

Introductory Franchise Agreement:



rouge

bar à ongles o nail bar

10 FAQs

on becoming a
Rouge Nail Bar franchisee

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What is Rouge Nail Bar exactly?

Rouge Nail Bar is a sophisticated, new, niche-market nail bar chain in Montreal, where an eclectic range of ladies are now excited to get their mani/pedis done. It's way more glamorous than an in-and-out nail parlour but much less isolating than a spa and not to mention, less expensive. Think of it like a really cool café or boutique where anything from girl-talk to political conversation might occur, and you happen to emerge with perfectly lacquered-up nails. In this brief introduction, you'll learn all about Rouge Nail Bar's unique culture and history, and you'll also learn what it takes to make it as a Rouge Nail Bar franchisee and join the Rouge Nail Bar family.





2 What's the story with Rouge Nail Bar?

The company was founded in Montreal, Quebec in May 2009 by PR-expert Rory Richards, a highly respected marketer and promoter and the go-to party gal for A-listers and celebs in her hometown of Vancouver. Rory was inspired to open Rouge Nail Bar's first flagship location on St. Laurent Blvd. after a trip she'd made to Montreal with her pals a year earlier. They came to see Leonard Cohen in concert—sigh!—Rory's longtime inspiration. When she asked the concierge at her boutique-hotel where her and her friends could get their nails done, he sent them to a cheapie in-and-out parlour. 'Excusez-moi!' Rory thought. Being the pioneer she is, Rory then seized the opportunity to open a trustworthy, mid-price range nail bar in Montreal, a concept she knew was taking hold in Manhattan, Toronto and Vancouver.

By July 2010, Rouge Nail Bar welcomed two new locations on Fairmount in the Plateau and on Crescent St downtown, for a total of three Montreal locations with more on the drawing board as you read this.



3 What makes Rouge Nail Bar so successful?

In addition to having the momentum that comes with the new niche-market nail bar concept, Rouge Nail Bar also benefits from its hard-as-nails, extra-glossy reputation, which was painstakingly developed by Rory. Added touches like playing Sex and the City re-runs on flat-screen TVs and lighting candles at sunset allowed Rory to cultivate a sisterhood amongst her clientele and workers. This gives Rouge Nail Bar the leverage it needs to be the leading nail bar brand in Montreal and the potential to reach its Rouge-painted claws all throughout Canada—even the world.

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What is the Rouge brand?

First, Rouge Nail Bar is all about creating the perfect ‘cool girl’ atmosphere, complete with white banquettes and wood beamed manicure bars, ideal for both posh parties and lounge-y relaxation. Second, Rouge Nail Bar strives to impart ethical values into our everyday business by being the only nail salon to carry eco-friendly nail products like Butter London, made without toxins like formaldehyde. Rouge Nail Bar also refuses to do popular yet harmful acrylic nail treatments and strongly believes in purchasing made-in-Canada products whenever possible. Third, Rouge Nail Bar is très chic and up on all the latest trends. Check out all the press on rougenailbar.com/media to read the buzz yourself.

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Sounds great! What’s involved in opening-up a Rouge Nail Bar franchise?

Rory is determined to keep Rouge Nail Bar’s brand reputation perfectly manicured and polished, so compatibility with a Rouge Nail Bar franchisee is key. As such, Rouge Nail Bar is looking for like-minded spirits that are hard-working and have winning attitudes. That being said, Rouge Nail Bar franchisees are not expected to be PR-legends or business geniuses. Previous branding success and continuous marketing efforts will help guide your way.





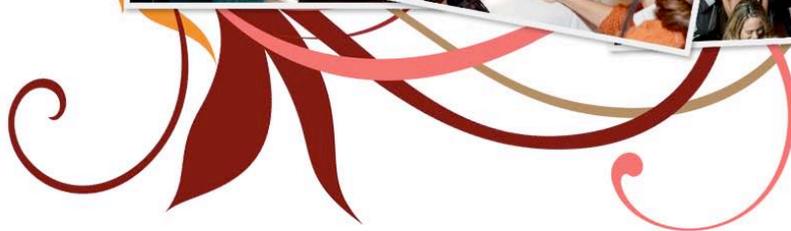
6 What if I know next to nothing about nail care?

Relax. When you become a Rouge Nail Bar franchisee, you'll learn how and when to purchase supplies and submit reorders, and how to set-up your nail bar so it has both a professional yet welcoming atmosphere. Franchisees will also get help with business details like finding the right location near foot traffic and target demographics. Furthermore, we will give you advice and help with lease and construction negotiations, receive operational support and standardized systems for scheduling, payroll, etc., and benefit from economies-of-scale purchasing power. As significantly, Rouge franchisees will benefit from Rory's marketing, PR and event planning experience and creative talent which in no small measure has contributed to Rouge's competitive edge.



7 What if I've never run a business?

Not a problem either. Rouge Nail Bar is ultimately looking for franchisees with the right initiative and attitude, not with the perfect résumé (though it wouldn't hurt!). Once part of the Rouge Nail Bar team, you'll learn how to generate business via corporate and specialty events, like bachelorette and Chrisas parties. You'll get tips on keeping up with the latest trends via the Rouge Nail Bar newsletter, plus you'll be privy to the media buzz generated by all existing Rouge Nail Bars, and to Rouge's social media outlets including Facebook, Twitter, YouTube, Flickr, and Rouge's website rougenailbar.com.





Sounds terrific. But how do I know if I'm Rouge Nail Bar franchisee material?

Great question! It's probably the most important one, too. A Rouge Nail Bar franchisee is fun-loving, hard working, attentive to detail, performs well under pressure and is outgoing. Most importantly, the individual is obsessed with success, yet smart enough to wait for the perfect opportunity before going after it. (p.s. Rouge Nail Bar loves having male franchisees too. We already have some!)

As a Rouge Nail Bar franchisee, you must:

- have the drive—and ability—to work long hours. It takes major time and effort to launch a new, successful business;
- be in top physical and mental condition;
- have the social confidence necessary to chat-up customers and solicit new clientele;
- Have the ability to invest or borrow in order to capitalize in your Rouge Nail Bar investment.





How much money is needed to set up a new Rouge?

To start a franchise with Rouge Nail Bar you will need access to approximately \$150,000- \$250,000. This will include the franchise fee, construction costs, initial equipment and supplies and all other estimated costs. This is an estimate only, as it depends on the size of the store, location, leasehold improvements needed and the time of year the location is launched. This range, however, should give you a fair estimate of the expected costs.



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Can I open more than one franchise?

Of course you can! We love to have people as ambitious as ourselves on the Rouge Nail Bar team! The decision will depend on financials and the demographic support of your area, but we are more than willing to work through all the kinks with you. We want to ensure every Rouge Nail Bar upholds the same quality and sustainability. If you think you have what it takes to become a master franchisee, let us know.





BONUS QUESTION! How do I know Rouge Nail Bar is right for me?

Rouge means red carpet. Rouge means red velvet ropes. Rouge means those sexy red nails you'll be waving on the dance floor.

If you can already see yourself decorating your very own Rouge Nail Bar store front, and see Rouge Nail Bar as being an exciting outlet for your entrepreneurial abilities and your creativity, then you may be perfect as a future Rouge Nail Bar owner.

Your next step....

'Doing it yourself' is admirable and so is 'figuring it out for yourself' but joining a growing, niche-market brand set-up by a PR success and getting to be part of the new Rouge Nail Bar family? That's called genius! Well, that about wraps it up for our brief introduction! If you are interested in becoming a part of the Rouge Nail Bar please fill out the digital request form on our website and we will be in touch with you. If you have any further questions, please e-mail franchise@rougenailbar.com.

