

Top 10 Reasons Why Sharkey's Cuts for Kids Is The Best Investment!

(Information gathered from Franchisees, employees, & 2008 recession data)



1. Hair always grows so kids will always need a haircut. It's like a utility business; it's a need not a want.
2. Kids visit Sharkey's for a fun experience – It's like a sweet treat and an excursion for moms.
3. When times are tough & scary, people want 15-30 minutes of happiness with their kids. People are always going to spend money on their kids as we have proven this time and time again for over 18 years (Sharkey's experienced an uptick in business within our salons in the 2008 recession).
4. Even in a recession parents want their family to present well - their appearance is their cover story.
5. There is no risk with wastage – Even if we have to close down for a few weeks we don't lose money on ingredients. We are just deferring haircuts for the time being while the public deals with a given situation.

Ex. Similar to a snowstorm when schools need to close. They all come back once the icy roads are safe to drive. Our business doubles the following week and monthly revenue takes no hit.

Ex 2. If Sharkey's is closed for a period of time so are the barbershops in town. So no loss of business (we have proven this for over 18 years). There is zero competition when we are closed. If the roads are bad than moms & dads are not driving *anywhere* for a kids haircut.
6. You cannot get a haircut on Amazon!
7. Kid's haircuts are not seasonal so they come in at all times throughout the year.
8. No reinvestment with Sharkey's after your first 5 years. When evaluating a franchise, you need to evaluate if the franchise you are thinking of investigating in will make you money in years 6-10. Not just years 1-5. Is the concept trendy, will I need to reinvest in new equipment or technology after maybe I have made my ROI back in 5 years? The Sharkey's model is 99% the same as it was back in 2002, other than upgrades in technology, gaming stations, and bigger TV's.
9. Generally speaking, rents are low and the franchise investment is low so Sharkey's can weather the storm of a recession (Proven and reinforced in 2008).
10. We are not selling haircuts, we sell an experience!

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