

MARTHA TILAAAR

spa express

BACKGROUND:

Today the urban communities often have a high workload, stress, and pressure are inevitable. They often do not have time to relax and doing body treatments. However, Martha Tilaar Spa Express comes to provide your private oasis in the middle of urban areas. Brought The Authentic Indonesian Spa Experience concept, you can enjoying our relaxation and body treatments from head to toe. Using the natural ingredients spice of Indonesia and the warm hands treatments from professional therapist, you can enjoy the oasis of relaxation and rejuvenate both of your body, soul, and mind.

INITIAL TERM OF AGREEMENT:

5 (five) years

INVESTMENT & MECHANISM:

1. Franchise Fee Rp.450.000.000,- + Ppn 10% including:
 - Franchise Fee for 5 years
 - 6 Therapist ready to work
 - Design fee & supervision in site during renovation/construction (excluded tickets & accommodation)
 - Software, training, & set up program point of sales (computer program)
 - Startup equipment worth Rp.50.000.000
2. Minimum space 100 m²
3. Approximately interior work +/- Rp. 5.000.000,-/msq
4. Approximately Furniture, fixture, equipment (FFE) +/- Rp. 850.000.000 (excluded shipping and forwarder expenses)
5. Royalty fee 5% from gross sales/month, minimum fee Rp. 7.500.000,-
6. This concept valid only at Mall, Hotel, & International Airport

MARTHA TILAAAR



SALON DAY SPA

BACKGROUND:

Franchisee will be responsible for a day to day operations, maintaining high standard of service Martha Tilaar Salon Day Spa, and selling high quality of Martha Tilaar product.

One of Martha Tilaar Salon Day Spa vision and mission to promote and empower women in Indonesia, we concern that there will be no treatment to be done outside the spa area in the club house. We maintain our reputation and high standard, so that no in-room treatments will be allowed.

INITIAL TERM OF AGREEMENT:

6 (five) years

INVESTMENT & MECHANISM:

1. Franchise Fee Idr.450,000,000,- + Ppn 10% including:
 - Franchise Fee for 6 years
 - 8 Therapist ready to work
 - Design fee & supervision in site during renovation/construction (excluded tickets & accommodation)
 - Software, training, & set up program point of sales (computer program)
2. Minimum space 250 m2
3. Approximately interior work Idr.4.500.000,-/sqm
4. Approximately Furniture, fixture, equipment (FFE) Idr.950.000.000 (excluded shipping and forwarder expenses)
5. Royalty fee 5% from gross sales/month, minimum fee Idr. 9.500.000,-
6. This concept valid only at stand alone building

JOINT OPERATION SCHEME

BACKGROUND:

The spa operator will be responsible for a day to day operations, training of therapists, maintaining high standard of service and providing high quality of product.

One of Martha Tilaar vision and mission to promote and empower women in Indonesia, we concern that there will be no treatment to be done outside the spa area in the club house. We maintain our reputation and high standard, so that no in-room treatments will be allowed.

JOINT OPERATION SCHEME:

Partner will provide space, building renovation, furnitures, fixtures, & equipment for the spa to be operated by PT. Cantika Puspa Pesona. Fixed percentage share monthly total sales will be distributed to both parties. All Spa staff will be under contract with PT. Cantika Puspa Pesona.

INITIAL TERM OF AGREEMENT:

5 (five) years

INFRASTRUCTURE, INVESTMENT AND OPERATIONS:

Partner will provide:

- Spa space
- Exterior and interior project based on our standard
- Public area : toilet, shower, and locker
- Mechanical, electrical, plumbing connections to the main system (ie. exhaust system)
- Split A/C for each room
- Kitchenette equipment needed to operate the spa based on our standard
- Furniture, fixture, and equipment stuff
- Maintenance

PT. Cantika Puspa Pesona will provide:

- Outlet Interior/exterior Design
- Marketing collateral design
- Trained Therapist
- Cashier / Reception Staff
- Outlet Manager or Supervisor
- Operational SOP
- POS System

COSTS SHARE (50:50):

- Operational Costs: Laundry, water, electricity and telephone monthly bill, marketing promotion budget
- Employee payroll
- Treatment products
- Equipment maintenance

PROMOTIONS:

- PT. Cantika Puspa Pesona will be included in all of the marketing materials including brochures design, website, social media, and email newsletter. Special promotions/rates with outsider guest or in-house guest is open for discussions.
- Our signed of Martha Tilaar Spa Express will be integrated with the hotel

BUSINESS PROPOSAL:

Partner will receive fixed percentage, monthly, from Martha Tilaar Spa Express operations based total sales (net after tax and service charges). Proposed joint operation share:

- Partner : 50%
- PT. Cantika Puspa Pesona : 50%

All priced and promotions are to be mutually agreed upon before become effective. All income will be subjected to government's taxes and service charge for spa staff

PAYMENT:

If the POS integrated with service hotel POS system, all payment to the spa will pay out the Martha Tilaar Spa share of the total sales on the 10th day of the next month.



SPA CONSULTANT

Consultation fee IDR. 600.000.000 + tax 10%, included:

- ↘ Basic concept (2 alternatives and max. 2 times revisions)
- ↘ Brand (3 alternatives, 2 times revisions)
- ↘ Therapist training (+/- 3 Months)+ once retraining*
 - ✦ Maximum 10 therapists (recruitment by Client)
- ↘ Treatment Menu (Total: 10):
 - ✦ Hair treatment
 - ✦ Body massage
 - ✦ Facial treatment
 - ✦ Package treatment
- ↘ Marketing Collateral design such as:
 - ✦ Banners design, Media Advertising design, Brochure design*
- ↘ Standard Operating Procedure / manual book
- ↘ Opening Guidance + supervision (1 week)*

** Excluded production cost, site survey, ticket, meal and accommodation*