

Asia Franchise & Business Opportunities

特許經營

加盟連鎖 / 投資良機

Face of Man
Male skincare salon
皮膚護理中心朝向
連鎖經營

Emerging Market: China
- Issues to be aware of
新形成的中國市場
- 需要注意的一些議題

Navigating the Great
Opt-In versus
Opt-Out Dilemma
到底要加入好或是
退出佳

Industry Commitment
Powers FHA2004
Homecoming
業界熱烈響應FHA2004
再度登場

Franchise International
Supplement
國際特許經營雜誌附刊

新加坡	S \$10	英國	£ 8.50
馬來西亞	RM 20	越南	US \$9
香港	HK \$85	澳洲	A \$17
澳門	HK \$85	紐西蘭	NZ \$17
泰國	Baht 234	台灣	NT 260
中國	RMB 65	日本	¥ 2340
美國	US \$13	加拿大	C \$17



live each moment,
cherish every season.
be true; be you.

face of man (fm) Skincare salon, the brainchild of twin brothers Adam and Chris Chua, offers men comprehensive skincare services of the highest standards through an integrated approach of aesthetic science and advance technology. Established in 1991, the business has grown from a single room skincare salon located at Roxy Square, to two salons comprising eight personalized facial rooms. Each location is equipped with aromatherapy facilities, reception and waiting lounge. A third salon will open in Oct 2003 in the heart of the city to be followed by another three in 2004.

face of man (fm) 皮肤护理中心，由孪生兄弟蔡明福 (Adam) 和蔡明华 (Chris) 所创办。自1991年以来，采用高科技和医学美肤为男士们提供完备的皮肤护理服务。Face of Man的业务蒸蒸日上，由一间位于 Roxy Square 的单间护理室发展成拥有8个护理间的2大皮肤护理中心。每个护理中心都设有香薰护理间、柜台及等候室。更令人鼓舞的是 Face of Man 的第3间皮肤护理中心将于2003年10月开始营业，此外，它将于2004年开设3间新分行。





experiencing the need, and meeting the want – personally

As a young flight steward back in the 1980's, Adam encountered some facial problems such as acne and oily skin due to frequent traveling and a hectic lifestyle. In order to maintain his good looks, he would consult skin specialists who would always recommend courses of antibiotics followed by a hefty bill for the consultation and medication. Not satisfied with the service, he approached beauty salons but was unable to receive help - none of them catered for men! He realized that a niche market existed for male-grooming: a huge potential market awaited. Eager to grasp this opportunity, he envisioned launching salons catering exclusively for men, not just in Singapore, but also throughout South East Asia.

Chris enthusiastically shared Adam's vision and he took the first step by attempting to enroll in an aesthetician training school in Singapore only to discover that the men could not enroll. Left with little choice and driven by a consuming passion to fulfill their dream, Chris and Adam left to pursue an aesthetician training course in the United Kingdom.

starting up: roping in new partner

On their return to Singapore, Chris and Adam wasted no time fulfilling their vision. After searching for weeks, they found an existing salon for sale in Roxy Square Shopping Mall. They took over the business and paid what was considered an exorbitant sum. Fortunately for the twins, their business was profitable from day one and has continued to grow.

In 2002, in order to consolidate the management aspect of the business, the brothers welcomed a new partner James Teo. James, an astute businessman, recognised the potential of the business. Shortly after, the business expanded with the opening of a new salon at Bukit Timah Plaza.

a new phase

The threesome were convinced that the market in Singapore was ready for more salons. They felt that it was time to franchise this highly successful business concept both locally and internationally. Franchise Development Services (Asia), or FDS, a worldwide franchise consulting specialist, was thus appointed to assist the company to realize their vision.

Simultaneously, Erica Wong, a brand consultant from Ampersand was commissioned to launch Face of Man's new corporate identity internationally. A new and cosmopolitan Face of Man identity has emerged. The verdict is unanimous: the appeal is global, the reach is cross-generational and the philosophy timeless.

A new point of sales system was also developed to strengthen the entire operation. This will enable franchisee-salon operators to manage their businesses effectively.

亲身体会皮肤问题带来的困扰，更能了解并满足顾客的需求

1980年间担任航空服务人员一职的Adam也曾因长途飞行和工作压力而产生暗疮及皮肤油脂过剩等皮肤问题。为了保养皮肤，他寻访了无数的专业皮肤医生，他们都建议他服食具有排毒作用的抗生素，在咨询费及医药费上花了不少钱。然而，他对这些专业皮肤中心的服务都不太满意，而当时，他几乎找不到一间能够为男士提供护理的皮肤护理中心。因此，他发现了为一个为男士护肤的市场，一个极有潜力的护肤市场。

Chris非常支持Adam的概念，他毅然踏出第一步到美容培训中心受训。然而，他发现这些美容培训中心并不接受男学员。为了追寻梦想，Chris决定到英国去进修皮肤护理课程。

开始创业—新的合作伙伴

培训后回到新加坡，Chris和Adam马上开始创业。经过了一番努力，他们在Roxy Square购物中心找到了一间准备出让的美容护理间。当初他们以高于市场价接手这门生意，可幸运的是，兄弟俩从创业的第一天开始就有很好的业绩，成就了今天的Face of Man。

到了2002年，为了管理上的需要，兄弟俩邀请一位富有智慧，看好这项企业的生意人张孙南 (James Teo) 加入Face of Man，成为他们的生意伙伴。不久以后，随着武吉知马大厦新分行的设立，公司业绩突飞猛进，成为美容界的佼佼者。

新的起点

三个合伙人发现新加坡的美容市场极富潜力，于是决定朝向连锁经营的道路前进，从新加坡走入国际市场，将这项企业发扬光大。在Franchise Development Services (Asia)，或称FDS国际连锁经营公司的帮助下，Face of Man实现了他们成就大事业的愿望。

同时他们委任了Ampersand的品牌顾问Erica Wong为Face of Man重新塑造一个国际化的企业形象。一个世界性、突破时限的Face of Man的新形象于是诞生了。

a holistic approach

Face of Man focuses on skincare treatment for men with problem skin. They specialize in LHE (Light-Heat-Energy) technology using pulse light for acne clearance, skin rejuvenation and photo epilation. In addition, they invested in award winning equipment and quality products to heal post acne scars, aging skin, eye bags, dark circles and pigmentation.

More than three-quarters of Face of Man's current clients are regular, loyal customers and Face of Man is seeing an increasing number of women coming to its salons. *Caveat: all are welcome.*

quality and innovation

Face of Man's key success is attributed to its relentless pursuit of skills training to provide excellent personalized services. To maintain high quality standards, aestheticians are frequently sent for relevant training to improve their technical knowledge, language and communication skills. Face of Man's team of aestheticians are competent, caring and professional.

The dynamic threesome are convinced that innovative ideas will continually be the driver of their success; for example, new products and services will be developed on a regular basis to complement or enhance their existing brand of in-house products and services.

The brothers together with James have finally embarked on a fulfilling and exciting journey of helping men everywhere to "Look Good And Feel Good".

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Face of Man 实行一项全新的定点促销操作系统 (POS)，使程序更系统化，对于连锁分行在行政和进行促销方面上更有效益。

全面的服务方案

Face of Man 的看重点在于护理男性的问题皮肤。他们采用 LHE (Light-Heat-Energy) 的技术，利用光学原理解决暗疮问题，使肌肤恢复青春。此外，他们也投资购买一台荣获奖项的美容仪及高品质的护肤产品，为顾客解决暗疮疤印、老化皮肤、眼袋、黑眼圈及黑斑问题。

Face of Man 有四分之三的客户是忠实的男性顾客，而女性顾客也开始增多。无论是男性顾客还是女性顾客，Face of Man 都非常欢迎。

高品质与新创意

Face of Man 之所以如此成功在于他们不断的求新求变，不断的充实自己，提升服务水平，量“肤”定制个人化的护理服务。为了保持高素质的服务，Face of Man 的护理师时常出国受训，以提高他们的技术水平、产品知识、语言及沟通能力等。Face of Man 对护理师的要求是受过合格训练，富有亲和力 and 具有专业服务水平。

三个合伙人相信，唯有创新求变才能达到成功。例如，时常更新产品和服务，使 Face of Man 的品牌更富有说服力。

一对孪生兄弟，加上 James，已经为无数的男士们达到“Look Good And Feel Good”的美好境界。