

ALDO'S SALON

**GROW
TOGETHER
WITH US**

Italian Hairdresser since 1974

www.aldosalon.com



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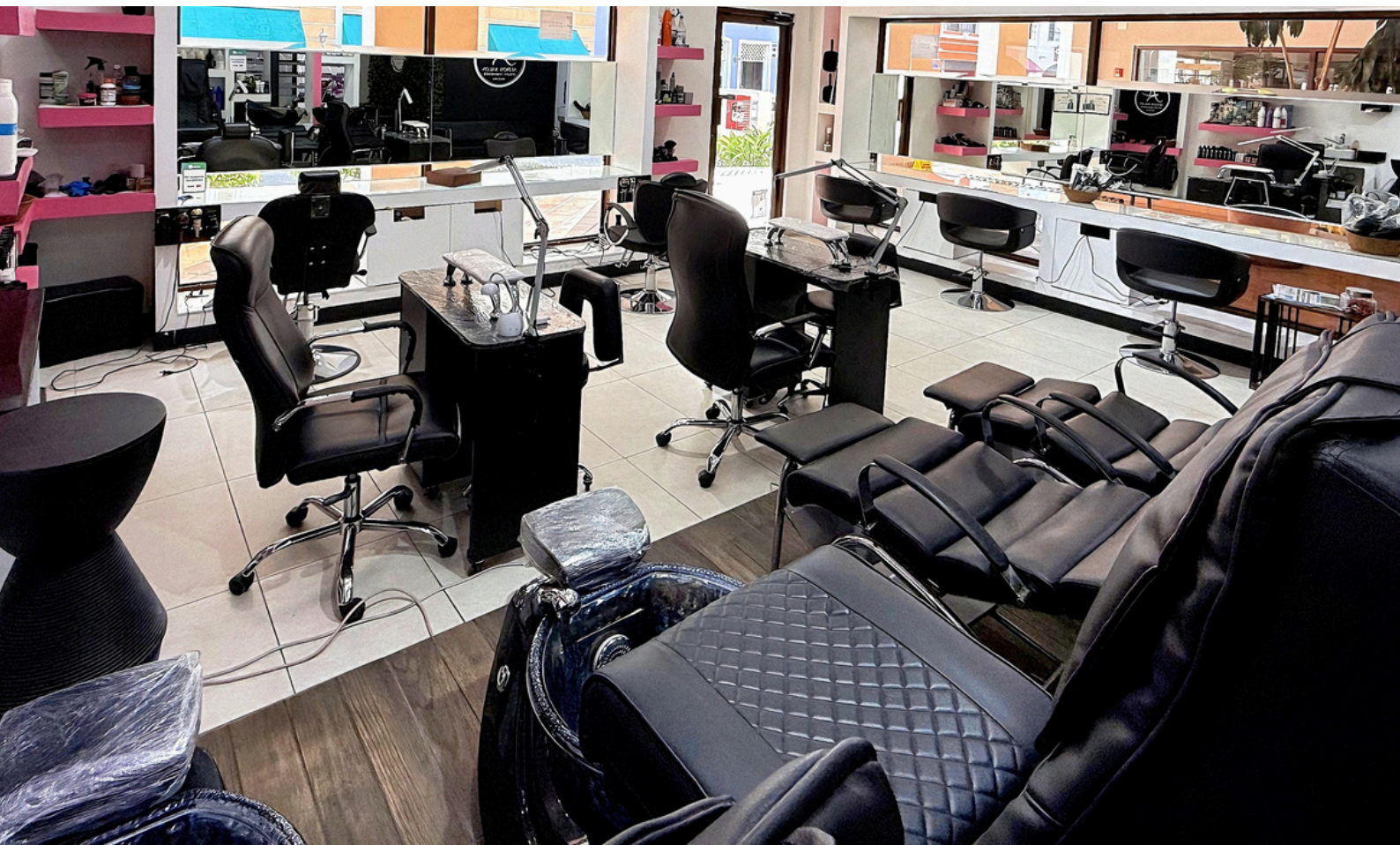
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01 OVERVIEW

Executive Summary

Aldo's Salon Hair, Nails & Body Wellness was founded in 1974 in Salerno, Italy, and today it stands as a strong and trustworthy brand from Coronado, Panama. With over 50 years of experience in the beauty and wellness industry, we present a profitable and expanding franchise model, designed for entrepreneurs and investors seeking an opportunity with a proven track record.

Investment Opportunity

- Franchise Fee: USD 10,000
- Total Estimated Investment: USD 38,000 – 45,000
- Royalty Fee: 3% of Annual Gross Revenue
- Marketing Fee: 2% of Annual Gross Revenue
- Projected ROI: 12 – 18 months
- Projected Annual Revenue: USD 165,000

Our Competitive Edge

- Brand with over 5 decades of international experience.
- Unique concept in Panama: Hair, Nails & Body Wellness with an Italian touch.
- Proven model with successful operations in Coronado.
- Comprehensive support in training, salon design, marketing, and management.
- Expansion potential in major cities and tourist destinations across the country.

With Aldo's Salon Hair, Nails & Body Wellness, you not only acquire a franchise, but also the opportunity to become part of a prestigious brand that combines tradition, innovation, and profitability.

02 WHO WE ARE

Aldo's Salon Hair, Nails & Body Wellness was founded in 1974 in Salerno, Italy, by Vincenzo De Martino. Since then, our mission has been to combine Italian excellence, innovation, and holistic wellness. Today, under the leadership of Aldo De Martino in Panama, we offer a unique Hair, Nail & Body Wellness experience, establishing ourselves as a benchmark of quality and professionalism in the beauty and wellness industry.



**Not just a salon
– a true lifestyle
experience.**

MISSION

We are committed to excellence, integrity, and personalized care. Rooted in family tradition, we value craftsmanship, innovation, and respect for both our clients and the environment.

VALUES

To provide an exceptional luxury salon experience that enhances wellness through expert care of hair, body, and nails, honoring our Italian heritage while embracing modern wellness.

03 OUR STORY AND PHILOSOPHY

A Distinctive Approach to Beauty and Wellness

Aldo's Salon Hair, Nails & Body Wellness is not a conventional beauty salon. It is an eco-sustainable hair and body care center, designed to create elegant and environmentally responsible experiences. Here, courtesy, professionalism, art, culture, and music come together to promote a healthy and beautiful lifestyle.

Our Origin and Global Expansion

The concept was born in Italy in 2009, led by Italian stylists Danilo De Martino and Rita Pagano. From the beginning, it participated in national events such as the Miss Italia Gala, establishing prestige in hairdressing and makeup.

- 2009 – Opening of the first salon in Salerno, Italy.
- 2011 – Second salon in Italy, managed by Silvestro Ferrigno.
- 2014 – Opening of the third salon in Coronado, Panama, led by Aldo De Martino

With over 40 years of family tradition started by Vincenzo De Martino in 1974, the brand continues to grow in Panama today with a unique philosophy of sustainable beauty..

Eco-Friendly Beauty Philosophy

Our motto is clear:

“Sustainable beauty is our standard of excellence.”

- Sustainability is a shared responsibility among partners, collaborators, and clients.
- We commit to a beauty model that protects the environment and strengthens human relationships.
- We promote continuous training, technological innovation, and high-quality service as pillars of customer loyalty.

04 OUR VALUE OFFER

Competitive Differentiators

At Aldo's Salon Hair, Nails & Body Wellness, we offer much more than aesthetics:

- Quality in service → courtesy, discipline, hygiene, and professionalism.
- Continuous training → national and international courses in fashion, beauty, management, and technology.
- Proven customer loyalty:
 - 71% of customer loyalty depends on quality work.
 - 60% of clients remain loyal due to excellent service.
 - 55% due to promotions and discounts.
 - 41% purchase additional services.
 - Average visits: 2 times per month per client.
- Technological innovation → online booking software, client CRM, promotion notifications, and comprehensive support.

Franchising Model

We are looking for strategic partners who share our vision of sustainable beauty and wish to expand the brand in Panama's main cities.

Franchisees receive:

- Training plan and opening protocols.
- Marketing strategies and product sales support.
- Process optimization and productivity tools.
- Annual seminars and update courses.
- Technological support for management, promotion, and customer loyalty.
-

Investing in Aldo's Salon Hair Wellness means betting on an internationally proven concept, backed by over 40 years of family experience.

We offer a profitable, innovative, and eco-sustainable model, tailored to the growing demand for beauty and wellness in Panama.

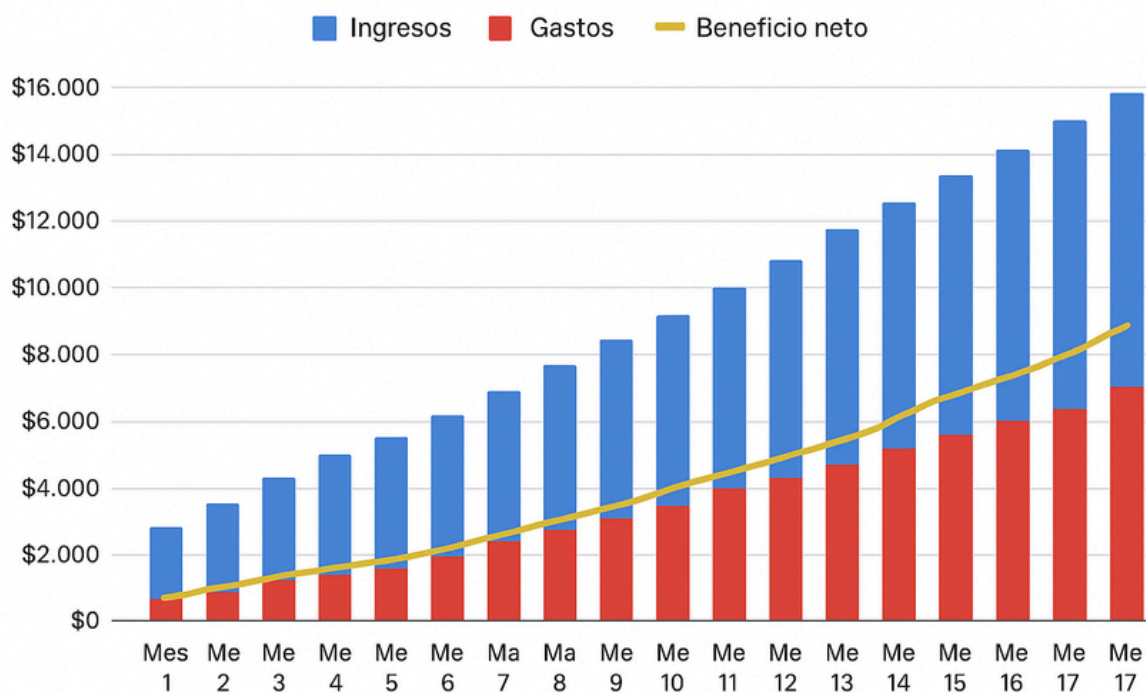
✨ Join our mission to transform beauty into a sustainable, elegant, and profitable experience.

05 SNAPSHOT OVERVIEW

Initial Investment: \$39,900 | Estimated ROI: 18 months | Break-even Point: 6 months | Monthly Profit: \$7,000

Discover the growth potential of Aldo's Salon Hair, Nails & Body Wellness at a glance.

MODELO DE INGRESOS Y BENEFICIOS



Note: These figures correspond to the Coronado branch and may vary depending on the location of each franchise.

06 INVESTMENT OFFER

1. Introduction

Invest in Aldo's Salon Hair, Nails & Body Wellness, a brand with over 50 years of Italian tradition, established in Panama as a benchmark of quality, innovation, and holistic wellness. This is your opportunity to be part of a proven, profitable, and growing business.

2. Why Choose Us

- Strong and recognized brand.
- Premium experience in Hair, Nails & Body Wellness.
- Proven and profitable business model.
- Comprehensive franchisee support: training, marketing, and operations.
- Clear differentiation from conventional salons: excellence, innovation, and holistic wellness.

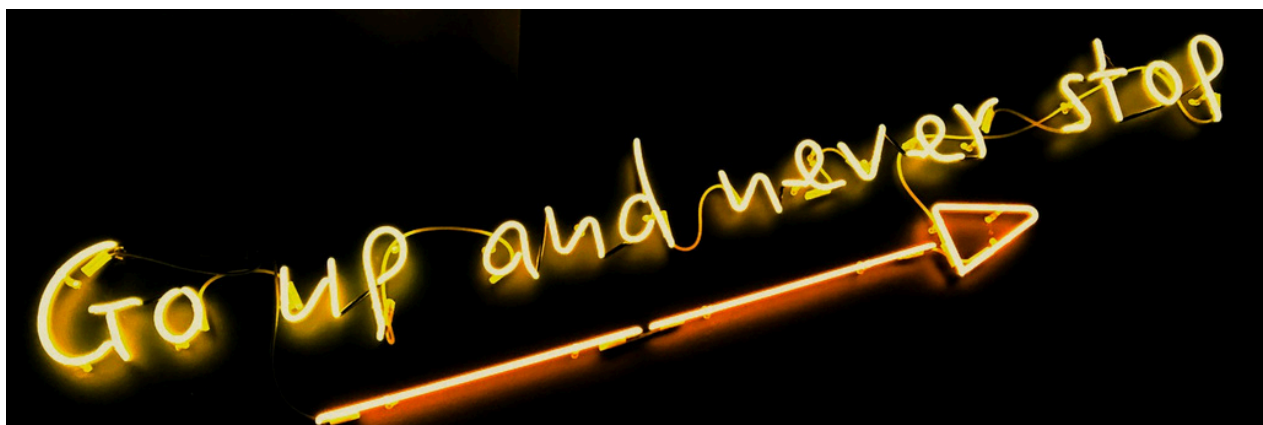
3. Key Financial Data

- Approximate initial investment: \$39,900
- Return on investment: 18 months
- Break-even point: 6 months
- Projected monthly profit: \$7,000

Comprehensive financial details of the current salon are available upon request for serious investors.

Be Part of Our Success

With Aldo's Salon Hair, Nails & Body Wellness, you will have the opportunity to own your own business through a proven model, backed by over 50 years of tradition, international experience, and a solid track record of success in Panama.



07 TARGETS

At Aldo's Salon Hair, Nails & Body Wellness, every goal is designed to ensure franchise success, customer satisfaction, and excellence across all our services.

1

Growth Strategy:

Expanding into key locations across Panama to strengthen brand presence.

2

Sustainable profitability:

Ensure that each franchise reaches the break-even point within the first 6 months and generates increasing profits.

3

Service Excellence:

Maintain premium quality standards in Hair, Nails & Body Wellness, setting ourselves apart from ordinary salons.

4

Customer Loyalty:

Deliver unique experiences that guarantee client satisfaction and loyalty.

5

Complete Franchisee Assistance

Offer continuous training, resources, and marketing support to ensure franchise success.



08 ACTION PLAN

Phase 1: Selection and Training

- Evaluation of the franchisee candidate.
- Initial training in operations, services, and client management.

Phase 2: Salon Setup

- Consulting on civil works, furniture, equipment, and design.
- Installation of products and operational systems.

Phase 3: Launch and Marketing

- Opening strategies and local promotion.
- Digital and social media advertising, grand opening events.

Phase 4: Operations and Support

- Performance tracking and financial metrics monitoring.
- Updating techniques, products, and marketing campaigns.
- Ongoing support from headquarters to ensure success and growth.



09 WHO WE SEEK

We are looking for motivated and committed entrepreneurs who share our vision of excellence, wellness, and premium quality.

Expertise in beauty is not required: we provide comprehensive training and ongoing support to ensure each franchisee can operate successfully.

Our ideal candidates are individuals with:

- Entrepreneurial spirit and passion for business.
- Ability to lead teams and deliver exceptional service.
- Commitment to the brand and its quality standards.
- Desire to invest in a profitable and growing business

New branches, the same Aldo's excellence.

- Panama City
- La Chorrera
- Santiago
- Boquete
- Penonomé
- Río Hato
- Colón
- David

Eventually, we will consider other strategic locations both within and outside Panama, evaluating markets with high demand for premium Hair, Nails & Body Wellness services. Our vision is to expand the Aldo's brand in a controlled and profitable manner, bringing our excellence to more clients and strengthening our presence in the region.

10 CONCLUSIONS

The Aldo's Salon Hair, Nails & Body Wellness franchise represents a unique investment opportunity in the beauty and wellness sector, backed by over 50 years of family tradition and an innovative Hair, Nails & Body Wellness concept.

With a proven model in Coronado, an attractive return on investment, and a premium market positioning, this is a brand ready to expand in strategic locations across Panama.

Investing in Aldo's means becoming part of a success story rooted in Italian heritage, with a solid future and professional support at every stage of the process.

📍 Main Location: The Village Plaza,
Coronado – Panama

🌐 Website: aldosalon.com

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☎ WhatsApp: +507 6500-8761

