



erban spa
devoted to well-being

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WELCOME TO ERBAN SPA



Erban spa is a 'Pacific Rim' concept day spa franchise. Located in New Zealand you will find that our Spa has been developed around a subtle New Zealand theme – natural, clean and green.

FACT: The beauty and spa business is one of the fastest growing industries in the world.

Erban day spa's offer clients facials, relaxation massage, remedial massage, spa treatments, girls day out packages, spa parties, waxing, spray tanning, makeup, beauty services and more...

Franchise owners will benefit from comparatively low start-up costs, constant (and consistent) support, as well as tried and true marketing concepts, not to mention the day spa lifestyle and a divine working environment.

Purchasers of an Erban Spa franchise will make none of the mistakes of other first-time spa owners. Instead they will benefit from our extensive experience, gorgeous treatment menu, as well as full and extensive training and set up help. This allows our new owners to open their spa doors with the confidence and enthusiasm befitting a successful and established brand.

The first Erban spa was opened by Matt, Jess, Milt and Nic who bought together a combination of industry knowledge and experience including international experience and hospitality alongside a passion for the spa industry. They saw how well the suburban Erban model worked, even in a small population, and opened a franchise in Christchurch.

Having fine-tuned the Erban offering, we now have the incredible New Zealand range of Antipodes organic products to complement our treatments. Our individual treatments and products have attracted international attention from the likes of Australian TV programme – Getaway, the New Zealand Tourism board, NZ House and Garden, national Sunday Star magazine and various local media.





Erban spas are devoted to well-being. We are not about offering a rare 'special treat,' but rather a part of our clients daily ritual – including regular massage, facial and beauty treatments supported by an affordable retail product range. Erban Spa is a suburban model suitable for an owner/operator or managed on behalf of a passive investor/s. Operationally it fits with resorts, wineries, cbd's and shopping centres. Other potential locations include mountain resorts, golf courses and fashion high streets.

Erban spa has a reputation for exceptional service, blissful treatments and 'to-die for' products. Staffed with friendly qualified people, our clients feel like coming back time and again.

We 'sell' the Erban concept as a boutique suburban spa for everyone to enjoy on a regular basis. We liken it to what happened in the hotel industry 10 to 15 years ago with the advent of small 'niche' suburban cafes and bars. We consider our suburban boutique theme to be our point of difference and this is what sets us apart from other larger spa operations and has resulted in our success.

Undoubtedly there are key questions you have in mind at this stage:

- ~ What will an Erban business cost me, and
- ~ What do I get for opening an Erban franchise

The Erban spa franchisee's role is to operate a professional, outstanding spa, employing skilled therapists who deliver great service. Franchisees don't need beauty and or spa industry experience. They do need a can do attitude, drive and a passion to succeed by simply following our established Erban spa procedures.

Some of the answers around what you get have been outlined. What it costs has a number of factors associated with it depending on location, type of building, number of treatment rooms etc. The franchise fee is dependent on the size of the spa you commit to and starts at approximately \$25,000NZD.

Setup costs: This involves items such as electronic therapy tables, sheets, staff notice boards, retail products, computers, point of sales systems etc. We have a complete list of requirements depending on the number of treatment rooms. Obviously we have good buying 'discounts' for some of the bigger items which we pass directly on to you.

Erban spa has developed an expanse of successful practises including measurable marketing techniques and marketing schedules which encompass pre-designed forms to market and promote a new spa. All of the small details are covered. On top of this there is also a lot of ongoing support in terms of complete access to our Spa Business Manager, accounting, ongoing training and support, brand awareness, brand development etc.

This letter provides some basic information, and is merely an outline of what we have to offer. If you are interested we are able to provide detailed financial information, however we would require you to progress through some basic questions before moving to this next stage which will include signing a confidentiality agreement. We ask that in the meantime you keep any information in this letter confidential.

Please feel free to contact us in relation to progressing this further.

Kind Regards

The Erban Spa Owners