



Jawed Habib is the leading brand in the world of hair grooming with an enviable track record. The brainchild of Mr. Jawed Habib who comes from a rich lineage of hair grooming professionals well known as personal stylist of famous personalities, Jawed Habib brand today is synonymous with hair grooming business. Here is a look at the success story and popularity of Jawed Habib Brand from its inception to reaching the pinnacle of popularity in grooming industry.

The Journey of the Brand: Coming from a family of barbers, Jawed decided to venture out on his own because of his inherent streak of entrepreneurship. From his early days when he worked with many local agents in each city to help organize workshops and spread the word about his skills, Jawed today operates three different entities under the brands Jawed Habib Academy, Jawed Habib's HairXpreso and Jawed Habib Hair & Beauty.

Jawed Habib group has introduced one more hair brand entitled Hair Yoga. It's a Hair care Therapy to improve the overall hair health of the hair treated through the mind and body. The company today is offering yet another salon name Bevels, an initiative with a vision of providing

Success in the Hair Grooming Business

Written by Pooja Agarwal
Friday, 05 June 2015 17:44

an exclusive luxury grooming experience and salon services.

The Founding Legacy: Jawed comes from a family of barbers and his father Mr. Habib Ahmed used to be the personal barber for the Nehru family. His father and grandfather ran the successful Habib's Salon in New Delhi. His grandfather was the barber to Lord Mountbatten and several Indian presidents. Coming from such a rich legacy of hair dressers, Jawed Habib today is known for his association with fashion and film celebrities. He is a hair expert, author of best-selling hair books, hair consultant, architect of a unique range of hair products and winner of numerous tresses awards.

Jawed holds the Limca book of Records with a feat of 410 haircuts in a day and has been the official hair stylist for the Femina Miss India beauty pageant. Apart from his celebrity image, Jawed is also an Indian entrepreneur who has 480 salons across 92 cities in India. He has set himself an ambitious goal of opening 5000 more salons in another five years.

Business Model of Jawed Habib Brand: “Our operation model for Jawed Habib

brand and Jawed Habib’s group is based on franchise business” reveals Mr. Jawed Habib. The capital expenditure from a Jawed Habib brand franchisee starts from 15 Lakhs and goes as high as Rs.45 Lakhs. The company requires around 200 - 1200 carpet square feet of space with an average ROI of 20 months.

Franchisee Business Model of Jawed Habib: “We provide man power and our technical staff and they are sent to a franchise-outlet only after successfully completing our grading standards”, reveals Mr. Habib. In the words of Mr. Habib, as a USP of the brand, "a customer can expect the same service anywhere in India and the franchisee doesn't need to worry about hiring. We also have an audit department to oversee and maintain smooth functioning of the salon".

Jawed Habib Hair & Beauty Ltd is one of the leading hair and beauty salon and academy chains in India. The brand has a master franchise across the territory that takes care of certain city and state which helps an aspiring entrepreneur to set up his unit. Most of our franchisees have taken up more than one Jawed Habib salons because of the profit they are earning. Thus our chain keeps on growing”, says Mr. Habib.

Support Offered to Prospective and Existing Franchisees: □ “Our franchisees come from a diverse set of backgrounds, such as chartered accountants, working professionals, first time entrepreneurs, hence we impart training to them in all aspects of running a JH salon” reveals Mr. Habib. “Our training includes salon management, customer handling, cash management, stock handling, hygiene standards, staff management, marketing/promotion, business know-how etc. This gives them a holistic view about our business” he continues. To become a JH partner, we have deputed Master Franchise across all states in India easily accessible through email or a by calling a toll free number.

A word About Funding: Jawed Habib is a cash positive company, and does not need a huge capital investment. This is purely a people business that is run on franchisee format smiles the dynamic hairdresser.

Marketing Strategies Adopted by the Brand- “As a franchisor we do national tie-ups with synergic brands for our salons”, reveals Mr. Habib. Every JH salon franchisee is expected to do some amount of BTL activities in his or her territory. These are cross-promotional tie-ups, institutional tie-ups, in-store promotions, in mall events, college events. “Our sweet price point caters to a wider audience and hence our salons create their own footfalls along with the advantage of trained professionals at the saloon” he puts it

Challenges and Roadblocks: The entire wellness industry is unorganized with only a few branded players. “There are many factors, which can also be termed as challenges, but the primary concern of all salon owners is the acute shortage of skilled manpower” says Mr.Habib. “High attrition rate amongst the technical staff also causes inconvenience among regular customers who are used to a certain stylist. A certain amount of trust is required for a person to move to a new stylist”.

Future Plans and the Road Ahead: “We aim to have opening 5000 centers in coming next 5 years. As part of our future plans, the brand will have state-wise franchisees in the country. India will be a unique business arena in whole of the global economy in the coming years. Since every third person in an Indian city today is a youth, and this itself increase the chance of generating money 90% of potential customer’s” says the man behind the JH brand.