

OPPORTUNITIES Join the Franck Provost Paris Australian network

YOUR VERY OWN PIECE OF **PARIS**

Why owning a Franck Provost Salon Franchise could be the best decision you've ever made

Words by JENNY BURNS

“
*I want to be my own boss.
I'm sick of the 9-5 commute for a job
I don't really like.
I want the flexibility to accommodate
my lifestyle and my job.
I have so many great ideas but I feel
stifled in my current employment.
I want a share of the profits rather
than giving them all to my boss.*
”



If any of these statements resonate with you, it could be time to consider starting your own business. As with any entrepreneurial adventure there are risks involved, however an appealing option to many investors is to purchase a franchise, where risks are minimised and a brand has an existing structure and perception. Franchisees gain instant brand recognition, initial training, ongoing support and increased purchasing power, all for much less than it would cost to start an independent company.

What's more, purchasing a franchise is one of the safest ways for entrepreneurs to become business owners. According to the website www.franchisingbusiness.com.au, statistics reveal that about 80% of independent small businesses in Australia fail in the first five years. In comparison, less than 20% of businesses that are part of a franchise network fail in the first five years. Similar studies have determined exceptional success rates for franchise systems worldwide.

Franck Provost Paris is one example of a successful franchise business model that has

attracted investors globally who are keen to make their own mark in the hair and beauty arena under the umbrella of a renowned brand. Being a world hairdressing leader with a reputation for premium service and luxe expertise, the advantages of becoming a Franck Provost Paris franchise partner are many and include:

- A globally recognised brand with four decades of experience and a five-star reputation.
- A profitable and proven business model, optimised to run efficiently and successfully.
- Full training in professional hair salon management provided, so no hairdressing experience necessary.
- Because clients are loyal to the business and the brand, you can design your work/life balance and rely on the skills of your team without your constant presence.
- World class training and education for you and your team from the Franck Provost Paris academies in Paris and Sydney.
- Flexible solutions for business success, with as much or as little support as you like in the daily operation of your salon.

- A premium product you can be proud of, where you are in the business of making people look and feel beautiful every day.
- A culture like no other, where you and your team are valued highly and treated like family.



In addition to these many benefits, becoming a Franck Provost Paris franchise partner boasts many financial and taxation benefits. Just ask investment specialist and chartered accountant Rose Guerin, who has several years experience guiding clients into finding the perfect franchise to suit their investment and lifestyle needs.

“Small businesses are treated very favourably in Australia,” Rose tells. “In the last Federal budget in May, small business was very much a focus and featured highly. The Government outlined lower company tax rates for business, eventually reducing the company tax rate to 25%. This is almost half the tax liability when compared to the top marginal tax rate for individuals.

“Current tax rules permit business owners to choose their business structure. For example, businesses can be operated via individual sole traders, partnerships, trusts such as family trusts, and companies.

“There are other tax benefits of investing into a franchise. Since the business is considered an ‘active asset’, owners may be entitled to receive tax concessions such as reduced capital gains tax,



with the potential to pay no capital gains tax on the sale of the business. Additionally, business losses incurred in the earlier years when starting your business can be offset against profits generated by the business in the future years.

“These are just some of the reasons by owning and operating a small business under the franchise model can be the best investment you’ll ever make.”





Some other pluses of investing in your own franchise business:

- 1. Spare time**
Whilst this can take a while until you get your business up and running, if you do it right you could start to master your schedule and enjoy the freedom that being a business owner provides.
- 2. Doing things your way**
Whilst a franchise business such as Franck Provost has a strong brand identity and systems in place to ensure its success, your energy and drive will only make the business stronger.
- 3. Pride**
When you build something successful, it's a great feeling! You had a vision, were able to accomplish it and can reap the benefits.
- 4. Job security**
If you've ever been made redundant, the company you worked for downsized or you've even been fired, you'll know how terrible that feels. Owning your own business means you are the boss. Plus you're creating jobs for your employees and helping them to fulfil their own career dreams.
- 5. The excitement of new experiences**
Starting a small business and running your own show will ensure you'll always be facing fresh challenges and experiencing something new.
- 6. Upskilling your knowledge**
Having the expertise of a global business such as Franck Provost means you will always be learning new ways for your business to succeed. Whether it's marketing, HR, team building strategies or accounting, your skill set will most definitely expand for the better.
- 7. Networking**
Being part of a global network of likeminded business entrepreneurs means you can meet a wide variety of people to lean on, swap stories with and learn from each other's experiences.
- 8. Posterity**
When you work for someone else, you can't exactly pass your job on to your family or loved ones. But if you own your own business, that's something that you can pass down or even engage your family to work on with you. You can be proud of it, because you created it!