



JACKS
OF LONDON

THE ORIGINAL MODERN BARBER



RIDE THE BARBERSHOP WAVE

FRANCHISE WITH JACKS





Jacks History

In 1993 Jacks of London recognised the huge potential in the untapped male market. Men had little choice between visiting a salon created predominantly for women or entering one of countless “run-of-the-mill” barbershops that offered little in the way of service, quality or advice.

Jacks drew upon their extensive industry experience in order to develop a unique concept. Our barbershops present the perfect combination of classic and contemporary style. We offer our clients an engaging experience, superior customer service and professional results. Together we provide the ultimate barbering experience for the style-conscious male.

- Award Winning -

BARBERSHOP GROUP

Having built a strong masculine brand that is truly one of a kind on the high street, Jacks of London established a unique footing within the male market.

Proof of our business success is confirmed through our various achievements and accreditations. In such a creative led industry we're proud that our Jacks artistic team continue to be recognised by industry experts.



Contact The Franchise Team

Tel - 07940 079088

Email - steve@jacksoflondon.co.uk

Address: Constitutional Hall 170 High Street Guildford GU1 3HW





Your Opportunity

"64% of men declare that their hair is the most important aspect of how they look" - L'Oreal Professional
Our premium and well established brand has been achieved over 26 years of hard work and commitment. The Jacks average service bill is upward of £30 due to our iconic identity and first class service. Through the use of the Jacks brand, our franchisees' businesses and profits are accelerated by eliminating the need to build a brand identity and following. As a franchisee, you'll also have access to ongoing training with the industry's very best barbers.

However, our exclusive franchise sites are very limited. So, if you're interested in franchising with Jacks, don't hesitate to get in touch!

Our benefits far outweigh the cost!

Why should you open a Jacks franchise?

- 100% finance available subject to status
- Successful & proven business concept backed by NatWest
- Unique positioning in the market place
- Strong established brand with a growing network
- Support of a professional & experienced team
- 50 years of experience in a growing industry
- Fully comprehensive training & support programme
- Prime location stores
- Less personal risk as a franchisee – 50% of new independent businesses fail within the first year

- Jacks Offers -
100% FINANCE

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Our Future

We're looking for passionate individuals who want to drive the future of barbering, alongside managing and motivating a team. You need to be self-motivated and excited by the prospect of working in a hands-on, people-orientated environment.

Jacks of London has a long history and a bright future. We plan to open 38 new barbershops across the UK by 2022 with Jacks of London franchise opportunities. If you're an experienced barber that is looking to become the boss, then this is the perfect opportunity to make that dream a reality.

- We Believe -

EXPERIENCE IS VITAL

Our current available locations include, but are not limited to:

- Aldershot
- Amersham
- Ascot
- Aylesbury
- Berkhamsted
- Billingshurst
- Brighton
- Camberley
- Caterham
- Cobham
- Cranleigh
- East Grinstead
- Egham
- Farnborough
- Farnham
- Fleet
- Godalming
- Haslemere
- Henley on Thames
- High Wycombe
- Horsham
- Kingston
- Lewes
- Maidenhead
- Marlow
- Newbury
- Oxford
- Reading
- Richmond
- Southampton
- St Albans
- Sunningdale
- Thame
- Tring
- Weybridge
- Winchester
- Windsor
- Woking

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JACKS FULL BUSINESS SUPPORT



Our Franchise Team



Steve Gould - CEO

For 11 years, Steve ran one of the world's largest franchise salon groups, Toni&Guy. He was UK General Manager and the business spanned 42 different countries across the world. He also successfully launched the Headcase barbershop business opening 20 stores in 18 months.

John Murphy - CFO, BSc (Hons), FCCA

John holds over 25 years experience working with prestigious brands within the industry, including Toni&Guy, Rush Hair and Headmasters.



Emma Fryer - Marketing Manager

MA in Creative & Critical Writing and a Level 6 CIM (Chartership in Marketing), Emma is driven to achieve the best marketing outcomes and works hard to stay at the cutting edge of the industry.

Kieran Evans - Head of Training

With over 15 years experience, Kieran started his career travelling and working in different barbershops. He's won many awards for his talent, including the American Crew All Star Challenge and the International Barbering Awards.



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Our Full Support

Jacks of London provides a powerful blend of business acumen and creative skills to help make your store a success. Our dedicated team, with their combined experience and industry knowledge, offer an unprecedented support programme in all commercial and operational aspects of the business. Remember, your success means our success!

An important element of the Jacks brand is its store environment. We pride ourselves on our innovative store design and work with a professional team to produce a striking layout. Our male orientated environment is designed with our clients in mind, offering them a comfortable and relaxed setting, including top of the line products.

- Professional Relationships -

NHBF & BRITISH FELLOWSHIP

Our experienced team will deliver an extensive training programme to ensure you're equipped with the knowledge and confidence to run your store. From writing your business plan through to recruiting staff, we'll be on hand to assist and support.

We also have external support via the Fellowship for British Hairdressing and the National Hair & Beauty Federation.



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- The -
**TRUE GENT
RANGE**



After two decades in the industry (and trying pretty much every gents' hair product on the market), we decided to put our passion, expertise and creativity into bottles and on shelves. The True Gent product range is made in Great Britain and was developed by our experienced team of top barbers and professionals.

Jacks Marketing Support

As a franchisee you will benefit from the strength of the Jacks brand and our variety of marketing tools:

- The Jacks of London website
- Dedicated SEO advice to enhance your search engine listings & results
- Bespoke launch campaign
- PR advice & support
- Social media management & digital marketing campaigns handled by the Marketing Manager
- Promotion templates and tool kits, e.g. student and corporate discount campaigns, recommend a friend schemes and more
- Head Office management of all data marketing & recruitment campaigns in line with GDPR guidelines

- Data Marketing & Recruitment -

MANAGED BY YOUR HEAD OFFICE TEAM

The Jacks brand and corporate identity are essential to our success and our dedicated marketing department work hard to maintain our brand integrity across the board. We work closely with professional design agencies, key industry contacts and photographers, in order to produce innovative marketing campaigns and striking collections that will benefit the Jacks group. The Jacks brand is what makes us unique and is established as the basis for all forms of communication.

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EXPLORE THE ULTIMATE FRANCHISE OPPORTUNITY



How Your Business Is Born

A successful store launch is so important. It is an optimum time to interact with potential customers and start building positive word of mouth. We use effective advertising and promotional strategies to inform customers about our services and USP's. At Jacks we have years of experience in organising new store launches. We know the right ways to entice your target audiences pre and post launch, to ensure that a sizeable and loyal customer base is built from day one.

- Building Your Client Base -

FROM DAY ONE



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Jacks Academy

In April 2021, we launched our flagship Jacks of London barbershop in Guildford. Located in Constitutional Hall at the top of Guildford's prestigious High Street, it is flooded with natural light and offers a wonderful space to host events, training and shows.

Our store houses our training facilities to provide our franchisees and their barbers with continuous hands-on courses, including our training suite to carry out meetings and online education. Our aim is to ensure Jacks quality is always achieved and our teams' skills are continuously improved.

- Jacks Training -

CONTINUOUS LEARNING

We are dedicated to our teams' success and will proudly support their ambitions to enter industry awards.

Alongside our training academy, our Guildford barbershop includes a photo balcony. We create top of the line and up to date content to spread the word of our premium styles and Jacks experience.



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10 Steps To Success

If you've been inspired to take the next step towards becoming a Jacks of London franchisee, please take a look at our step by step guide below on how the whole process works and get in touch. We look forward to welcoming you to the Jacks family!

- Ride the Barbershop Wave -

FRANCHISE WITH JACKS

1. Complete our application form, [here](#).
2. A telephone interview with yourself and our CEO, Steve Gould.
3. Meet with our relevant directors to discuss the franchise set-up and financial structure.
4. Deposit to be agreed and paid. A copy of our franchise agreement to be sent and reviewed by your professional advisor.
5. Follow up meeting with our relevant directors. Formalisation of your business plan and the arrangement of a meeting with our NatWest bank manager.
6. Formation of your company - site search and agreement of lease terms, arrangement of solicitors and design team.
7. Franchise agreement to be signed and final payment made.
8. A meeting with all relevant departments for an update on progress (Recruitment, Marketing, PR etc).
9. Franchisee and relevant directors to meet with NatWest bank manager to confirm funding and loan agreement.
10. Completion!

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