



Saks

SINCE 1974

WHAT
MAKES SAKS
SPECIAL



BEST IN THE BUSINESS

Saks is the UK's leading hair and beauty salon franchise group with an award-winning, network of salons on the high street and in health clubs.

Founded in 1974, Saks has established a strong brand name associated with quality, professionalism and expertise. The essence of the brand is 'special' – a single word that drives and encompasses everything the company does and how it wants to make its people and customers feel. Saks' internal rallying call, "what have you done today that is truly special?" ensures the special brand promise remains a focus for all Saks people.

With decades of experience, Saks provides an established business format to its owners, including brand name and values, advice and support, business expertise and exceptional training – all critical to the company's success. A comprehensive career plan and education programme are provided to all its people, from trainee to franchisee, to ensure quality remains consistently high across the network – whether through delivery of service, customer care or brand experience.

Saks has a proven track record in franchising and has full British Franchise Association endorsement and approval.

Saks has won many awards over the years including: L'Oréal Colour Trophy Awards, British Franchise Association Awards, British Beauty Awards, British Hairdressing Awards and Hairdressing Business Awards.





SAKS OFFERING

The Saks brand is all about women... their style, transformation and confidence. And Saks aims to transform the way its customers look and feel, each and every day, making them feel special.

HAIR

When Saks opened its first hair salon way back in 1974 it was a new phenomenon with Saks being amongst the first to move away from the traditional 'shampoo and set' culture to the new 'cut and blow dry'.

Saks continues to lead the way today in beautiful, wearable hair with signature collections created by the industry-renowned Saks Art Team, who are also responsible for training the group's stylists.

BEAUTY

Having identified a gap in the market, Saks launched its beauty salons in 1995, with trailblazing treatments such as injectables, IPL laser hair removal and 3D-Lipo body contouring. Saks continues to lead the way today expanding its network of beauty salons.

The group has honed a head-to-toe beauty menu featuring the latest in clinical aesthetics to more traditional hands-on treatments. With a focus on treatments that deliver visible results, Saks has adopted a prescriptive approach where an in-depth consultation with an expertly trained therapist determines the most effective treatments or course of treatments. The group has three different beauty offerings....

Saks Beauty Compact salons offer a star line-up of glam must-haves... brows, lashes, nails, makeup, waxing and tanning.

Saks Beauty salons are where customers can find the latest in face and body treatments along with all of Saks Beauty Compact's glam must-haves, plus IPL hair removal and body contouring too.

Saks Beauty Clinical salons provide most or all of the Saks Beauty Compact or Saks Beauty treatments plus results-driven tweakments including: advanced facials, peels, microneedling, LED light therapy and more.





CUSTOMER CARE

Saks' customer-centric approach is key to the brand philosophy – helping to ensure that each and every customer feels special. The Saks customer promise, displayed in every salon, guarantees the company's passion for customer care.

Customer care training is included in the compulsory company induction. Whilst Saks company policies assess every aspect of a customer's journey through a Saks salon and provide measurable standards as a guide to salon and individual progress.

A dedicated customer service team, based at Saks HQ, provides a helpline for franchisees (so there's support every step of the way) and customers.





EXCEPTIONAL EDUCATION

The group's ethos of providing continuous, free training to its people not only engages and motivates but also ensures a network of experts which ultimately help build successful salon businesses.

The company's compulsory induction training for all new team members, from trainee to franchisee, ensures all Saks people are immersed from day one in the brand and its values, signature techniques, consultation, customer care and company systems and policies.

Saks owners are trained and nurtured with a range of business workshops run by leading industry experts and the group's senior managers. In addition, hands-on training is delivered to new salon owners from experienced owners who are assigned as mentors to share their daily experiences of running a salon. Also, one-to-one sessions are tailored to meet individual needs. All this, along with the Saks Operations, Policy Manuals and extensive video library assists them in the successful day to day running of their salons.

Saks' hair education is developed and delivered by the Saks Artists – a group of industry-renowned educators and hair creatives. Compulsory cutting and colouring training – Simply Saks ensures all stylists are experts in the brand's signature techniques. The Artists also host advanced training sessions to offer stylists inspiration.

Saks' compulsory beauty induction training ensures that all therapists are experts in the full Saks beauty offering.



MARKETING

Integrated consumer campaigns ensure Saks is a nationally recognised brand. Campaigns aim to raise awareness of the brand, reinforce brand values, inform of salons, services and treatments and ultimately drive traffic to saks.co.uk for further information and to salons for the Saks experience.

Saks' fantastic brand-led website communicates what makes Saks special, whilst each salon has its own website attached to the main brand site ensuring a strong online presence.

A comprehensive customer email programme helps increase loyalty by making customers feel part of the brand and ultimately aims to encourage them back into the salon.

The brand social media pages are updated regularly with the latest news and are linked to all salons' Facebook pages meaning posts are automatically shared throughout the network. This is a great way to ensure national messages are pushed out locally and leaves salons free to post about their salon, team and customers.

Extensive consumer and trade PR helps communicate the Saks people behind the brand – essential to Saks being renowned for expertise.

Our online booking platform is fully integrated with our salon computer system provider making it quick and easy for customers to book their appointments. Our Love Saks App also allows customers to book appointments, purchase gift cards and earn loyalty stamps and treats to reward them for continuing to choose Saks.

We aim to encourage customers to visit more often by rewarding them for their loyalty, so the app includes a digital stamp-based loyalty scheme to encourage customers to visit more and spend more. Customers can also book their appointments and purchase e-gift cards via the app.

National marketing activity is supplemented by salons' marketing on a local level. And salons are provided with assets including brand guidelines, beautiful imagery, template emails and press releases and artwork for promotional and operational materials. Plus a local marketing tool-kit of on-brand campaigns and offers to drive business locally. All available anytime, anywhere from the Saks People intranet.

Marketing manuals, how-to guides, videos and workshops ensure Saks owners are up to date with the latest marketing channels and are able to use them effectively to promote their business.





COMMUNITY

Saks company culture is unique. Saks people have a passion which infuses the customer. Saks has never embraced an 'it's cool to be rude' culture – unfortunately all too common in the fashion industry. Quite the opposite, Saks people are genuine, embracing professionalism and friendliness and it continues to be Saks' number one priority to exceed the standards that set the brand apart – fabulous hairdressing, brilliant beauty and outstanding customer care with the ultimate aim of making each and every customer feel special.

Saks is passionate about 'harnessing the team behind the brand' and sustaining the brand's enviable culture. Every opportunity to get across Saks messages internally is exploited.

Group Meetings for franchisees take business planning to a new level, launching exciting company direction and initiatives to franchisees.

The Saks owners conferences allows owners to take time out from their business to relax and really enjoy the fun and camaraderie that being part of the Saks network brings.

Saks Awards motivate and inspire individuals and teams, helping to drive business for the months following.

Saks work parties involve franchisees and HQ personnel assessing different areas of Saks' business, ensuring Saks continues to exceed expectations.

Franchisee, stylist and therapist Facebook forums allow Saks People to take full Advantage of being part of the Saks community, asking advice from each other and exchanging ideas.

Saks' intranet platforms key brand strategies and news to franchisees and salon teams, including the latest in hair, beauty and business, which are reinforced via internal e-communications. The intranet, known as 'Saks People' also acts as a resource centre for marketing and training literature, a video library and key suppliers take advantage of the site to communicate messages to the Saks network.

FROM OUR FRANCHISEES



“ I WANTED TO BE PART OF SAKS BECAUSE THE BRAND'S REPUTATION IS OUTSTANDING. IT HAS STOOD THE TEST OF TIME AND YOU KNOW YOU'RE IN SAFE HANDS. THE BRAND ETHOS, THAT EVERY CUSTOMER SHOULD BE MADE TO FEEL SPECIAL, IS SOMETHING I REALLY BELIEVE IN. THE BUSINESS SUPPORT HAS BEEN SECOND TO NONE AND MY TURNOVER HAS COMPLETELY SURPASSED MY EXPECTATIONS.

ELEANOR WILSON, SAKS HAIR, EXETER ”



“ A HUGE ADVANTAGE OF BEING A SAKS FRANCHISEE IS THE TIME WE GET TO SPEND WITH OUR ART TEAM. WE LOVE SENDING OUR TEAM TO LEARN WITH THEM AND HELPING BACKSTAGE AT GLITZY EVENTS IS GREAT FOR MOTIVATION.

PAUL CALLADINE, SAKS HAIR, DONCASTER ”



“ IN TODAY'S COMPETITIVE CLIMATE IT'S REASSURING THAT SAKS IS UP TO SPEED WITH CUSTOMER NEEDS AND ISN'T AFRAID TO EMBRACE NEW INNOVATIONS. AS A FRANCHISEE THERE'S A GREAT LEVEL OF SUPPORT, ALL ANGLES ARE COVERED; TRAINING, MARKETING, FINANCE - YOU NAME IT, SAKS HELPS AND ADVICE IS ALWAYS AT YOUR FINGERTIPS

NICOLA MARK, SAKS BEAUTY, NEWCASTLE GOSFORTH ”



“ THERE'S NO STONE LEFT UNTURNED WHEN IT COMES TO EDUCATION AT SAKS; THE TRAINING INSPIRES AND MOTIVATES, IMPROVES PERFORMANCE AND ENSURES SAKS PEOPLE REALLY ARE THE EXPERTS IN LOOKING AFTER THE CUSTOMER AND ALL THINGS HAIR AND BEAUTY!

CLAIRE DENYER, SAKS HAIR & BEAUTY, KINGS HILL ”



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