

Theatre Under The Stars Presents A Wonderful Life

Ring in the holiday cheer when one of the most popular and heartwarming films ever made comes to life on stage! Based on Frank Capra's 1946 classic film, Theatre Under The Stars proudly presents the timeless masterpiece A Wonderful Life as its holiday production, December 11-23 at the Hobby Center for the Performing Arts (800 Bagby at Walker).

Successful sales of services + + excellent visibility

This formula is the current domestic success and the law of outstanding beauty salons.

The importance of profit model

mentioned profit, the first to refer to the mode of operations. Operating profit is the prerequisite is the basis of profitability. So, what kind of business model can achieve health, safety, stability and the purpose of profit?

In the beauty trade an early stage of development, less competitors in the market, and consumers in the consumer spending still in the stage of curiosity and impulse, early operators of beauty salons in the market access therefore a certain amount of profit, or even may be profiteering . But with the development of the market, the scale of the expansion of capacity, consumers gradually become rational state of intense market competition and the cruelty of the operators of beauty salons to bring a great deal of risk. In the medium term that is the beauty trade development at this stage, beauty salons operating in the market more difficult. The way to solve this problem where?

Chartered franchising business model for this problem the best answer.

Beauty franchising enterprises from the initial 1988 by the PRD some clothing and cosmetics companies from the catering industry franchisee business model and trial operation, in 1995 to carry out short-term technical guidance and beauty products are promoted, it has been a 10 years of development time.

Franchise chains are joining in the public think that the least effective fastest and the highest success rate of marketing mode. According to the statistics published by the Ministry of Commerce data show that independent business owners operate the success rate of less than 20%, and joined by chains and run enterprises, the success rate is higher than 90%.n

According to this market experience, franchise chain has become louder and louder. In this commercial evolution of the trend, the domestic beauty market chain, in a short span of years, had undergone a qualitative change: from scratch, from the high-grade to middle and low, pop style day. Before people buy cosmetics department stores or shopping malls to be purchased across the street now beauty chains to provide them shopping convenience, and can enjoy beauticians professional guidance, or special care.

Shanghai beauty market as an example. Shanghai Chain beauty agencies consumer groups, mainly concentrated in the mid-range income on the side of women, as well as some of the pursuit of fashionable young white-collar women. Therefore professional beauty services brand proliferation of increasingly fierce market competition, a lot of beauty agencies to keep investment and expansion plans, some cosmetic skin care products are gradually moving toward diversification strategy routes, such as natural beauty, PAN Su, Mei Su, Avon, such as new are vigorously expanding their professional beauty chain, the front line of domestic brands is becoming increasingly competitive climate warming.

Beauty can be joined in the chain of high-quality brand promotion strike effects of development, the enjoyment of the scale of profits. Fixed consumption of their products while followers of the new franchise will quickly stable foundation, grow and develop. Chain price information from the agencies, after-sales service, advertising, product marketing image display and customer networks to support many aspects of the development will lead to a solid source, thereby joining the operational risks to a minimum, the maximum return, no longer worry about the ever-changing market environment. Consumers can get around in the same McDonald s food, the same, she (he) can enjoy the chain s standard services. By the talent flow, passenger flow, capital flow, logistics, technology flow, the flow of information weave into a vast network of members of the network to share resources in the network, without the net and disadvantaged, do not have to entrepreneurship, management, and not products, no customers and maintain customers and headache.

In the attraction of this trend of the times, many enterprises are from the informal Direct chain operations to the concessionaire operations into franchising. Goal is to become a company production, sales, service, joining in one to serve, to join the pilot, production, sales, the backing of the complex chain management company. The use of franchising domestic beauty industry as marketing strategy, seeking agents to seek franchise, each

one seeking support for the beauty trade and beautiful as members of the chain of institutions can develop and grow, gradually extend.

Professional beauty chain and climb high jump institutions from scratch and will soon set off the makeup cosmetics market a wave. Whether from the investment drive manufacturers or dealers in the business vision, the enthusiasm and enjoyment of customers, can be a feeling in the next decade, the domestic cosmetics market is likely to be the competitive world of beauty chain! Traditional terminal market is still an important sales channel, but professional bodies is irresistible beauty. In the days to come, and its sales volume is very likely to exceed traditional for the following reasons:

First, the complete professional training

Good teachers and science-teaching staff for each class, there are detailed training on the project, regardless of the actual operation and mutual use of theory emerged, the results of a scientific, and can display high-quality work in the service .n

Second, the manual provides a complete management

Staff recruitment and promotion management, administration, marketing, management and financial management, and computer science are used and forms of computerization. Good system, quality management, allowing employees to follow an orderly manner, the staff of the establishment of the centripetal force of the company, reducing the mobility of staff, to provide the output, but also relatively stable customer base.n

From the social cognitive extent, gratifying prospects for beauty institutions. Beijing, Guangzhou, Shenzhen, Wuhan, Chongqing, Chengdu, Shanghai, and other cities in a number of awareness of the beauty of the body is higher than that of other cities, the South China market in 2002 in Guangzhou, Shenzhen and the total sales of beauty bodies have been accounted for the beauty cosmetics market total sales more than 40 percent. Among them, gathered in the city of Guangzhou professional cosmetics bodies of more than 3,000. That survey, a considerable number of female beauty that professional bodies are a kind of high-end services, is an yearning for the enjoyment, therefore attract a large number of white-collar workers, to the consumer, which to prove: the beauty chain bodies concept of the people! Even in the small and medium-sized cities, skin care agencies into the chain of a private beauty!

Chain of beauty salons franchisee business model will be the development of this industry trend by. As individual investors, the choice of this mode of operation that is the end result of the strength of one of the brand joined Headquarters for their operations and development will bring a powerful impetus and reliable guarantee.

Profit inherent beauty shops in the market in the super-growth

Almost every intervention beauty business is invariably directed at the industry is a high growth and high profits from. Beauty industry to become the backbone of the third industry, the state and society and made due contributions. However, the development of the market and its harsh to each of this business is have a certain setbacks. Ordinary investors operating in a beauty salon despite initial consideration of its profit, in the absence of a sound and healthy business model, the investment risks of natural self-evident. Particularly at this stage in the market status quo!

Beauty salons-shop operator investment profit in the franchising franchising model has had excellent confirmed, the high success rate, it is yearning for. This is because the franchise chain franchise headquarters strong support for decentralized management of investment risks at the same time, joining the headquarters of the powerful brand stimulating sales of beauty salons, beauty salons directly enhanced the visibility of uniform standards in the mode of service delivery , beauty salons operating results showed a steady increase in the state, won the franchisee market guarantee.

Shi-ting France international beauty chain in keeping with this market trend, in the mid-2002 started planning franchisee chain business model, from Taiwan and abroad hire professional design agency, after nearly a year of market research and model design, and finally In August this year the successful completion of the Hui Bao Brand Licensing chain business model to the integration of all product design Construction. In September the nineteenth session of the Guangzhou Fair in the United States has achieved positive market response. At present, Shijiazhuang, Beijing, Tianjin, Qingdao, Chengdu, and Shanghai, Harbin, and other regions have joined to complete more than dozens of signing and location, are entering the state before starting the business counselling.

According to the Strategic Planning Group, France poetry international beauty chain Ting-hui brand will be three years to create 1,000 1,000 full support franchising beauty salons.

About the Author

From www.huliq.com:

Choice mince and top acting illuminate this period Brit pic, which works far better as a comedy.

An overview of Stage Beauty, including cast and credit details, a review.

Directed by Richard Eyre, screenplay by Jeffrey Hatcher, adapted from his own play Compleat Female Stage Beauty, produced by Robert De Niro, Hardy Justice.

Galleries of female stars from the golden age of English Theatre. Listing of the London theatres, and scripts of popular.

For most of the 17th century, women were banned from the English stage and key Shakespearean characters such as Juliet and Ophelia had to be played.

Trailer for the movie Stage Beauty, starring Billy Crudup, Claire Danes, Ben Chaplin and Rupert Everett. Stage Beauty movie trailer.

Source: <http://www.productsherbal.com>