

## START-UP TIMELINE

WEEK 1

**SIGN FRANCHISE  
AGREEMENT**

WEEKS  
6-1

**LOCATION SELECTION  
& LEASE NEGOTIATION**

WEEKS  
6-7

**BUILD-OUT & SETUP**

WEEKS

**GRAND  
OPENING**



VI.TA.LÉ  
SKINCARE

# FRANCHISE START-UP TIMELINE

*Health*

*Beauty*

*Radiance*

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Discover the power of HIFU

Safe, effective, no downtime!

## Introduction

### *The Journey to a Successful Vitalé SkinCare Grand Opening*

Bringing a Vitalé SkinCare franchise to life is an exciting and well-structured process that unfolds over two months, ensuring that every new franchisee is fully prepared for success.

From securing a location to undergoing hands-on training and launching a strategic marketing campaign, both the franchisee and Vitalé SkinCare work closely together to create a seamless experience leading up to the grand opening.





# Month One

## *Laying The Groundwork*

As soon as the franchise agreement is signed, the new franchisee embarks on the first crucial step: finding the perfect location. Whether it's a high-end shopping district, a wellness center, or a standalone boutique, selecting a prime space is essential for attracting the right clientele.

At the same time, the franchisee begins the process of applying for local business licenses and permits, ensuring that all legal requirements are met before operations begin.

While the franchisee is busy scouting locations, Vitalé SkinCare is hard at work behind the scenes. The team prepares everything the new business will need, including HIFU machines, treatment beds, furniture, skincare products, and operational supplies.

Alongside this, Vitalé develops a customized marketing campaign tailored to the franchisee's future clientele, outlining strategies for local advertising, social media outreach, and promotional offers.

By the end of the first month, with location selection nearing completion, plans are set in motion for the franchisee's four-day training course at Vitalé's headquarters in Honolulu, Hawaii.





# Month Two

## *Training, Setup, and Final Touches*

With a secured location in place, Vitalé SkinCare begins shipping all necessary equipment, furniture, and products directly to the franchisee's storefront.

At the same time, the finalized marketing campaign is refined, incorporating local demographics and competitive positioning to ensure maximum impact.

Before the grand opening, the franchisee travels to Honolulu for an intensive four-day training course at Vitalé's flagship facility. During this immersive experience, they master the HIFU treatment process, learn client consultation techniques, and refine their approach to customer service. Additionally, they gain valuable insights into marketing execution, business operations, and financial best practices—all essential elements for running a successful Vitalé SkinCare center.

Returning from training, the franchisee focuses on the final setup of their location, ensuring that treatment rooms are equipped, the reception area is inviting, and all operational details are in place. At the same time, Vitalé provides the final marketing materials, and together, they finalize the timeline for the grand opening event.

As the launch day approaches, excitement builds. The franchisee begins promoting their upcoming opening on social media, reaching out to local influencers, and offering early booking incentives. A soft launch is conducted for VIP guests and select clients, allowing for a smooth transition before the big day.



# Grand Opening

## *A New Chapter Begins*

After two months of strategic preparation, comprehensive training, and marketing execution, the franchisee is finally ready to open the doors of their Vitalé SkinCare center. With a well-coordinated grand opening event, clients are welcomed with exclusive promotions, a luxurious treatment experience, and a brand that embodies innovation in skincare.

Backed by the ongoing support of Vitalé SkinCare, the new franchise is set up for long-term success, ready to serve clients seeking cutting-edge HIFU treatments and premium skincare solutions.







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