

Pulsar predicts a franchise future

Pulsar Treatments has launched into the franchise market with its intense pulsed light (IPL) hair-removal Pulsar system.

Harrogate-based franchise consultancy firm Franchise Pro organises the scheme and liaises with prospective franchisees applying for a region.

Pulsar franchisees have a designated area, with each franchisee loaning the IPL unit to a salon for them to treat their own clients. The Pulsar franchisee delivers the machine and calls back to collect it at the end of each day before taking it on to the next

salon on his/her patch for use. Salon and franchisee split the revenue equally.

Each franchise costs £26,000, excluding VAT. Potential franchisees do not require any specialist knowledge or previous experience as there's a comprehensive training programme. However, franchisees "need good organisational skills and the ability to deal with a wide variety of people", said operations manager Kathryn Danzey.

The salon owner needs make no purchasing decision and can lock into a lucrative revenue stream, says Franchise Pro.