Objective – Find value propositions for **LOCAL SALON FRANCHISE** to attract new salonists

NOTE: All of their competitors offer franchising and suite ownership

NOTE: All of their competitors offer basic, bottom barrel solutions and support for stylists whereas **LOCAL SALON FRANCHISE** offers support that stylists actually care about I.e. laundry services

Lenox:

### General Strengths: luxury single suites, separately vented, linen service, custom cabinetry, virtual check-in assistant, SOCIAL MEDIA AND MARKETING ASSISTANCE BY LENOX MARKETING COORDINATOR, 24/7 SECURE ACCESS, 24/7 MAINTENANCE

Stand out features: Great bio set up (could be better but for your audience it works), great use of motion graphics and videos, story structure (wish it had highlight graphics that were relevant to their highlights like Sola salons), love the “benefits” motion graphic

Weakness: No branded photo material, content is not relevant to what stylists are looking for

Sola Salons: This brand is as close to perfect as you can get – Brand Essence “inspire and support our community of beauty professionals to chase their dreams, elevate their careers, and experience the freedom of salon ownership.”

Stand out features: “Why Sola” tab, “Education” tab, “Podcast” tab - Their story tabs are perfect (NOTE: Make this relevant to Lenox), Your own salon webpage, there overall theme seems to be about building a community of salon pros

Strengths: Brand congruency, consistent posting, great content copy (works for what their goal is), great salonists testimonials, lots of content, great use of LinkedIn

Weakness: Terrible Bio set up (should be in a list format), not important but having video cover photos for videos and Reels helps with navigating the page, wish they had more branded content material (ex: Phenix salons)

Phenix Salon: Brand Essence “You are exactly where you need to be

Stand out features: Branded content, great accolades, consistent page posting

Strengths: Brand congruency, consistent posting, more authoritative/thought leader focused, blog postings, lots of content

Weaknesses: Terrible social media bio set up, they do not make use of series’/playlists on their social media

Interesting note: They only have one LinkedIn page, and it is solely dedicated to franchising

Salons By JC: Brand Essence “Our partnership, your success”

Stand out features: High quality photos, branded content, consistent posting, workshops (continuing education), business training, social media training, educational resources, financial resources, profit calculator

Strengths: Brand congruency, consistent posting, lots of content, great bio set up

Weaknesses: Does not display accolades, lack luster video/motion graphic content

My Salon Suite: Brand Essence “Luxury, personality, and FLAIR”

Stand out features: Similar brand structure to Salons By JC, NO COMMISSION SPLITS, THE SUITE RELIEF™ FUND (seems small but this is attractive to salon professionals that want to get behind a larger cause),

Strengths: Branded content, brand congruency, great IG stylists' takeovers (though I wish they didn’t have individual highlights for stylists. A better way to do this would be to post it on your page), consistent posting, heavy accolade highlights,

Weaknesses: Pushing for franchises can make them lose touch with their salon

Interesting note: They seem to focus more on pushing franchises rather than salon suites