



*Dream Nails
Beauty®*

A Business Opportunity

Your very own Dream Nails
Beauty Franchise!

Glam up...
your beauty



The Business Opportunity

For more than 40 years, Dream Nails Beauty has been part of South Africa's beauty and nail care landscape. Established with true passion and dedication, the brand has become a trusted name in nail and beauty services, known for its creativity, glamour and ability to help women express themselves uniquely with confidence.

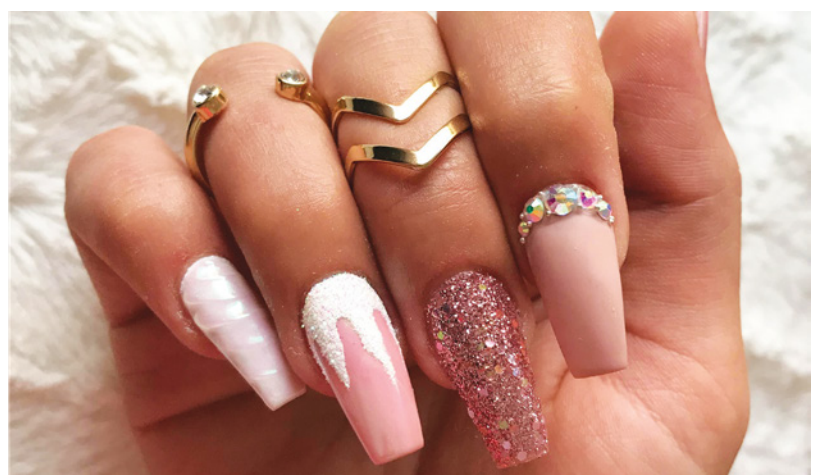
At Dream Nails Beauty, glam is our favourite colour - but we're not only about nails. Our salons also offer a diverse range of treatments, from brows and lashes to waxing, ensuring every client leaves feeling gorgeous, sophisticated and like 'eye candy'.

Today, as we look ahead to the future, Dream Nails Beauty offers a unique opportunity for passionate entrepreneurs to fall in love with and grow a well-loved South African brand. This is more than just owning a salon – it's about being part of a legacy while shaping its next chapter.

When you become a Dream Nails Beauty franchisee, you'll receive ongoing support from our experienced team. From day one, we walk the journey with you – helping you establish, manage and grow a thriving nail and beauty salon that carries the Dream Nails name with pride.

Is Dream Nails Beauty for you? We're looking for individuals who:

- Have an entrepreneurial spirit and a hands-on approach to business.
- Possess strong business and financial management skills.
- Love working with and empowering women.
- Have beauty, marketing or business experience (advantageous, but not essential).
- Have previous experience running a business (advantageous, but not essential).
- If you're ready to turn your passion for beauty into a business and see yourself as part of the Dream Nails Beauty family, this could be the opportunity for you.



The History of Dream Nails Beauty

Dream Nails Beauty was born from a pioneering vision in 1983, when South African entrepreneur Nora Barnard travelled to the USA to explore the fast-growing nail industry. Armed with international qualifications and cutting-edge techniques, she returned home with a mission: to raise the standard of nail care in South Africa. By training technicians in the safe and professional use of high-quality nail products, she laid the foundation for what became one of the country's first nail sculpturing franchise companies – Dream Nails.

For more than 40 years, Dream Nails Beauty has built a reputation for innovation, quality and reinvention. The brand has consistently evolved with consumer and market trends, while maintaining its trusted standard of excellence. Clients know that a visit to a Dream Nails Beauty salon means expert service, high-quality treatments and the latest nail colours, techniques and beauty trends.

From our bold beginnings to today's forward-looking partnerships, Dream Nails Beauty has always stood for creativity, professionalism and glamour. And now, as the brand looks toward its next chapter, franchisees have a unique opportunity to be part of continuing this legacy.



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Salons - New Look

Iron ArdmirreHigh Nail Station

OccasioPelli Chair

Low nail station & tech chair

ReclinPedi Chair

High nail station & tech chair

Therapist chair

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3. FURNITURE

Dream Nails Beauty.

7.5 Treatment door sign

7.6 Trading hours sign

TRADING HOURS:
Mon-Fri:
Sat:
Sun:
Public Holidays:
Call:

7.7 Bottom shopfront vinyl

LASH BROW SKIN TAN

7.8 FairyWings

7.9 Neon sign above retail cupboard

you glow girl!

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7. SIGNAGE

Dream Nails Beauty.



The Dream Nails Beauty Brand

Dream Nails Beauty is glamour heaven – the place where beauty dreams come true. For more than 40 years, we've believed in giving women the freedom to express themselves through beauty – creatively, uniquely and unapologetically.

We believe there's no single definition of beauty. It comes in every age, gender, shape, size and colour of the rainbow. At Dream Nails Beauty, we honour individuality and empower clients to embrace what makes them feel gorgeous and confident.

Whether she's polished and elegant, bold and edgy, or simply looking for a touch of everyday sophistication, our role is to help her express her true self – and to make that journey joyful, beautiful and empowering.

At its heart, Dream Nails Beauty is not just about nails or treatments – it's about creating a feel-good, look-gorgeous experience that keeps clients coming back for more.



Salon Induction, Training and Treatments Your Dream Nails Beauty Journey

At Dream Nails Beauty, we're here to make your franchise journey as joyful and rewarding as the brand itself. From the moment you decide to join us, we'll walk with you every step of the way.

When you become a Dream Nails Beauty franchisee, you'll receive comprehensive support to set up your beautiful new salon. You and your team will be inducted and trained, ensuring your salon delivers nothing less than service excellence.

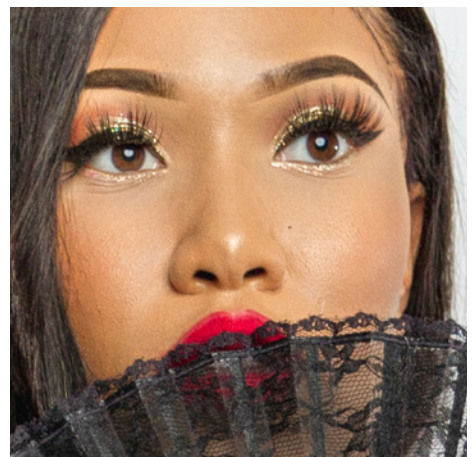
Our commitment doesn't end at launch. With ongoing training, continuous upskilling opportunities, marketing and promotional support, we empower you to keep your team inspired, your clients delighted and your business thriving.

At Dream Nails Beauty, we don't just build salons - we build successful partnerships. Together, we'll create a space where glamour, confidence and individuality shine.

Treatments offered* include:

- Nails, Hands, and Feet (*gel, acrylic, cured nail polishes, and overlays*)
- Waxing and Threading
- Eyebrows Tinting
- Eyelash Extensions
- Kiddies Treatments

***Certain treatments are subject to availability.**



An Overview of your Dream Nails Beauty Salon Investment

- A complete turnkey solution, giving you a tangible investment and ability to open and start trading immediately.
- The right to trade under the Dream Nails Beauty Franchise Licence, a proudly South African and trusted salon franchise in South Africa for over 40 years.
- Expert assistance with site selection and lease negotiations for the best rental per square metre in the correct, approved location.
- A new, sustainable franchise management fee structure based on turnover.
- The layout, design and set up of your salon is completed by our head office team of experts.
- Start-up stock.
- Initial training for the new owner and their qualified staff.
- Pre-opening and launch assistance!
- Marketing promotional support, access to a Marketing portal as well as social media marketing assistance.
- Regular operational support to all franchise partners through Franchise Managers, salon meetings, group open forum meetings, and access to HR support and information.
- Assistance and guidance with forecasts and budget planning for individual franchise outlets.
- Access to better pricing on retail products due to volume purchases and excellent profit margins.
- A dedicated Customer Care desk and support.
- An integrated Point of Sale system with national Gift Cards.
- A world-class Rewards Programme with loyal customers.

The Investment Opportunity:

- R100 000 franchise licence fee.
- 3% franchise management fee on turnover up to R150 000.
- 3% franchise marketing fee on turnover up to R150 000.
- R4500 excluding VAT, on turnover from R150 001 and upwards, Franchise Management Fee, escalating by 6% per annum.
- R4500 excluding VAT, on turnover from R150 001 and upwards, Franchise Marketing Fee, escalating by 6% per annum.

Estimated set-up costs for a new Dream Nails Beauty salon:

DESCRIPTION	<i>Dream Nails Beauty</i> [®]
VISIT OUR WEBSITE TO APPLY TODAY	www.dreamnails.co.za
STANDARD SALON SIZE *	55m ²
Estimated Establishment Costs * (Design, Shopfitting, Construction, Electrical, Plumbing, Signage and IT)	R685 000
Estimated Standard and Other Beauty Equipment *	R60 000
Estimated Stock – Professional, Retail and Consumables *	R20 000 - R30 000
Franchise Licence Fee *	R100 000
TOTAL INVESTMENT REQUIRED**	R885 000*

*** The total investment required excludes VAT, Lease, Deposit and Working Capital.**

*TERMS AND CONDITIONS:

- 1) Initial Training and Marketing fees included in Franchise fee.
- 2) The lease deposit can vary from site to site.
- 3) The above amounts are not guaranteed and can change without any notice.
- 4) 50% of this amount should be available as unencumbered cash (before borrowings).
- 5) Acceptable proof of funding will be required before final approval.
- 6) Prices are dependent on the size of a standard salon subject to final costings and can change dependent on the size of the store secured as well as the location of the store.

ADDITIONAL NOTES:

Excluded from all set-up costs are:

- 1) HVAC/Air-conditioning and Extraction
- 2) Sprinklers
- 3) Shop fronts
- 4) CCTV
- 5) Alarm systems
- 6) Power back-up systems

Frequently Asked Questions

Q: What are the set-up costs of a Dream Nails Beauty Franchise?

A: Kindly refer to the tabulated information on page 9.

Q: What type of premises are preferred or required?

A: A 55 to 75 square metre premises within a well situated convenience centre within a Living Standard Measure (LSM) region of 7 to 10+ is required.

Q: May I own multiple Dream Nails Beauty salons?

A: Yes, you may.

Q: How do I apply to become a Dream Nails Beauty Franchisee?

A: Please complete the application form sent to you in full and send it back to desiree.lavita@amkaskin.com along with the following documents:

- Your ID Document or Passport.
- Company Registration documents (CIPC documents).
- A Marriage Certificate if applicable.
- A utility account not older than 3 months as proof of address, or similar acceptable document from the Bank which has been stamped by your branch.
- Proof of funding available for the purchase of the franchise – not your daily transactional banking account statement, unless the available funds show on the statement.

Please note that withholding of information can prevent your application from being approved.

Contact Details: For more information, please email desiree.lavita@amkaskin.com or visit our website at www.dreamnails.co.za to download the application form.

We look forward to receiving your application and welcoming you to our Dream Nails Beauty brand!

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