



# PROPOSAL KIT SAMPLE

## Beauty Salon and Spa Partnership Sample Proposal

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Cover Letter, Title Page, Table of Contents, Opportunities, Benefits, Luxury, Leasing, About Us, Special Services, Facilities, Clientele, Back Page

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Hunter James  
CEO  
RoseRock Health Club  
924 S. 45th East Avenue

Tulsa, OK 74015

Mr. James,

RoseRock Health Club is one of the premier fitness facilities in Tulsa. I should know; I am one of your most enthusiastic members.

I am also an entrepreneur, like you. I own the Elaganz Salon and Spa five miles away from the health club, where we have a thriving clientele of men and women who come to us for hair styling, manicures and pedicures, massages, and facials. We have outgrown our current location and I have recently been shopping for new opportunities.

I created this proposal to describe a business proposition that is to our mutual benefit. I am aware that the RoseRock Health Club has unused space on the second floor. I believe that space is the perfect size for a new Elaganz Salon and Spa. We share the same customer base, and adding a spa to your facility would increase business for both of us.

Please review the enclosed materials, and then let's schedule a meeting to discuss this wonderful opportunity.

I will speak to you soon.

Sincerely,

Charleese Elaganz  
Owner  
Elaganz Salon and Spa  
555-555-5555  
[Char@ElaganzSalon.com](mailto:Char@ElaganzSalon.com)  
[www.ElaganzSalon.com](http://www.ElaganzSalon.com)



# PROPOSAL

## RoseRock Health Club and Elaganz Salon & Spa Partnership

Prepared for: Hunter James  
CEO

Prepared by: Charleese Elaganz  
Owner





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# OPPORTUNITIES

RoseRock Health Club and Elaganz Salon and Spa have a unique opportunity to form a partnership that will immediately benefit both parties.

*“Your members will want to spend the whole day to pamper themselves.”*

- **Elaganz Salon and Spa will add a note of luxury to your health club**

Your members go to the health club for a good exercise workout. With Elaganz Salon and Spa offering services there, your members will want to spend the whole day to pamper themselves.

- **Elaganz Salon and Spa will bring new members to your club**

Some professionals don't want to join a health club if they can't leave looking as good as they did when they entered. These people are more likely to join a health club if they know they can take advantage of hair styling and other beauty services on the premises.

- **Elaganz Salon and Spa will pay for your unused space**

The space that is currently going to waste in your facility would be perfect for our use and would bring you immediate monthly revenue.

- **Joint advertising will be more effective**

We can share advertising and marketing expenses. Our clients will become yours and vice-versa.

## Summary

This is the perfect partnership. Let's get started as soon as possible.





Partnering with Elaganz Salon and Spa will add an element of luxury to your health club memberships. Elaganz Salon and Spa provides the following services that your members can take advantage of in an all-inclusive location: professional massage services, a variety of facial beauty treatments, manicures and pedicures, and a full range of hair styling services. See the Special Services page for details.

Our salon is always immaculate. We are the ultimate beauty professionals who specialize in pampering our clients. On entering the salon, we offer each client a gourmet chocolate, and if there's a wait, we offer coffee, tea, or water with lemon. Before they are escorted to a beauty chair, we offer all clients a freshly laundered Egyptian cotton wrap to protect their clothing. Our music consists of muted new age selections, designed to soothe the spirit and calm the restless mind. Our lighting is soft and flattering.

We know that everyone has favorite scents and products, so we offer each client a choice of shampoos, conditioners, and skin lotions. Our employees wear only unscented products so they do not interfere with any client's aromatherapy choices or disturb those who have sensitivities to perfumes.

Fresh unscented flowers are always displayed in our facilities. Our towels are the softest, thickest pastel Egyptian cottons.

All this attention to detail adds up to a feeling of luxurious pampering that your members will look forward to experiencing each time they visit.





# SPECIAL SERVICES

Elaganz Salon and Spa offers the following services:

- **Professional Massage Services**

One of the most frequently requested services after a hard workout is a good massage. Our professional massage therapists offer 30-minute and 1-hour massages and are trained in a variety of techniques.

- **Facial Beauty Treatments**

We know that many of your members are professionals who want to look their best when they leave the club. We offer a variety of facial treatments to enhance the skin, including steam treatment, lotions, exfoliation, masks, peels, and massages. In addition, we offer personalized hair removal services and eyelash and eyebrow dying.

- **Manicures and Pedicures**

Your members want to show off the trim bodies they have toned at RoseRock Health Club. Our manicure and pedicure services offer the finishing polish for a great appearance.

- **Hair Styling Services**

We offer haircuts, weaves, dyes, permanents, and straightening procedures, as well as shampoos and blow-dry services.

## Summary

The combined services of RoseRock Health Club and Elaganz Salon and Spa will ensure that everyone who visits the club facilities will leave feeling and looking their very best.





# CLIENTELE

At Elaganz Salon and Spa, our clientele are approximately 60% urban professionals, 20% retired, and 10% house spouses. On average, we currently serve 24 women and 12 men per day.

- **Urban professionals – approximately 60%**

These workers are employed in the nearby office parks. They are well-to-do and often take advantage of extra services such as manicures, pedicures, facials, and massages in addition to hair styling services.

- **Retirees – approximately 20%**

Retirees come in wanting the full hair treatment—shampoo, cuts, and styling, and often curling or relaxation procedures and dye services.

- **House spouses – approximately 10%**

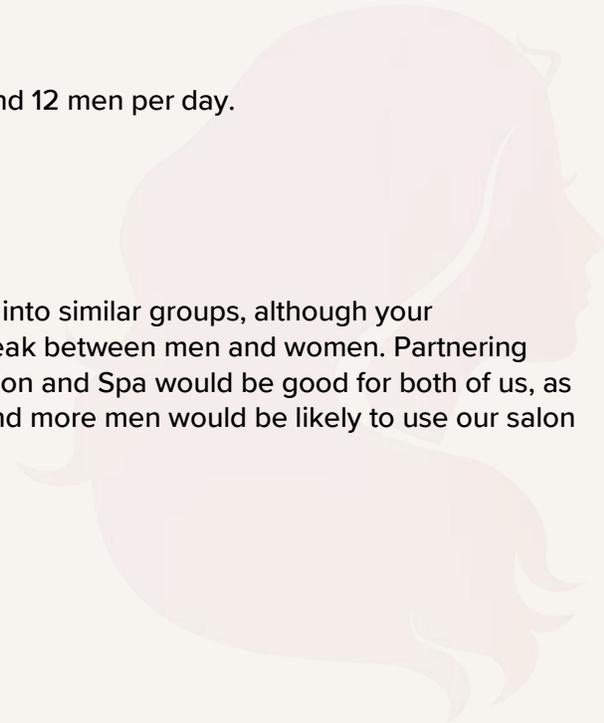
This group often comes in with children. Generally speaking, they want basic services and quick in-and-out times.

- **67% women, 33% men**

On average, we serve 24 women and 12 men per day.

## Summary

Your health club members break down into similar groups, although your memberships reflect nearly a 60/40 break between men and women. Partnering RoseRock Health Club with Elaganz Salon and Spa would be good for both of us, as your club would attract more women and more men would be likely to use our salon and spa services.



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- 3) Select the title of this (or any other) sample and click the Import Content from Selected Sample button.
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