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How to Grow Your Business Through Franchising

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Franchising was the key to growth for a new beauty company facing competition from established brands.

Second in a series about franchising

The spa and beauty industry is notoriously competitive, with many big players highly visible and firmly implanted in customers' minds. So when Michele Henry launched her own beauty company, she knew that she had to offer clients something irresistible to compete with more established players in the industry.

Her solution was Face Foundrie, which focuses only on face-related services — facials, brows, lashes, and skincare -- that can be scheduled through an app. It offers more convenient appointment times than traditional salons, and a membership model that works out to be less expensive. Today the company has 79 locations around the US.

Franchising, and choosing the right franchisees, has been critical to Face Foundrie's growth and success. Henry started by opening salons in three very different locations in Minneapolis, which proved that her concept was sound. To expand and grow her brand awareness and clients, she knew that partnering with the right franchisees was critical. She has chosen people who are willing to be "owner/operators," passionate about wellness and helping others achieve it, to ensure that the client experience is outstanding in each location. She also spends time with her franchisees; listens to their feedback; and shares their best ideas with other franchisees in her network.

In this video, Henry shares how she finds franchisees who share her vision and works with them to reach new markets and lift the success of the entire brand. A key bit of advice: choose wisely. "Your first 10 franchisees will either make or break you," she said.

Link to video

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