

FIGARO



FIGARO

HOLDING



FIGARO

Operators, Managers and Franchise Holders of 2 different brands in the US and 6 in Colombia.



OUR Glory

We are the biggest barbershops and beauty salons network in Colombia with 28 projects in Colombia and 7 in the U.S. in March 2021.



We project ourself to be the Great Place to Work of the beauty industry.



Entrepreneurs and Colombian entrepreneurs.



Specialized in service on the barbering and integral beauty field.

FIGARO

OUR *Origine*

WE WERE BORN

April
14TH 2016

BOGOTÁ, MARKET RESEARCH.
2 YEARS.

May
09TH 2019

IT IS OPENED IN THE US

WHY

↑
CONSUMER
demand.

HIGH QUALITY BARBERING
AND BEAUTY SERVICES

OUR PURPOSE

TRADE
industrialization
FORMALIZATION AND
COUNTRY
development

WHAT WE DO

♥
SUPPORT EMERGING
entrepreneurs
AND
BUSINESS DEVELOPMENT

ESSENCE

★
HIGHER PURPOSE AND
STRATEGIC
Alignment

HOW WE
do it



HOW WE
do it



MAGNA
BY FIGARO
EXPERIENCE

GENERATE INTEGRAL

Wealth

STRATEGY



OUR HIGHER
Purpose



WIDE VISION

↓ 
COUNTRY DEVELOPMENT, ENTREPRENEURS,
JOB OPPORTUNITIES, VALUE,
FRONTIERS CROSSING

↓
SUSTAINABILITY, PROFITABILITY – LINKED
TO RESULTS AND ACHIEVEMENTS

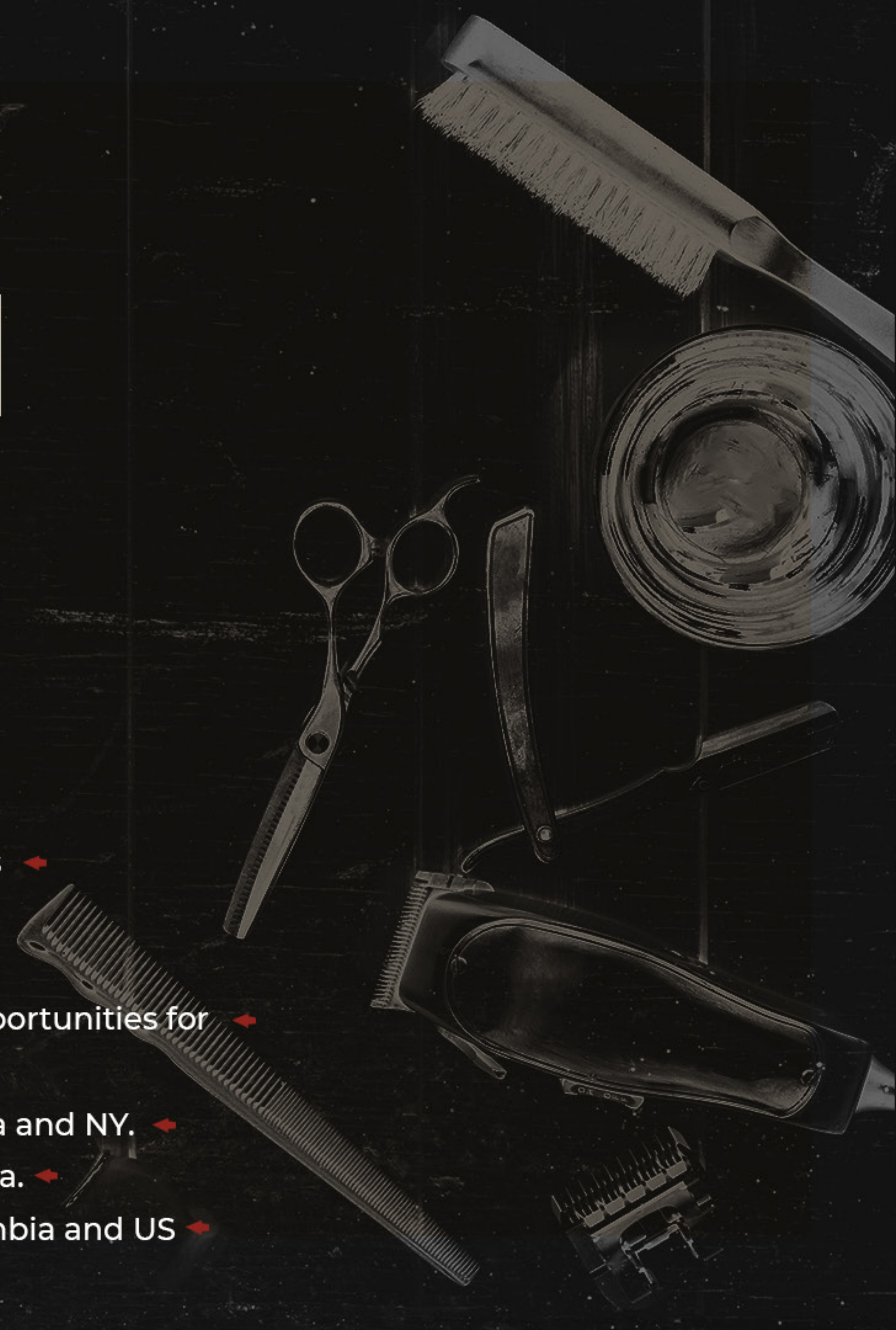
FIGARO

FIGARO



OUR VISION 2024

- ▶ 40 Frachises ▶
- ▶ 15 Locations of our own ▶
- ▶ 25 locations with investors ▶
- ▶ 40 management operations ▶
- ▶ Generation of 500 jobs opportunities ▶
- ▶ 25 E-2 Visas trough our model ▶
- ▶ 3 Operating Brands ▶
- ▶ Generation of mor than 100 jobs and internship oportunities for Colombian people ▶
- ▶ Presence in 3 different states: Florida, Georgia and NY. ▶
- ▶ Positioning of our female brand Magna. ▶
- ▶ 2 Beauty training college development in Colombia and US ▶



WORK CLASS
Experience



WORK CLASS
Experience



FIGARO

STRATEGIC

Planning

1 STAGE OF THE PROJECT / 5 YEARS 2019-2024

3 DEVELOPMENT PHASES

PHASE 1

2019- 2021

ENTER THE INTERNATIONAL
MARKET, BRAND POSITIONING
AND ACHIEVE SUSTAINABILITY

PHASE 2

2022- 2024

SUSTAINED EXPANSION,
BRAND AND SPECIAL PROJ-
ECTS CONSOLIDATION

PHASE 3

2025

PROFITABILITY GENERATION
AND PLANNING TO ENTER NEW
MARKETS

FIGARO

1

Meet the budget

2

Customer satisfaction

3

High-quality operations

4

Legal responsibility

OUR

Strategic
OBJECTIVES

5

Sustainable expansion

6

Social responsibility



BUSINESS STRATEGY

Competitive advantage



ASSOCIATES

EXPERIENCE

GREAT BUSINESS OPORTUNITY

FOLLOW UP

BRAND BACKUP

TESTED AND SUCESFULL BUSINESS MODEL.
FRACHISE HOLDERS SATISFIED.

STRUCTURED CHANNEL FOR THE E-2 VISA
ISSUING IN THE US APPLIED FOR ALL THE
COUNTRIES WITH AGREEMENT AND
VALID COMERCIAL TRADE

CLIENTS

STRATEGIC PLACEMENT IN THE BEST
LOCATIONS OF EACH CITY

PRICE

QUALITY

SERVICE

LOYALTY

BRAND AWARENESS AND POSITIONING

WORK CLASS
Experience



FÍGARO FRANCHISES

Franchise Sale USA

FIGARO
FRANCHISES

FÍGARO GROUP COLOMBIA

Franchise Sale, operation in Colombia

IXΘYΣ
FIGARO
BARBER HOLDING

FÍGARO BRANDS

Owners of Brand rights and Trade Marc in USA

FIGARO
MARCAS USA

FÍGARO BARBER MANAGEMENT

Barbershops and Beauty Salons operator

FIGARO
BARBER MANAGEMENT

FÍGARO BARBER SHOP

Exclusive luxury barber shop for men.



MAGNA BEAUTY

Exclusive beauty salon for the modern women.

MAGNA
BY FIGARO

FÍGARO ACADEMY

Official integral beauty academy.



FIGARO

CORPORATE *Model*

IXΘYΣ

FIGARO

BARBER HOLDING

SAGRAV AGENCY

Marketing agency, branding and communications consultant for USA.



MKT MEDIOS

Marketing agency, branding and communications consultant for USA.



MIGRATION - NET WORKING Legal



SALAZAR DAGER

Immigraton Law



ASU BEAUTY WOLRD ACADEMY

Strategic partner, courses, work permits, crtifications and students visas.



FIGARO



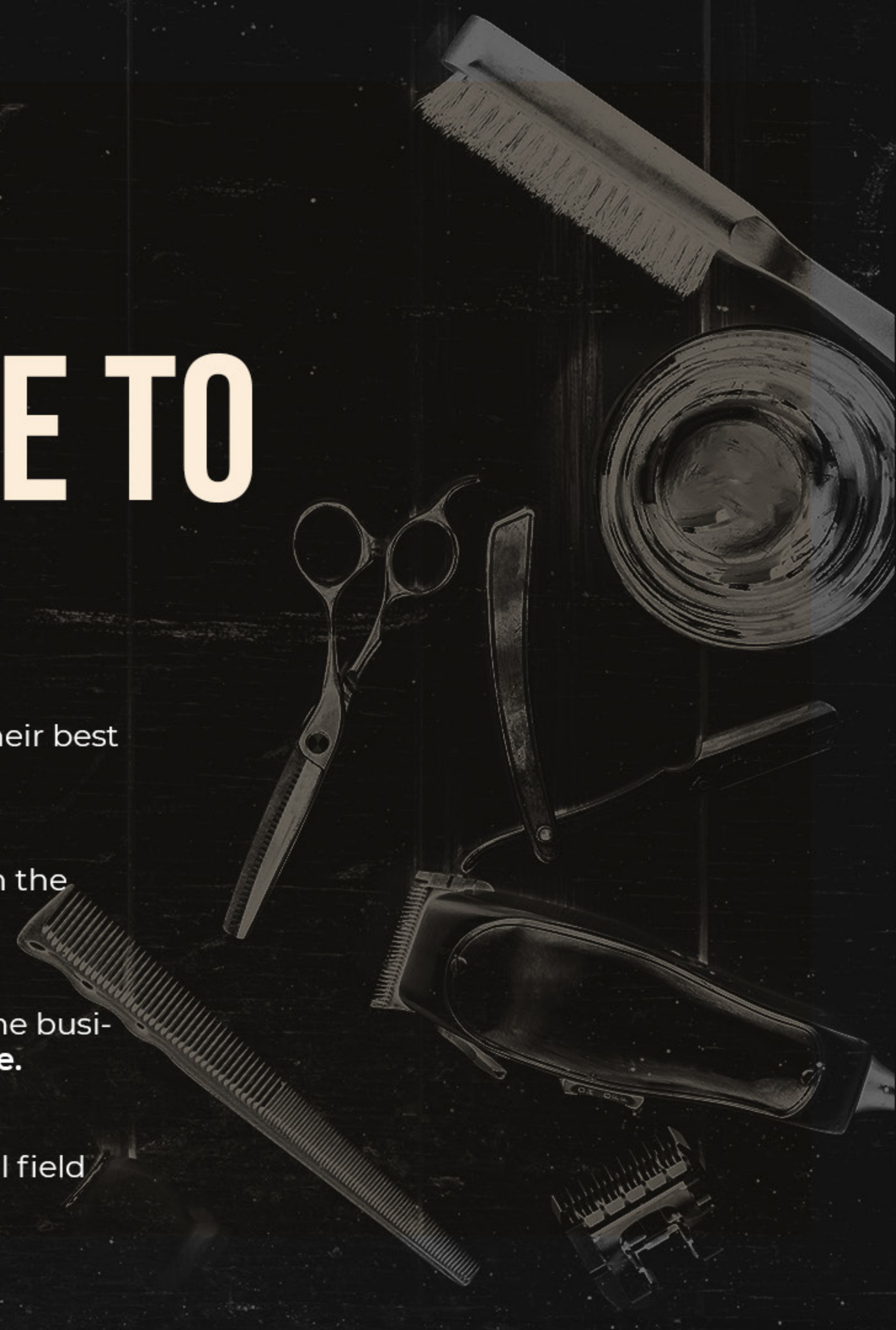
WE INTERVENE TO *Potentiate*

We intervene ongoing businesses to bring their best version out with **our concepts.**

We merge an efficient management with the **team training.**

We enhance the mage and the insights of the businesses with a **First Level infrastructure.**

We raise the Brand exposition in the digital field as **social media.**





FIGARO

VALUE PROPOSITION TO *Our Clients*

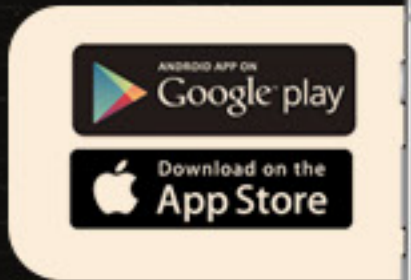
We are service specialists and this has become the cornerstone of our operations, we are committed to make every experience memorable.

We work with highly skilled people that are knowledge holders with a lot of experience and the best qualities. We effort every day for being very supportive and showing our gratitude to our work team.

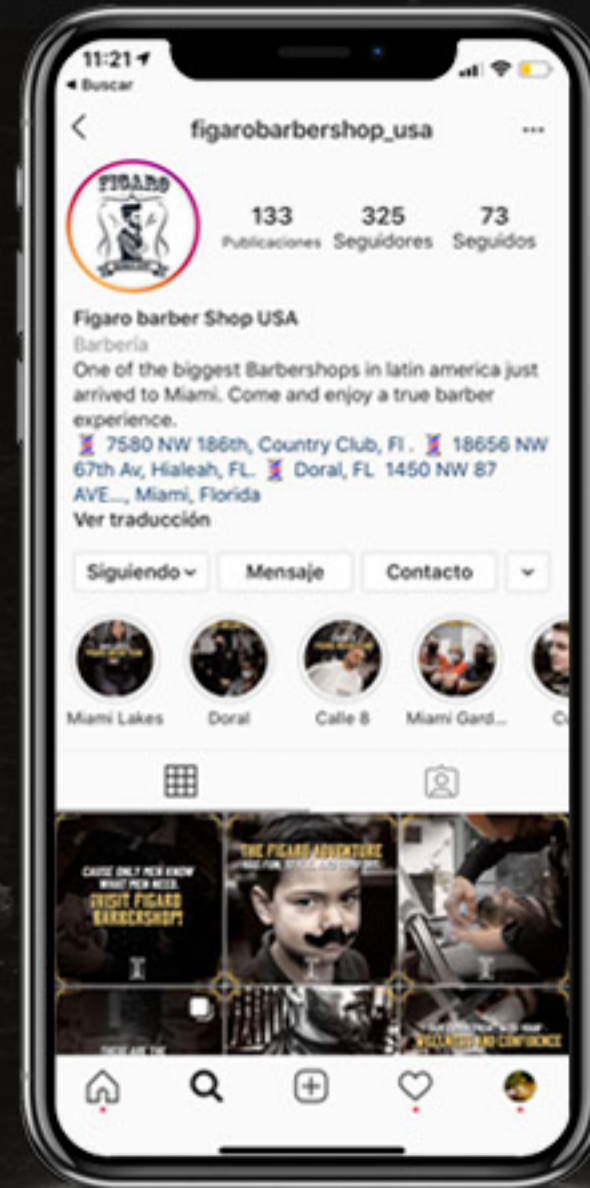
Our places have the best infrastructure to make our clients comfortable, we are leaders in the design and delivery of highly detailed spaces with a vintage concept.

We see each client as a whole world with different style, taste and preferences. That's why we effort to meet their needs in a customized way.

WE ARE IN THE
digital world



13,3K seguidores @figarobarbershopcolombia



840 seguidores @figarobarbershop_usa



www.figarocolombia.com



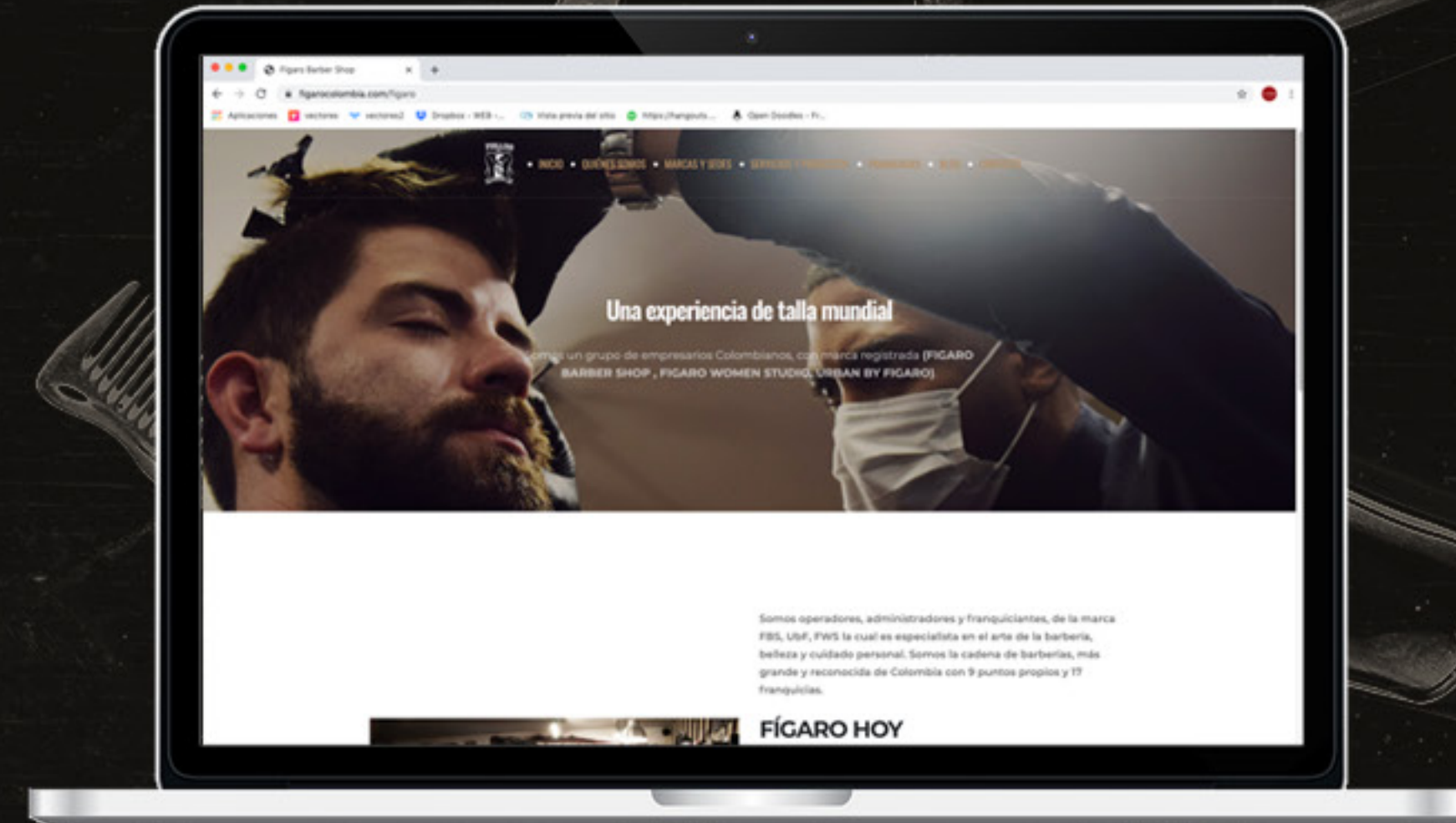
241 likes @figarobarbershopusa



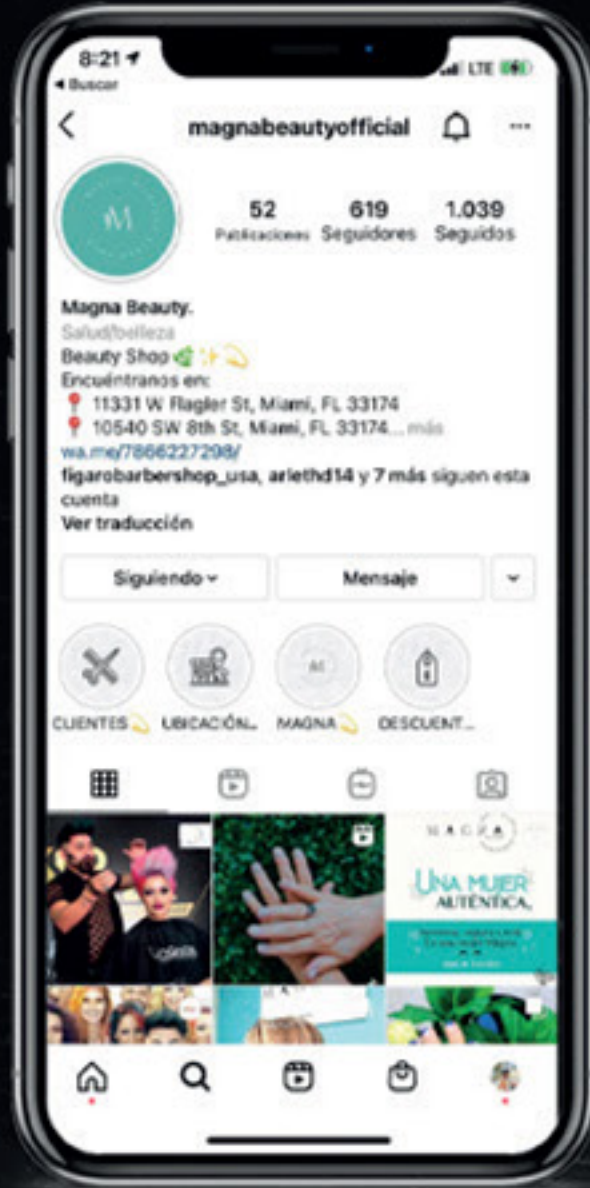
9.896 likes @figarobarbershopcolombia



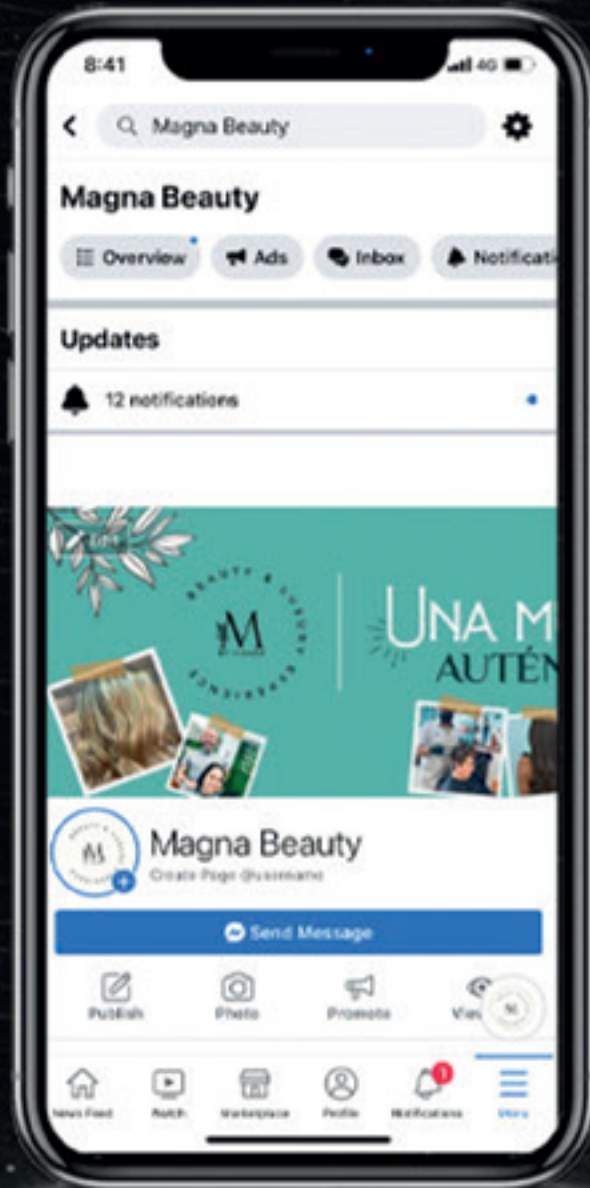
www.figaro-group.com



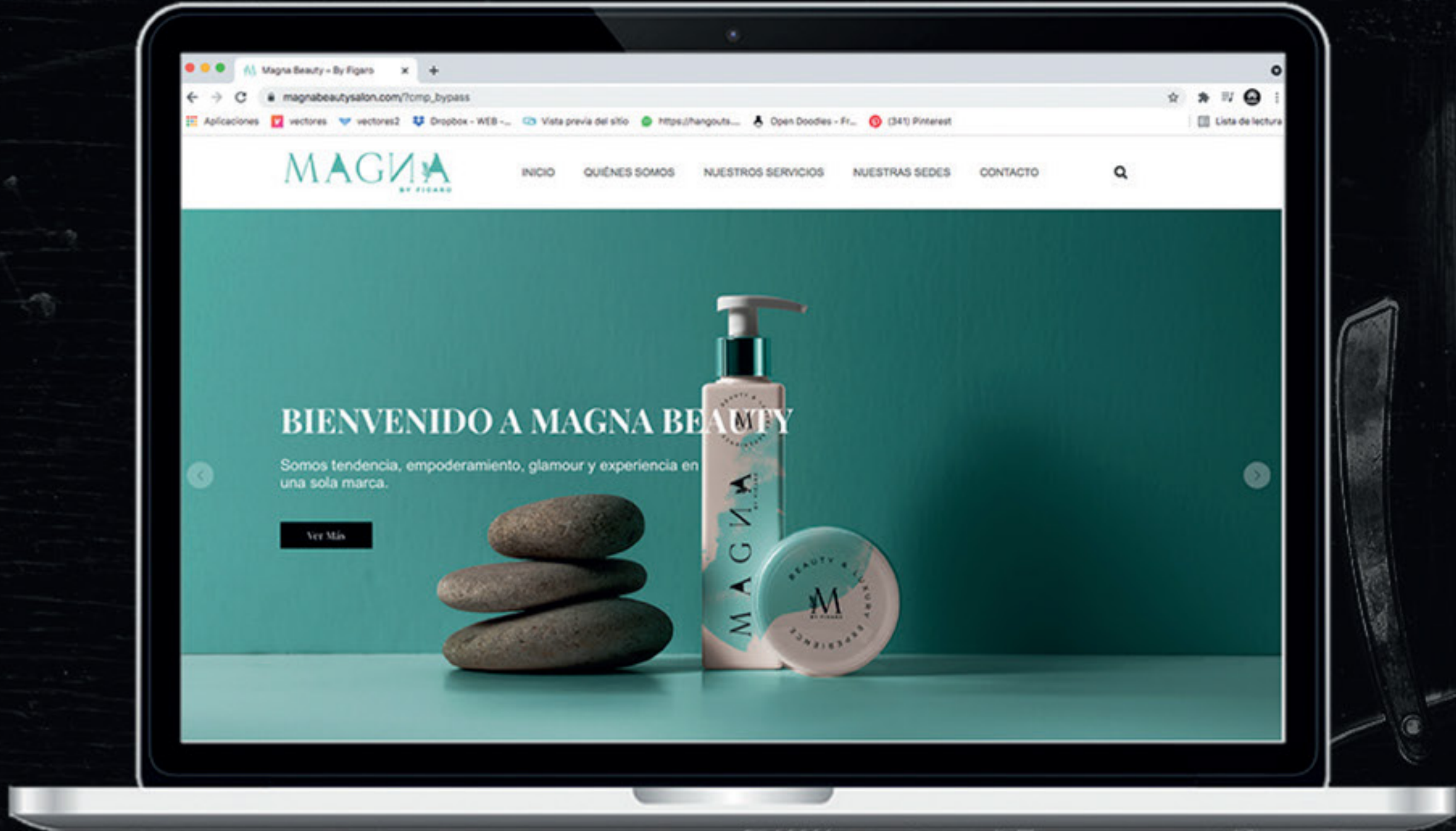
WE ARE IN THE
digital world



@magnabeautyofficial
619 seguidores



Magna Beauty
100 likes



www.magnabeauty.com

FIGARO

CURRENT DATA
Figaro

27
locations
IN COLOMBIA

10
locations
IN THE US

150
Jobs
IN COLOMBIA

70
Jobs
IN US

99

%
SATISFIED
Customers

MONTHLY SERVICE AVERAGE

12K
People in
COLOMBIA

12K
People Around
IN USA

FIGARO

ADDITIONAL DATA
Figaro

**SALES AVERAGE IN COLOMBIA
2019 (BEFORE THE PANDEMIC)**

FRANCHISES SALES

1,050M

USD
Around

OPERATIVE SALES OF THE FIGAR
HOLDING AND FRANCHISES

1,4M

**SALES AVERAGE IN COLOMBIA LATE 2020 -
BEGINNINGS 2021 (POST-PANDEMIC)**

OPERATIVE SALES OF THE FIGARO HOLDING
AND FRANCHISES

105K

USD
Per month

SALES AVERAGE 2021 (USA)

FRANCHISES SALES

2.1M

USD

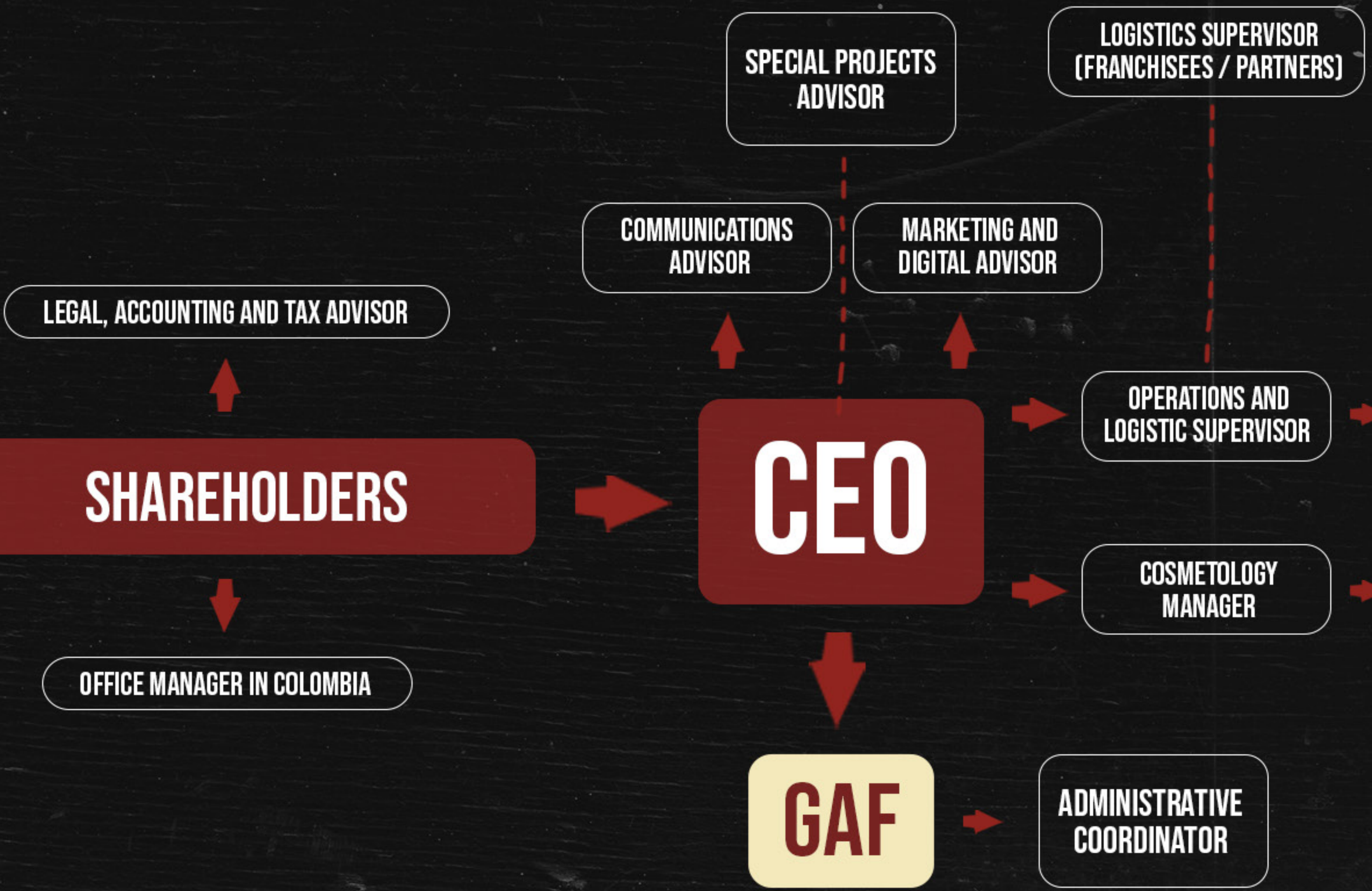
9 FRANCHISES SALED, 7 VISAS E-2 APPROVED.

OPERATIVE SALES MONTHLY AVERAGE

200K

USD

CORPORATE *Structure*



FIGARO

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