necessary skills to run your Tots Crops Franchise successfully.

TotsCrops Enhanced DBS check:

This will be organised once you are accepted as a Franchisee

Initial stock of Marketing Materials/Stationery:

- i-pad mini / Tablet
- Templates newsletters
- 1000 1st Haircut certificates
- Branded folder
- Face-Book weekly updates

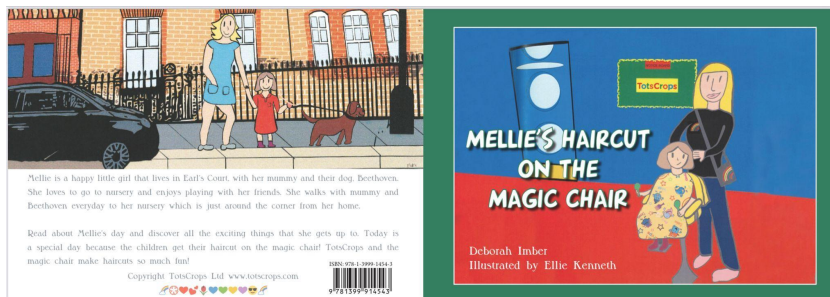
Tots Crops Branded Equipment & supplies:

- 1 Tots Crops hairdressing Chair
- Hairdryer
- Bespoke Kit bag
- Cordless Clippers Mini Clippers
- Cutting pouch
- Branded Cutting gown
- Maracas
- Bubbles
- Extension lead
- Branded Tots Crops Adult T-Shirts (uniform)
- Brushes
- 2x Combs
- Neck brush



Our book is available on Amazon for £8.99

Mellie's Haircut on the magic chair



- **Professionally built branded webpage**

- Bespoke online booking system
- Stripe / Square payment gateway

Tots Crops E-mail Dedicated email address/social networking site link

Website: www.TotsCrops.com

Booking and tracking a TotsCrops hair appointment has never been simpler!

Full training and ongoing support with your bespoke TotsCrops booking system

- **Central customer management:**

Optimise your customer management, get administrative chores to a minimum, and turn first-time customers into repeat business

- **Online appointment booking:**

Let your customers book an appointment at your business on your website, or via your Google or Instagram accounts

- **At-a-glance appointment administration:**

Keep a continual eye on all of your upcoming appointments, and get the most out of the automated reminder feature

- **Mobile card reader:**

Let your customers pay by debit, credit, or contactless with their smartphone or immediately when they book. Prepayments are fantastic for cash flow!

- **Email marketing:**

Get more repeat customers with intelligent, efficient email marketing

You choose the shift plan of your stylist and your customers can pick an available appointment 24/7 and book it on your personalised location, Instagram, Facebook, and even directly in their Google search. With a TotsCrops calendar, you'll never lose track of your customer

appointments and information -- even while you're on the go, just glance at your phone 📱

Marketing that works

Our newsletter editor makes it easy to generate the exact e-mails you want. Create the perfect offers and sales, welcome new customers, reward your regulars with special discounts, wish customers happy birthdays, and much more.



Meet the team



Debbie Imber - CEO & Founder

- Qualified hairdresser with over 20 years of experience
- Training and guidance through the TotsCrops Training Method



Louise Woodhouse - Bookkeeper & Accountant

- Support with keeping accounts and bookkeeping up to date
- Training in how to manage the back end of your business



Zak Wilde - Digital Marketing & Technical Support

- Maintenance of website, social media and digital presence
- Ongoing technical support and assistance with digital work

Franchise Fees

As your monthly fixed overheads are very low as this is a mobile franchise, 1% of your costs incurred will be in promoting your business locally via sales & marketing- Next door app, socials local notice boards.

Tots Crops Ltd will charge a fee of 12% plus 20% of sales
Chair rental £5.00 per month

This will contribute to the range of on-going support services and future brand development

- Website development & Maintenance
- IT maintenance
- Ongoing training & development
- Business Development reviews & planning
- Field and Head Office support
- Annual Conference

Snapshot of Your Earnings Potential using the TotsCrops Method based on 95 haircuts a month scaling up to 145 haircuts a month over a 12 month period. Offering a Mobile service and a nursery service. Rough price 15.00 per haircut.

Product/Service 1 Individual haircut												
Kid's mobile haircut	45	50	55	60	60	60	60	60	60	60	60	60
Unit price	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00
Sub-total sales	£675	£750	£825	£900	£900	£900	£900	£900	£900	£900	£900	£900
Product/Service 2 Siblings												
Kids mobile haircut x2	20	25	30	30	30	30	30	30	30	30	30	30
Unit price	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00
Sub-total sales	£500	£625	£750	£750	£750	£750	£750	£750	£750	£750	£750	£750
Product/Service 3 Nursery service												
Kids nursery haircuts	10	15	20	25	25	25	25	25	25	25	25	25
Unit price	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00
Sub-total sales	£150	£225	£300	£375	£375	£375	£375	£375	£375	£375	£375	£375
TOTAL SALES:	£1,325	£1,600	£1,875	£2,025	£2,025	£2,025	£2,025	£2,025	£2,025	£2,025	£2,025	£2,025

The Recruitment Journey.... Tots Crops will help you at every stage



What's the next step?

If you would like to learn more about owning your own Tots Crops franchise please contact 02079657368 where we will be happy to discuss your individual requirements along with answer all your questions.

Applicants who meet our criteria will be invited for a meeting in our training Academy based in Earl's Court London, where they will be given more information about the business. With a confidentiality agreement in place, you will be shown the figures, systems and have all your questions answered.

My Commitment to You....


"As the founder and creator of Tots Crops I have already been there, ironed out the creases and worn the T-shirt. I am personally committed to helping and supporting you along the way." If you are interested in becoming a Franchisee then call us now for a friendly chat.

Call Deborah Imber direct on 07956376207

Or 

deborah.imber@totscrops.com

www.totscrops.com

 We look forward to hearing from you 