

MARKET ASSESSMENT: PORTLAND, OR



The hair care industry is one of the largest and fastest growing service segments in the franchising industry. There is a shift in market share taking place away from independent operators to national brands and Supercuts is leading the way!

Independent salons are finding it harder to compete as the consumer demands more from their service providers. Today, they are looking for: quality, value, service and convenience, provided by brands they know and trust.

Supercuts is the premier salon brand in our industry with over 2,400 salons in North America! As a Supercuts franchisee, no hair care experience is necessary. Supercuts is looking for professional men and women with strong management and leadership skills and who have a desire to succeed.

This report is designed to highlight an opportunity that exists in the hair care market in Portland, OR. Portland is a market area of 3,226,000 people with a salon potential of approximately 64 Supercuts salons.

THE INDUSTRY:

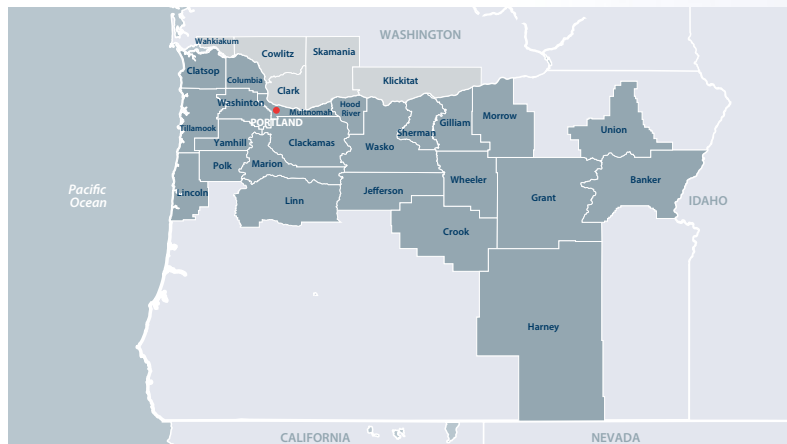
BUSINESS CHARACTERISTICS

- Keep your full-time job
- Multi-unit ownership opportunities
- Manager-run locations
- No hair care experience necessary
- Limited time commitment
- Flexible schedule

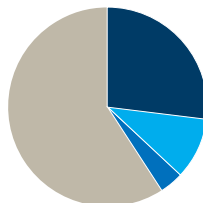
INDUSTRY CHARACTERISTICS

- \$65 billion a year core industry
- Recession resistant
- Built-in demand
- Technology resistant
- Under-competitive industry
- Cash business with no receivables
- Recurring revenue model

PORTLAND, OR DESIGNATED MARKETING AREA



HAIR CARE INDUSTRY MARKET SHARE (EST.):



- National Chains..... 27%
- In Home..... 10%
- Cosmetology Schools..... 4%
- Independent Beauty Salons.... 59%

STATS:

TOTAL METROPOLITAN POPULATION:

3,226,000

GENDER BREAKDOWN



50.5%



49.5%

BREAKDOWN BY AGE

(0 - 5) 6%
 (5 - 18) 19.1%
 (18 - 65) 64.5%
 (65+) 10.4%

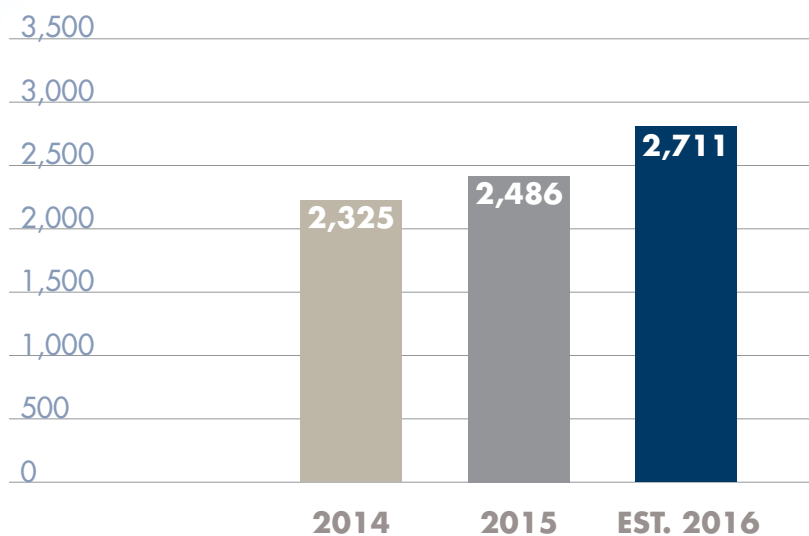
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THE MARKET:

 POPULATION (2011)	 AVG. HOUSEHOLD INCOME (2011)	 TOTAL NUMBER OF SALONS	 PROJECTED POP. GROWTH (2015-18)	 ESTIMATED TOTAL SPENT ON HAIR SERVICES
3,226,000	\$52,657	34	4.4%	\$193 million +/-

SUPERCUTS SALON GROWTH BY YEAR:



Supercuts is the #1 hair salon franchise in the U.S. for seven years running. When you fill a need, and do it better than the rest, you've got a recipe for remarkable growth. That's the beauty of franchising with a world leader in hair care. This is the time and the place to partner with an industry leader and build a successful business of your own.

To learn more contact Meredith Gilroy at meredith@regisfranchiseinfo.com or 713-224-6700.