



PARTNERSHIP PROPOSAL



Introduction

MasterCutz Barbershop & Spa is a dynamic and innovative brand transforming the grooming and wellness industry, a sector projected to grow exponentially as self-care becomes a global priority. Since our establishment on October 3rd, 2021, in Awka, Anambra State, we have built a solid reputation for excellence, professionalism, and customer satisfaction. Our services span across grooming, spa treatments, nail artistry, and lash enhancements, making us a one-stop destination for both men and women.

To expand our impact and bring our world-class services to a wider audience, we are excited to announce the establishment of a new branch in Abuja, Nigeria's Federal Capital Territory. This is a significant step in our growth journey, and we are seeking visionary partners to join us in this lucrative venture.



MasterCutz Services

MasterCutz Barbershop & Spa offers a comprehensive range of services designed to cater to diverse grooming and wellness needs:

Haircut Services:

- Precision cuts for men, women, and children.
 - Beard grooming and shaving for a polished look.
 - Contemporary styling techniques that align with global trends.
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Spa Services:

- Relaxation massages for stress relief and rejuvenation.
 - Facial treatments to promote healthy, glowing skin.
 - Full-body treatments to detoxify and restore vitality.
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Nail Services:

- Manicures and pedicures for natural and artificial nails.
 - Creative nail art and designs to suit personal styles.
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Lash and Brow Services:

- Lash extensions for a fuller, more dramatic look.
- Brow grooming and enhancements to complement facial features.

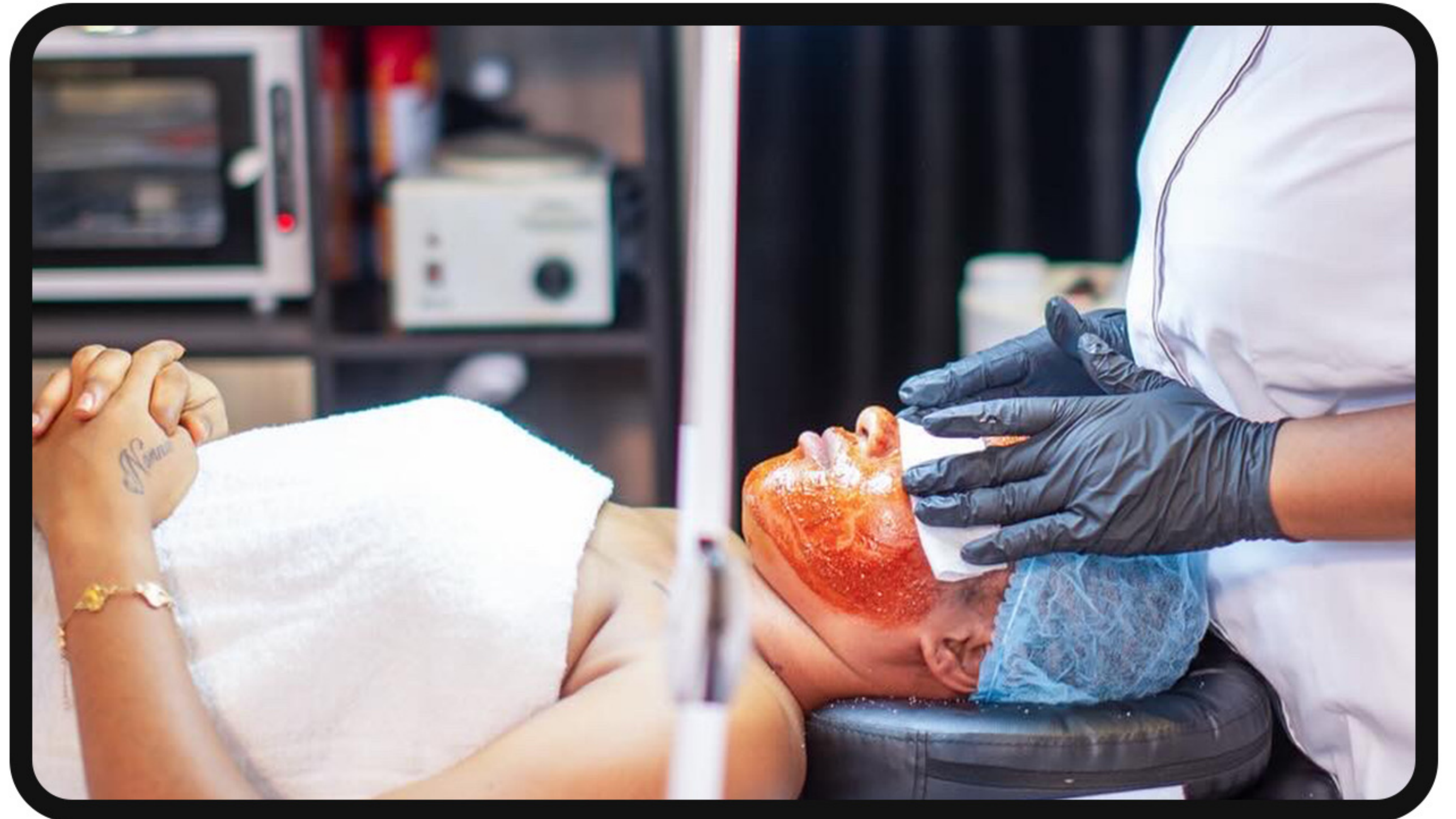
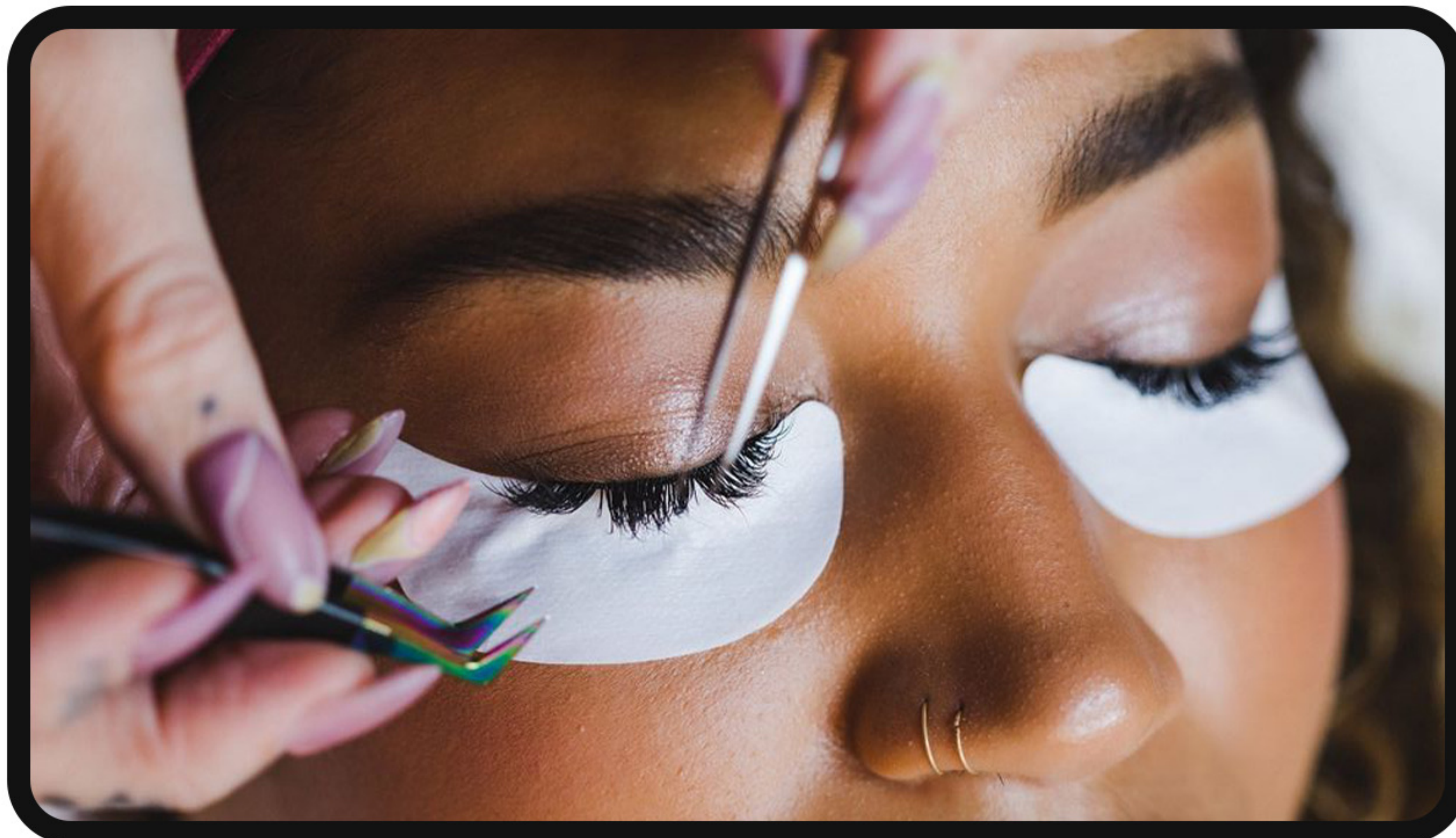


MasterCutz Services

Other Services:

- Hair and scalp treatments.
- Makeup services for special occasions.

Additionally, MasterCutz is proud to run the MasterCutz Academy, a training institution designed to equip aspiring professionals with the skills needed to excel in the grooming and beauty industry. The academy offers courses in haircutting, skincare, nail artistry, and lash styling, ensuring that participants graduate with both technical expertise and professional ethics.



Why Abuja?

The decision to expand to Abuja was not made lightly. MasterCutz management conducted extensive research and analysis, concluding that Abuja offers a wealth of opportunities for the brand to thrive.



Prominent Residents:

Abuja is home to numerous government officials, expatriates, business leaders, and professionals who value premium grooming and wellness services.



Affluent Population:

Abuja boasts a population with significant purchasing power, making it a prime market for premium grooming and wellness services. Residents of Abuja possess strong purchasing power and prioritize self-care, making them an ideal target market for MasterCutz's exceptional services.



Strategic Growth Potential:

As Nigeria's capital city, Abuja continues to grow rapidly, attracting diverse demographics and creating opportunities for business expansion. Its strategic location and role as the administrative and political hub of the country make it a magnet for businesses and professionals seeking high-quality services.

Why Abuja?



Rapid Urbanization and Growth:

The city's infrastructure and growing population present an ideal market for high-quality grooming services. Abuja continues to attract people from all over Nigeria and beyond, creating a dynamic and diverse clientele.



Lifestyle Trends:

Abuja is a city where self-care and wellness are increasingly prioritized, reflecting global trends in personal grooming and health awareness. With a growing emphasis on premium grooming and spa experiences, the city presents an ideal environment for MasterCutz to cater to the rising demand for professional and personalized services.



Why Gwarimpa 1st Avenue?

After conducting a thorough and comprehensive evaluation of Abuja's diverse and vibrant landscape, MasterCutz has strategically identified Gwarimpa 1st Avenue as the most suitable location for our new branch. This decision is underpinned by a range of compelling factors that align with our mission to deliver unparalleled grooming and wellness services in a prime setting. These factors include:

1. Central Hub:

Gwarimpa stands out as one of the most developed and highly sought-after areas in Abuja. As the largest housing estate in West Africa, it serves as a vibrant melting pot of diverse socioeconomic classes. This unique blend ensures a wide and varied customer base, making it an ideal location for a business that caters to all demographics.

2. Diverse Population

The area hosts a diverse population, including the middle class, affluent individuals, and working-class residents. This demographic mix aligns seamlessly with MasterCutz's inclusive pricing strategy, which is designed to ensure that our premium services are accessible to all income brackets. By striking a balance between affordability and quality, we aim to meet the needs of a broad customer base, fostering loyalty and trust across all socioeconomic groups.

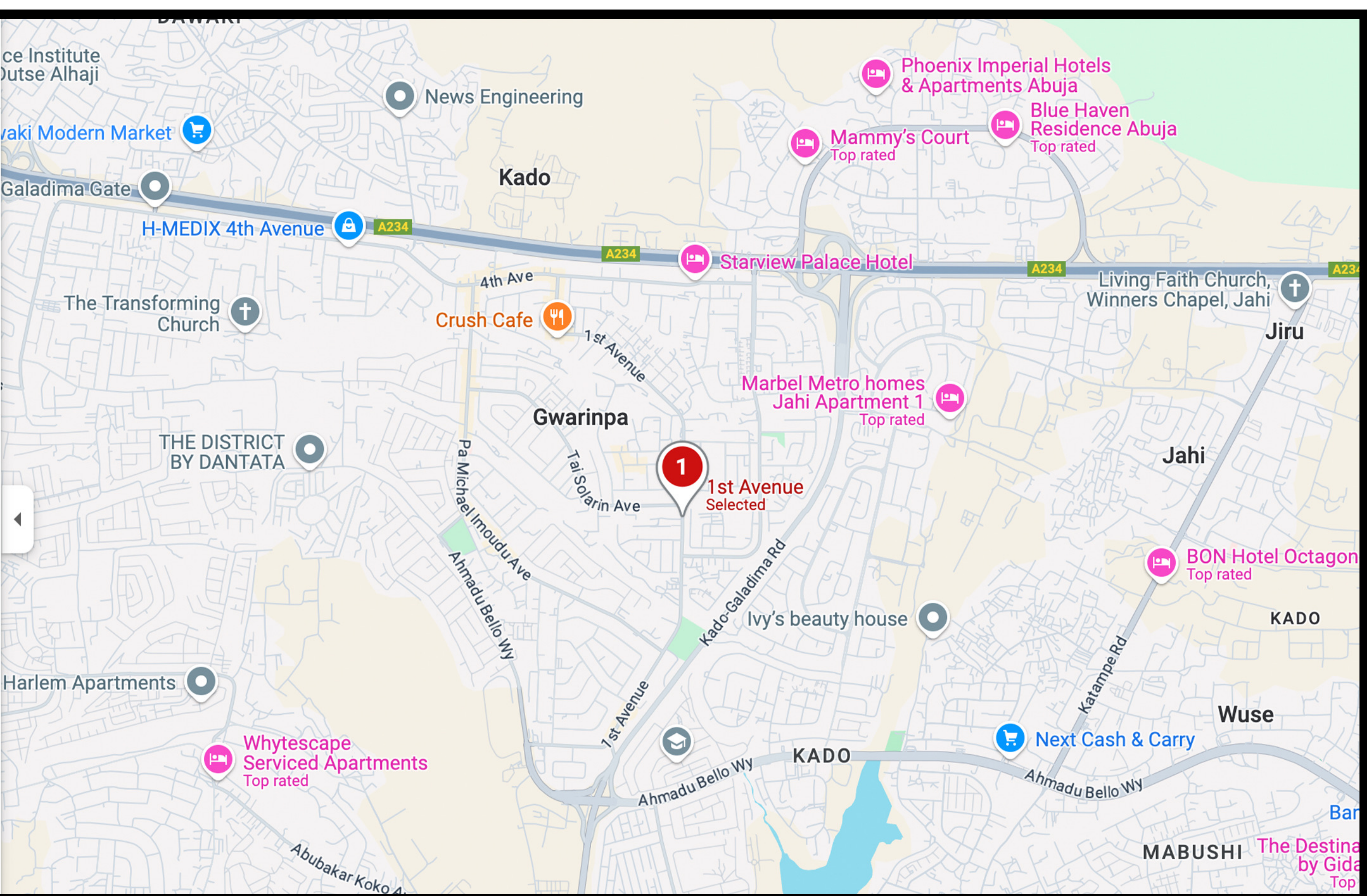
3. Accessibility

Gwarimpa 1st Avenue is a bustling area with excellent road networks and accessibility, making it convenient for clients to visit.

Why Gwarimpa 1st Avenue?

4. Thriving Commercial Activity

The area is a thriving commercial hub, characterized by a steady influx of foot traffic and a vibrant mix of businesses ranging from retail to professional services. This bustling activity not only enhances brand visibility but also creates a fertile environment for sustained growth and customer engagement. The strategic placement of our branch within this dynamic locale ensures access to a consistent and diverse customer base, positioning MasterCutz as a standout destination in the heart of Gwarimpa's commercial activity.



Map Showing Gwarimpa 1st Avenue and it's environ.

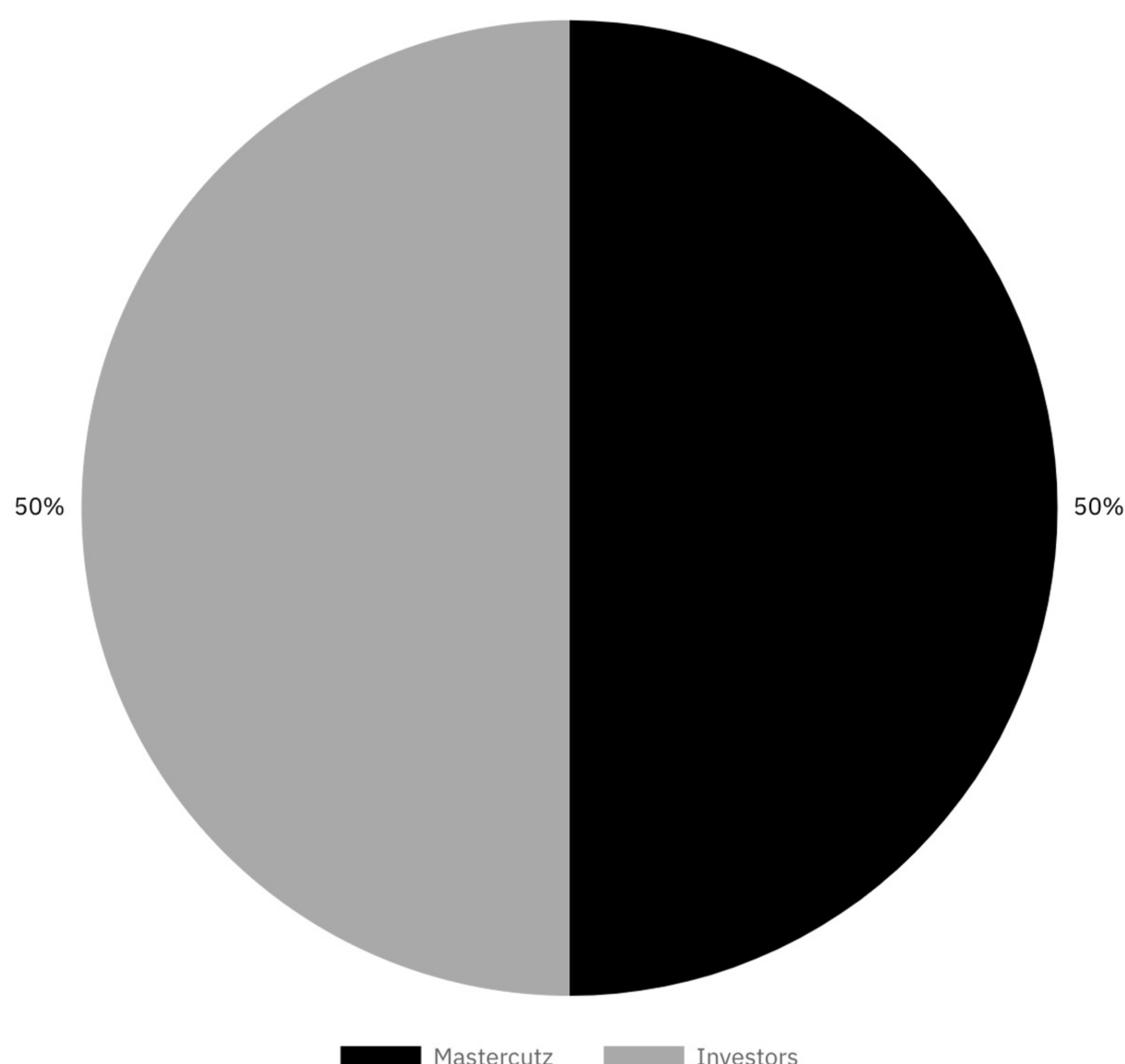
Project Investment

The management of MasterCutz has allocated a comprehensive budget of **₦100,000,000** (One Hundred Million Naira Only) for the establishment of the Abuja branch. To realize this vision, MasterCutz is inviting investors to join the journey by offering **50% shares of this investment to no more than five (5) strategic partners**. This partnership represents a unique opportunity to become a part of an established brand with immense growth potential.

Key Details of the Partnership:

Partners will hold lifetime equity and decision-making influence in the MasterCutz Abuja branch, ensuring a long-term stake in the success of the venture.

The investment encompasses all operational sectors and future growth opportunities of MasterCutz, including the academy, spa, nail artistry, and grooming services, maximizing the potential for returns.



Benefits of Partnering with MasterCutz

Transparency Through Technology:

MasterCutz has introduced a management software that tracks and monitors all income and expenses. Partners will have full access to this software, which will:

- o Clearly display the income and net profit of the Abuja branch.
- o Automatically calculate each partner's percentage earnings based on their investment.

Profit Sharing:

Partners will start earning from the 13th month of the Abuja branch's operation. Monthly profit-sharing will be based on the percentage of the initial investment.

Sustainable Business Model:

With a track record of excellence, MasterCutz offers partners the opportunity to invest in a business with proven success and high growth potential.

Access to a Growing Brand:

MasterCutz is a well-established and recognized brand in the grooming industry. This partnership offers the opportunity to be part of a brand that is set to dominate the Abuja market.

Diverse Clientele:

The strategic location in Gwarimpa ensures access to a broad and diverse client base, encompassing individuals from all economic classes. This inclusivity fosters steady patronage and promotes long-term profitability, making it an ideal environment for sustained business success.



Our Track Record

MasterCutz has achieved remarkable milestones since its establishment, reflecting our commitment to excellence and our strategic approach to business growth. These milestones serve as a testament to our reputation, operational success, and impactful contributions to the grooming industry:

Brand Awareness

Over 70% of Awka's population recognizes the MasterCutz brand, highlighting our exceptional reputation for delivering quality and building trust within the community.

Community Impact

Through MasterCutz Academy, we have trained and empowered numerous individuals, contributing to the growth of the grooming industry.

Customer Loyalty

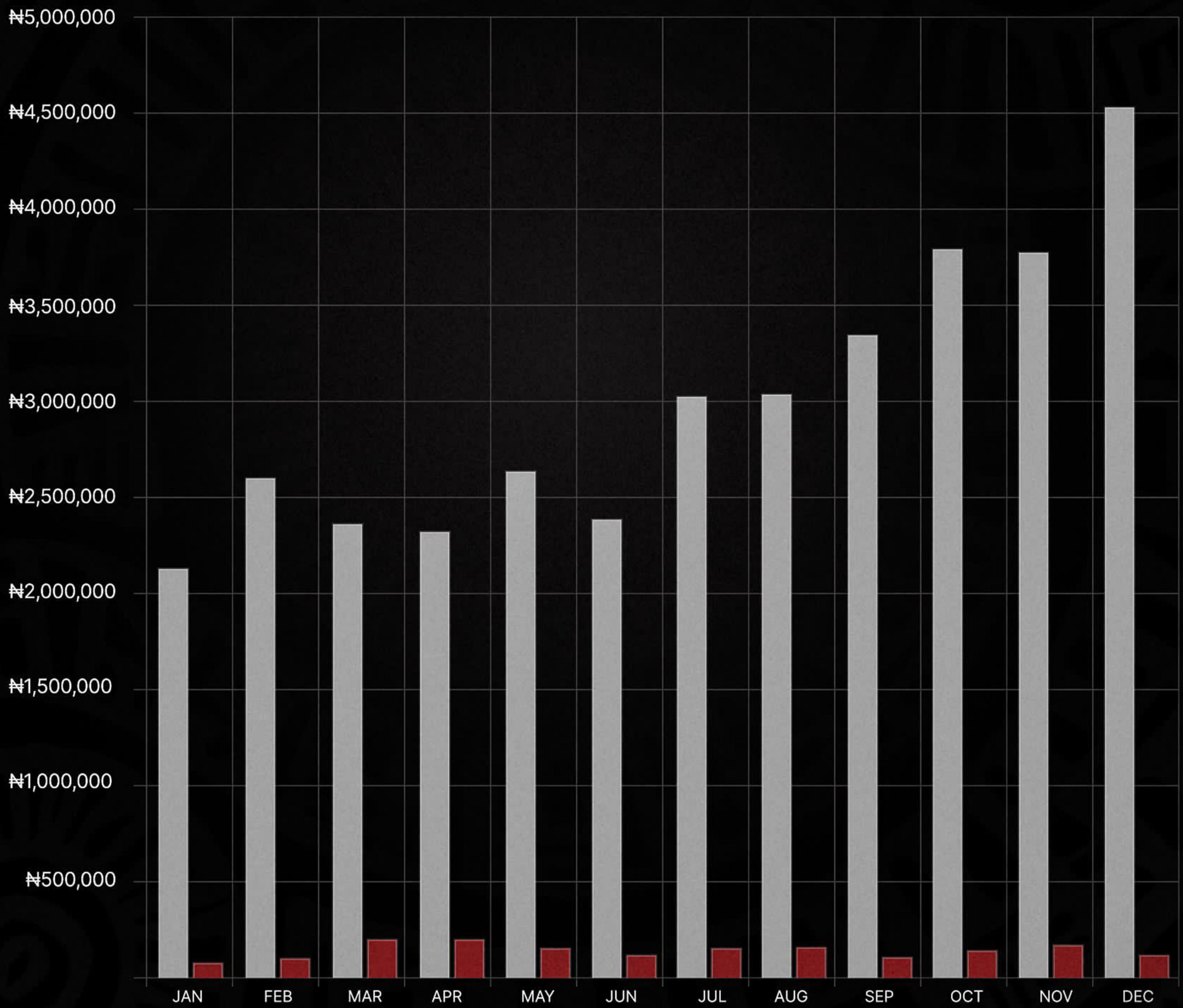
MasterCutz has cultivated a dedicated and growing clientele by continuously delivering exceptional, high-quality services that exceed customer expectations and foster long-term relationships.

Track Records of Growth

MasterCutz has demonstrated a consistent upward trajectory, marked by year-over-year growth in revenue, an expanding client base, and the continual diversification of its service offerings to meet evolving customer needs.

2024 Financial Overview

INCOME EXPENSES



2025 WE GO HARDER



Mastercutz
BARBERSHOP & SPA

Next Steps

MasterCutz invites you to seize this exclusive opportunity to become a key partner in our expansion to Abuja. By joining us now, you position yourself at the forefront of a transformative journey in the grooming and wellness industry. Together, we can redefine grooming and wellness in Nigeria's capital city.

For further inquiries and to explore this exclusive partnership opportunity, please reach out to us via:

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Social Media: Instagram: @themastercutz

X (formerly Twitter): @themastercutz

Sincerely,

Edema Osagie Edwin

General Manager / Founder,

MasterCutz Barbershop & Spa