



BeautySupply
INSTITUTE

STORE OPENING DELIVERY SERVICE REPORT

brought to you by: Beauty Supply Institute



www.BeautySupplyInstitute.com

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Thank you for inquiring about our Store Opening Delivery Service. It is our most intimate package that we offer to entrepreneurs wanting to own a beauty supply store. I take great pride in Beauty Supply Institute because of the experiences I had when I first got into the business in 2005. I had no help, no answers and no direction. I lost money, grew gray hair, lost sleep and got wrinkles on my forehead. The industry is such a secret society that a new owner can fail before they even start.

Because of the obstacles I now know exist in the industry, I started a business that would aid individuals in getting to their grand opening with as few headaches as possible. Plus, I love getting to meet people wanting to do the same thing I have. I take great privilege being a crossing guard to other future store owners. Let me stop rambling and get to what you really want to know. (I get so passionate about this business that I can go on and on...)

We offer five store opening delivery services: Full Contact, Full Impact, Full Experience, Full Incubation and Full Implementation. They are all designed for various levels of assistance. **But keep reading so you can get a full grasps of what each one does.** For some individuals this may seem like a lot of money to pay someone else for help getting open, but only because they are not fully aware of all of the intricacies that it takes to open a beauty supply store. For others, it is a STEAL, because they know it is an investment that has priceless returns for their start-up dollars. Mistakes, delays, unknowns and ignorance are just a few critically costly variables.



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You may be wondering, is this service for me? (Let's find out.)

This Service is Ideal For:

- Budding Entrepreneurs who are still working a 9-5, ready to launch a new business but don't have the time or know-how to execute without quitting their day job prematurely
- Smart Entrepreneurs who desire support every step of the way
- Individuals with the capability to learn online and apply information in real-time
- Entrepreneurs who don't have all their funding yet, but are serious enough about opening a store to know they need guidance and education ahead of time
- Entrepreneurs who understand that they need industry professionals to help them avoid problems in their business
- Entrepreneurs who are or can be comfortable with allowing professionals to do the work for them
- Individuals who value getting help from someone else and doesn't desire to control every function of the process

This is not an all-inclusive list. Bottom line, it's for YOU if you've never opened a Beauty Supply Store before.

Let me break down the process and then you can judge for yourself. Here's what you get:

The Quick Overview:

Consulting, Professional Support and Guidance, Site Review, Local Market Assessment, Lease Negotiation & Review, Floor Plan Design, Start-Up Inventory Creation, POS Initialization, Database Creation, World Class Training (online & in-store), Preferential Treatment versus those who inquire for information that are not as serious as YOU. Unlimited email/phone access to the BSI team during the process and up to 12 months after we're done (based on your store opening delivery choice). Competition lock-out (we never open other stores close enough to compete with you).





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(PACKAGE 1) FULL CONTACT STORE OPENING DELIVERY: SELF-PAY (\$15,000) / FUNDING (\$20,000)

Detailed Overview:

The first step is to become a store opening delivery client. Once that happens (after all the administrative paperwork is completed) we give you access to our Beauty Supply Retail Academy online. (It is like getting a PhD in beauty supply ownership!) You learn, in great detail, what it takes to run your store. You will have 6 months of access to complete the program, though you are free to complete it much sooner. It contains 26 classes, assessments and reading. If you do nothing else except the program, you can probably finish it in a month, which is good because it will give you a lot to do and learn while we are doing our work behind the scenes. It's not mandatory to complete but we highly suggest it. We see a difference in our owners who took the training vs. those who didn't. The program graduates fare much better.



The first thing you get after signing up is your "Beauty Supply Store Start-Up Team"! Whether you're a new or seasoned entrepreneur you will have questions about who, what, when, and how the process works to opening your store. We will have the answers to ease your mind! We start the process with a 1:1 conference call upon becoming a client to learn about your vision and what you've done to date so we can advise you on your next steps. We create a timeline of your store opening as a guideline to follow. We are one of the many cogs in the wheel to getting you in the beauty supply business, so we work very closely with you to negotiate and acquire your lease, guide you as you work with your contractors if build out/demolition work is needed and coordinate deliveries to your store with you and the vendors. Another huge benefit to you is that we take the headache out of contacting distributors and manufacturers to open new accounts and creating your 1st big orders (something you won't ever have to worry about again with your first store!) We get you started by opening necessary supplier accounts to help build your business' trade history.



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Two BSI team visits to your location are included. The best part is our store opening packages includes everything down to our field team labor, food, ground transportation, travel & accommodations. We don't nickel and dime clients with hidden fees. You get store opening EXPERTS working for you at a flat-rate no matter where you live and faster than anyone out there in this market!



Visit One:

The first visit is when we assess a location you have already picked or we look at up to 3 locations you provide. If we can get access to the suites on the first visit we take measurements. We will communicate to you how to do so and give us the measurements once you gain access to the space. At this visit, we can help you to establish a start-up budget. We will tell you the amount you need to open an ideal store based on the square footage or if you have a preset budget, we will then tell you the best way to allocate your funds. Within 72 business hours of the Site Review we provide you with a graded report (SWOT analysis) of the locations you provided us to review. Then after you review the reports, you get to tell us which one you want us to contact. At this point, you will have to fund your holding account. Once we drill down the best location and the landlord is willing to rent it to you, we move onto the next phase.

Beyond the First Visit:

To ensure proper continuity and to maintain a good standing with our vendors that we have long and deep relationships with, funding must be in place prior to orders being acquisitioned. Based on the Budget Allocation form that we will provide to you, you will have a clear understanding of how your capital will be utilized for your store opening. After the lease is executed we then send you an orientation email with videos and a breakdown of things we need you to do in the meanwhile. From there, we then begin designing your



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store (based on local codes, retail logic, security and product sales-ability), ordering infrastructure (from shelving to price gun, to security cameras and everything in between), setting up distributor accounts, ordering inventory, etc. There are sooo many pieces we have to put together for you at this stage. Most of it will be done without the need to even contact you.

Visit Two (Final Visit):

This is when the rubber meets the road. A field team of 3-5 people (depending on the size of your store) will descend on your location and remain there until you are “store opening ready” based on our proven system. Our team will assemble shelving, showcases, price and label your thousands of products, build your computer system (and all applicable software), etc. most times on an 18-hour work schedule. (Trust me, this is the amount of time/work it takes experts... Imagine amateurs?) We will build your point of sale system with almost 20,000 product profiles. We give you more profiles than you need upon opening which allows for easy inventory growth when we’re done.

When I opened my first store, I had to manually build each product profile myself every time inventory came in. I had about 3,800 and it took me 3 weeks, working 7 days a week with 3 other people helping in order to get finished. It was so, so stressful that I wouldn’t wish that on anyone, especially a new owner who may not have the computer background that I have. (I was a network engineer in corporate America before becoming a full-time entrepreneur and have continued to sharpen my technology skills ever since.)

Our team transforms your entire store in 4-5 days. I have perfected a model for opening stores from my experience as a profitable store owner using decades of experience.

Once we’re finished, our field team will give you an overview of how to run your store, where everything is and a briefing on any issues (if any).

Included with both services is online access to the very detailed Beauty Supply Store Quickbooks Point-of-Sale training class. The training class teaches tons of ins and outs on how the point-of-sale system works. (If you want this training live, it lasts between 2-4 hours and it would take place after our team is fully complete setting you up. This live training isn’t offered to anyone who are not Store Opening Delivery clients. It is high-level and only recommended for owners of the store. It can be added on when you retain our services in the beginning. Ask our office operations on how to get this added on.)

The online training of the Beauty Supply Store Quickbooks Point-of-Sale class last a few hours too and it is the exact same lessons you get as-if you did it live so don’t feel pressured to get it live or feel that you will be cheated if you do it online. It’s just whatever learning preference you choose. In addition to that, keep in mind that you have 3 months of support so if you have any trouble with any functions of the point-of-sale program, you can always contact us and we can access your system remotely to give you a quick lesson tutorial.

You also get the “The New Store Owner’s Guide” book (not available on the open market). This book is a quick reference guide on what to do regularly, how to avoid/work through certain problems if they arise, how to engage with other industry people/businesses, resources you should tap into and more.



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After the Final Visit:

We will give you full technical assistance for 90 days with the Full Contact, 6 months technical assistance with the Full Impact and 12 months full technical assistance with Full Experience and Full Incubation; with the capability to troubleshoot remotely by logging onto to your POS if needed!

This is something not often used because we give you all of the tools in the store opening process and with the training. Nonetheless, you get it! You owe us nothing. There are no franchise fees, no licensing fees, no equity ownership and no royalties owed to us. We are simply allowing new owners to use our proven beauty supply store model to change their lives, create a legacy for their families and positively impact their community through business ownership. It's something you can reap returns on for as long as you decide to own your store and some of what we teach you is even transferrable to your endeavor in other businesses. The return on our service is just too great to quantify.



- All of the above plus...
- **3 Months Technical Support**
- **5-Class Beauty Supply Academy Curriculum**

(PACKAGE 2) THE FULL IMPACT DELIVERY SERVICE: SELF-PAY (\$20,000) / FUNDING (\$25,000)
(OFFERS EVERYTHING IN FULL CONTACT SERVICE PLUS)

- **6 Months Technical Support**
- **S - Shadowing**
- **A - Analysis**
- **T - Sales Training**

Our highly coveted S.A.T. Service is where we come out to your store after 6 months but before 12 months after you've opened to spend a few days in your store during normal business hours. We ensure you stay on the right track.

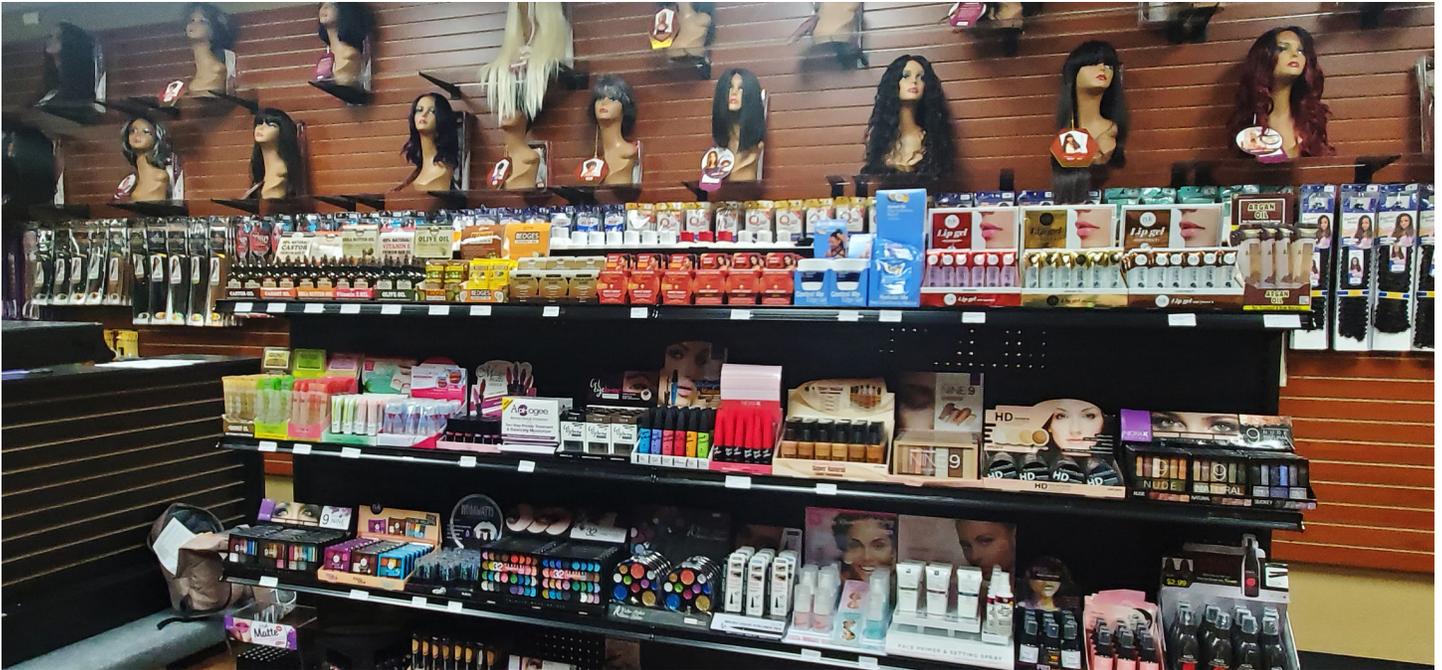
(PACKAGE 3) THE FULL EXPERIENCE DELIVERY SERVICE: SELF-PAY (\$25,000) / FUNDING (\$30,000)
(OFFERS EVERYTHING IN FULL IMPACT SERVICE PLUS)

- **9 Months Technical Support**
- **Urban Business Academy:** Power MOVE online program (12 modules of entrepreneurship understanding and best practices) with material. (value: \$1,500)
- **45-Day Business Plan** (includes Funding Program) (value: \$3,500)
- **Grand Opening Coverage** Our Media Team will attend your grand opening ceremony for a minimum of 2 hours to get footage of your event. The footage will be professional photos and video. The raw footage will be provided to you for your use.



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(PACKAGE 4) THE FULL INCUBATION DELIVERY SERVICE: SELF-PAY (\$30,000) / FUNDING (\$35,000) (OFFERS EVERYTHING IN FULL EXPERIENCE SERVICE PLUS)

- **12 Months Technical Support**
- **Site Selection:** We find your location for you (value: \$2,750)
- **Marketing Arm** (value \$7,500): Marketing plan built out for one year, which includes: Mailers - As you know, you want to advertise locally. Direct mailers is the way to go here. We will design your monthly specials mailer with approved United States Postal Service standards, making them ready for monthly mailings. You will also get a year's supply of monthly mailers to start you off with instructions on how to go about sending them out to your local consumers using the USPS discounted rate.
- **TV Ad** - We produce a 30-second T.V. ad. Someone will shoot live footage of your store to air on T.V. (advertising budget advised by not included).
- **Trailer** - Consumers love a good story. We will produce a 2-minute trailer of your journey to your grand opening. (Details apply)
- **YouTube** - Both of those videos will be uploaded to your YouTube channel (we will create one if you don't have one) with a guarantee viewership of at least 5,000 views each.
- **Social Media Ads** - With this one, you must know what to say. This portion includes our ad content. We will use our EXACT ad copy to drive traffic into your store. No need to reinvent the wheel.
- **The Beauty Supply Academy** (19 classes in beauty supply ownership) with materials (Online) (value: \$3,500)



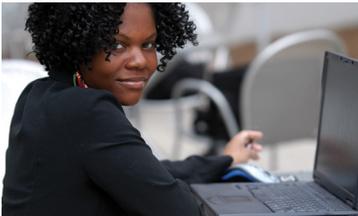
NEW

21-Day Business Plan

As you know, our business plans come with credit repair and funding acquisition for your new store. Our normal business plans take 45 business days, which amounts to roughly 9 weeks. We don't begin working on your funding until that time. However, we worked out a deal with our funding team to be able to offer a new timeline of 21 days. But guess what? With this service, you no longer have to wait until the plan is complete for us to begin your credit restoration and/or funding acquisition. We begin the capital process right away.

In addition, your plan will be completed in 21 business days instead, which amounts to roughly 4 weeks (rather than the 9 weeks you get with the original plan). Guess what else? The **21-day business plan is free** when you become a [Full Incubation Store Opening](#) or above client! Get the business plan, credit restoration (if needed) and funding acquisition (minimum \$50,000) for your store. Keep in mind, we DO NOT open stores that compete with any past store we've opened. This means, if you're in an area you want to open with our protection, you need to become a client asap, start working on getting your funds right away and start securing those customers. Here's what you get with the service. Remember, the longer you delay, the stronger your Asian competition gets.

Here's how funding works!



Step 1. Secure Your Business Plan

- Get it in 21 business days
- Funding Acquisition program begins
- Capital Management Course (*Pitching the Plan class, Identifying Good Deals teleconference, How to Get Funding on Your Own 101*)



Step 2. Funding Analysis

- Credit Score
- Cash Flow
- Cash On-Hand



Step 3. Funding Disbursement

- Average funding disbursed \$52,649 - \$77,982

Want to work on funding yourself in the meantime? [Click here](#)
To get started [email here](#)



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(PACKAGE 5) THE FULL IMPLEMENTATION DELIVERY SERVICE : SELF-PAY (\$35,000) / FUNDING (\$40,000)
(OFFERS EVERYTHING IN FULL INCUBATION SERVICE PLUS)

With this package we add an e-commerce website. There is a vast difference between a brochure site and an e-commerce site. This e-commerce site enables store owners to not only showcase their products they carry but in addition, make online sales of the products in their stores and products they are able to receive, plus connect their social media accounts to it.

The online commerce for beauty supply customers has not yet dominated the brick and mortar space, however, the e-commerce world offers an increase in revenue for customers convenience and those who are not in the store's immediate market.

There are critical components that a store owner will need to digitally connect in order to optimize their sales. This package offers that.

(PACKAGE 6) THE FULL COLLABORATION DELIVERY SERVICE: SELF-PAY (\$40,000) / FUNDING (\$45,000)
(OFFERS EVERYTHING IN FULL IMPLEMENTATION SERVICE PLUS)

This is the service where we add a salon in your store. The store/salon design is becoming more and more popular. It allows an owner to leverage their location in ways that are taught in the Beauty Supply Academy. The chosen location is suggested to have at least 2,500 square feet or more.



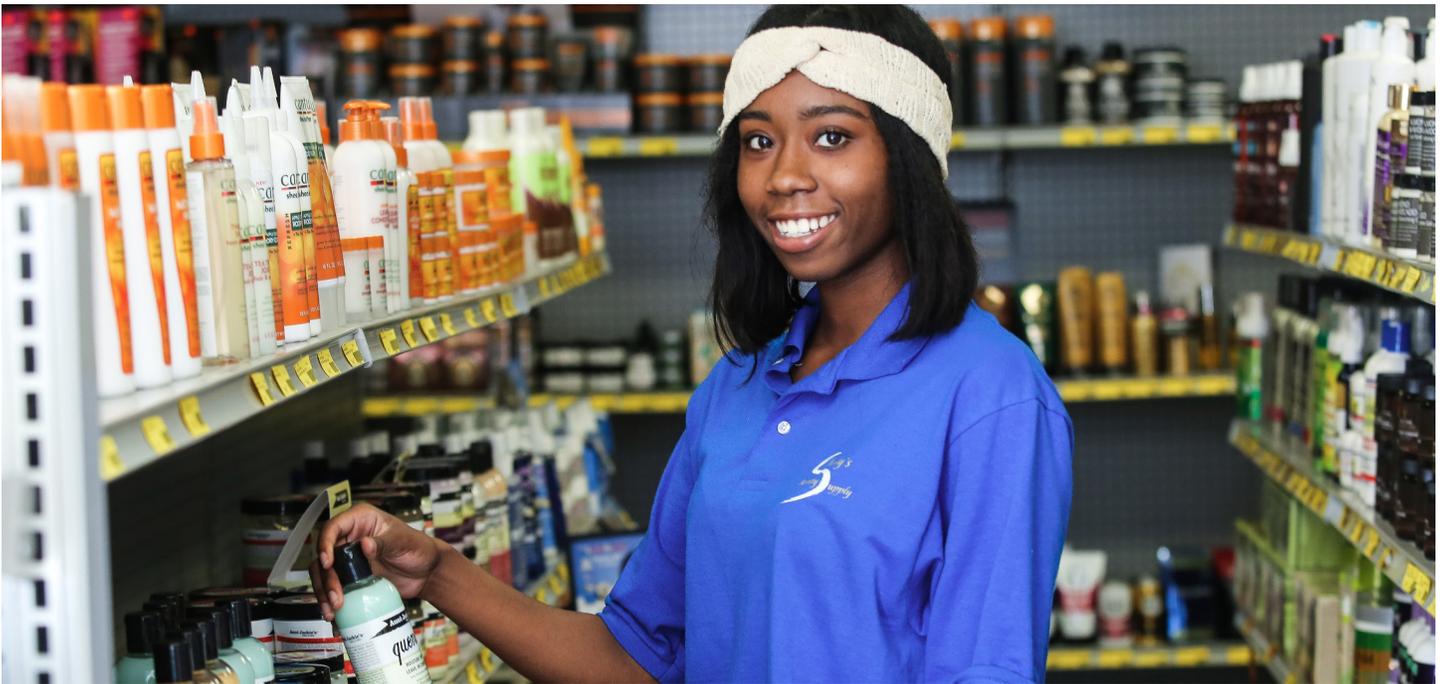
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Store Opening Delivery Services Does Not Include the Following:

- We do not apply for building permits
- We do not paint, electrical work, install ceilings or plumbing
- We do not install slat boards, security cameras or flooring
- We do not build the point-of-sale platform (stage) or order the materials required to build it
- We do not order or install overhead signage, front door signage or window posters
- We do not perform general contractor work of any kind



Getting Started:

It's simple to get going. All you're required to do is submit your 50% retainer payment for whatever package you would like to get (Full Contact, Full Impact, Full Experience, Full Incubation, Full Implementation). From there, our process is so methodical that all of the pieces will begin to line up for you.

Note: When you sign up for our Store Delivery Services, you actually secure your space in that market. What we then do is not work with anyone in your market until we get your store opened in order to ensure we don't open a store in a location that will compete with you. That's one of the beauties of acting fast.



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Important: There is only one way you can bypass the Beauty Supply Academy requirement. You must be ready to begin your complete process immediately. You will have to submit your 50% retainer immediately and fund your holding account (your budget) within 3 days after we do your Budget Allocation Form (we give you a breakdown of how your money will be spent) to get the process started. If you fail to comply, we reserve the right to cancel the service completely.

For example, after the course if you want to go with **Full Contact**, you would have to submit an additional \$2500 to bring your ½ down for the services up to \$7,500. (Notice, you will have received the online program for free if you move forward with our services.) This will get you started as a store opening client. Upon receipt we send the agreement. Once you get the agreement, sign and return it. You have 72 hours to review and cancel the services without penalty. During this time you are free to contact us to ask any questions about the agreement as needed. Once the 72-hour right-to-rescind period is over, we will schedule your first consult and the process begins as described above. If you decide that after taking the course you are more empowered and comfortable to do-it-yourself, then you can move forward on your own with no additional cost.

(Note: You have 48 hours after completing the program to get your retainer funds submitted and agreement signed. If you pass the 48-hour window and would like to retain our services, you will not receive the \$5,000 credit for taking the program.)

Sounds good right? Then call today to get started.

Still not sure? Read some more...

Another great reason to become a client as soon as you're able to, is to get on our radar/schedule. What happens here is we halt all store opening services for anyone else in your target market to make sure we are not helping someone else to compete against you. We understand life happens so if any unexpected changes take place during the process after you've become a client, your Store Opening package does not expire and you still have your market secured stopping us from working with someone else. We don't rush you to get opened, instead we work at your pace.

The next reason is, if we come across any store liquidation opportunities we are able to jump on it for **YOUR**



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benefit. This has especially helped budget-sensitive or cost-minded store opening clients in the past to get complete stores for as little as \$15,000! I still actively seek out, buy, sell and rehab stores.

Direct Measurable Savings (“Why Should I Go With BSI? It is REALLY worth it? I can do this on my own!”)

We know all too well that it can be very tempting to an aspiring owner to look at the cost of our packages and wonder whether they should/can do it themselves. I can’t emphasize enough how much of a mistake that can be. As a business owner you need to invest your start-up funds with the best interest of the business in mind. Don’t forget your primary competitor could be a generational-serial entrepreneur that has been spoiled by consumers who continue to do business with them DESPITE negative experiences.

Let that settle in for a moment...

There are so many things that you don’t know that is up ahead, that your costs can skyrocket when you get to that point because you didn’t know it was coming. This is a billion-dollar industry with each store having multi-million-dollar potential. If you look at the one-time investment of our Store Opening services, you will see that it really is a small fraction of what it can normally take to become a business owner in other industries.

Our Store Opening Packages are priced very close to our “costs” to encourage future store owners to use this service. We want stores to open the right way, so they can stay in business!

Here are the top immediate savings you get.

Architect – You will need a design of your store to pull permits. We include this design in your service. This can save you thousands in hiring an architect. (Yes, our designs are sometimes accepted by local permitting offices.)

Landlord – Our negotiations usually uncover money you don’t know about. We average a savings of tens of thousands in the first year and even more over the life of your lease.

Point-of-Sale Build-Out – Okay, so follow me on this. Every product in a retail store has a profile. It has a name, size, description, bar code, cost and suggested price. When you get a point-of-sale system, it is blank. You have to initialize it then put your products in. Just the mere fact that you have to build profiles one at a time, using a system you may not know, having to come up with your prices (FYI – most distributors don’t tell you how much to sell for and ‘doubling the price’ is a bad, bad pricing method) and constantly look up information on your invoices is a horrendous nightmare. We have a database of descriptions from when I first started, that I compiled over the years, which saves you sleepless nights and fatigued days. I am not sure what price savings to put here because this is priceless.

Hair Brands – There are hair accounts you will want, rather yet, NEED to get! You can’t get them without ponying up a minimum \$5,000 and up to \$20,000 per brand account. Well, for \$20,000, we can get you 4-8 brands of hair without you needing a direct account. (You will work to get your own account later, once you are open. But our design will allow you to make money off of those brands before you actually get the account. You can also keep reordering from us if you like until you get your own account.) We save you 75% of the money you would need to get hair weaves to sell. This ALONE is a HUGE, HUGE benefit! (A savings of



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anywhere from \$15,000 - \$50,000, depending on your budget.) Do I need to mention the frustration and time saved from not having to chase down hair manufacturer reps pre-opening and telling customers, "We don't have weave yet, but we will...eventually!"

Labor – Hiring people that know THIS business will be well worth your while. We've seen and heard the horror stories on too many occasions from people who felt their family or friends were hardworking, dedicated people that can do the job just as good as we can. I'll tell you, the work is tiresome and laborious. It is also specific. You don't want to have your days setting up the store going like this, "Why are you late?", (On Phone) "You can't help me today?", "Can we hurry up, I'm paying rent already!", "Where should I put this?", "Move this over here?", "How do you put up these shelves?", "Google how to fix this computer problem.", "We have to start this section over.", "You guys need another break???" "I know it's my store but you guys did say you were going to help!" "I should've just used BSI...(sigh)."

Time – We get you opened much faster, which means your sales will start coming in faster. The time saved is money in your pocket. It can easily be thousands. Did you keep track on the savings? Now you see why so many people use us to get opened.

To the naked eye, it would seem as if setting up a boutique 1,000 – 2,000 square foot space is nothing to do. However, it doesn't matter the size of your space, you are still faced with most of the same frustrating challenges as any size store.

Need start-up capital?

Our sister company, Beauty Supply Lending Group (www.BeautySupplyLendingGroup.com) assists with acquiring capital for future and current beauty supply store owners. The capital ranges between \$50,000 to \$200,000. There are different programs with different requirements. Some programs are based on credit, while others are based on the data of your existing business. For those without a business or strong cash flow in their bank accounts, a minimum credit score of 680 is required. If you do not have a 680 credit score, we work with a credit enhancement company to get you there within a few weeks to a few months, depending on your starting point. Bottomline, we get your store opened using our one-stop shop resources. No need to go elsewhere or invest in someone's "ignorance" of the process or this industry.

To access the funding group, however, you will need to complete one of 3 things: Business Plan (done by Beauty Supply Institute within the past 3 years), complete the Beauty Supply Academy (you must have a certificate) or become a Store Opening Delivery client.

Can we finance the Store Opening Delivery Service?

Yes, we can. Retain our services even if you don't have your entire funding in place. We will help get you the rest of the way. Call our office for specific details.

Can you give me referrals?

We are in business to help people like you open their own business. Given the volume of inquiries we receive daily, our store opening clients would be bombarded with more calls and questions from people wanting to get opened than customers ready to purchase products! It would take them away from their daily goal of making their money back and operating their business. When someone becomes a new store owner, they're very focused on getting their investment back and business settled. They go into business to build a successful business, not to primarily help others open, especially when they are still trying to figure things



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out. I was one of those owners that people kept bothering. My heart wanted to help, but my business was saying something different. This is why I created BSI; to solve that issue with a structured and organized way of helping.

We are confident that a business savvy person like you can understand their plight because it will soon become yours! Owners have taken the time before they got too busy to provide video testimonies in lieu of "direct contact" referrals. Watch them and decide for yourself. Every one of our over 150 store opening clients has gone through the process that I've outlined in this report, and without referrals.

They used our testimonials, googled any scam alerts, came to a conference or read our books to make their



decision. Here are some testimonies that could help you:

Video 1 – This person chose to not use Store Opening Delivery Services: <http://www.beautysupplyinstitute.com/pvid/1.htm>

Video 2 – Chose Store Opening Delivery: <http://www.beautysupplyinstitute.com/pvid/3.htm>

Video 3 – Added Store Shadowing to their Store Opening Delivery Service: <http://www.beautysupplyinstitute.com/pvid/4.htm>

Video 4 – This person was already a very successful business owner but still chose Full Contact Store Delivery:

<http://www.youtube.com/watch?v=phKHDHpHQtc&feature=youtu.be>

You Can Start Out Slow:

Now, if you are more comfortable starting small, I want you to know that you can simply choose our Site Visit service where we come out and do the same thing as we would do for your first visit, except contact the landlord. If you choose this service [\$1,750] and decide to become a Store Opening client within 7 days, you get a \$1,000 credit towards the Store Opening package from the site visit. So in total, you only spent an additional \$750 but at least you started off more comfortable and able to meet one of the BSI team members in person, ask questions and see them work before taking the big step.

I know there can be some anxiety with going into this business but I assure you that you're in good hands if you use us to open. I've found tons of the secrets and obstacles in my over 10 years in this business. We've mastered the art of store openings. My team keeps me looking good. I stop at nothing, arming you with the weapons you need to be successful. If you need capital, remember we do business plans. Call our office today to get started before someone else does in your market and lock you out because they partnered with us before you did.

Remember, if you do nothing now you'll wake up one day wishing you had started TODAY!



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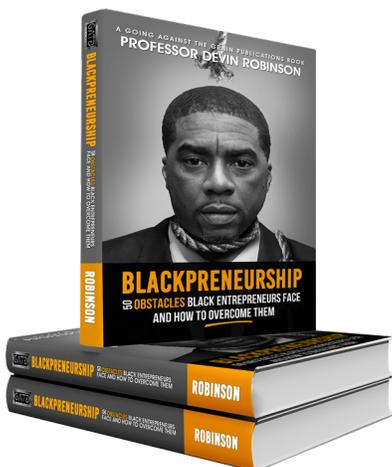
Professor Devin Robinson

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navigate obstacles while in business**

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