



little miss diva parties

business opportunity



welcome

Little Miss Diva Parties was established in January 2007 by Claire Sutherland.

After 13 years in the hairdressing industry, and now with two children, it was time for a career change. Claire's vision was to have a business that she could run alongside her family and commitments. That vision was Little Miss Diva Parties. She came up with a unique way to offer children's pamper parties. It was fun, new and value for money. After thoroughly researching her vision, Claire saw there was a gap in the market and seized the opportunity. Little Miss Diva Parties became a huge success.

In order to grow with the demand, Claire has had to expand her staff base and introduced the Little Miss Diva Parties Business Opportunity, enabling people like you to benefit from this opportunity across the UK.



market place

Getting your target market right is the key to any successful business. Little Miss Diva Parties has a very specific audience, we market our parties to girls aged between 6 to 12 years. Our parties offer a total pampering experience. They include funky hair styles using a variety of hair accessories, coloured and glittered sprays, temporary tattoos and nail art.

We cater for:

Birthdays.

School Fairs.

Fetes.

Proms.

Sleep Over's.

Special and Bespoke Events.

School Clubs and Holiday Clubs plus much more!



all about you

- ★ Have you ever considered being your own boss?
- ★ Do you want to work the hours that suit you?
- ★ Do you have a bubbly personality and a flair for hair and beauty?

If so, this could be the right opportunity for you!



what's involved?

Upon purchase, Little Miss Diva Parties will give you an exclusive territory in which to market your business.

We will provide you with comprehensive training and support, helping you set up your business and a web presence that will maximise your potential.

We also provide an extensive start up kit, and access to Little Miss Diva Parties wholesale suppliers; enabling you to start right away and increase your profit margins.



what you get

Business Start-Up Package Fee £3695

- ★ Little Miss Diva Party Website (subdomain)
- ★ Digital Camera
- ★ Laptop Computer
- ★ Photo Printer
- ★ 1 Days Training
- ★ 1 Nights stay in hotel
- ★ 500 Business Cards
- ★ 1000 Invitations
- ★ 1000 Flyers
- ★ 500 Party Bags
- ★ 50 Diva Certificates
- ★ Nail Art kit
- ★ 200 Hair Extensions
- ★ Hair Accessories
- ★ Tattoos
- ★ 10 Glitter Sprays



the benefits

We understand the value of good business support. Little Miss Diva Parties are here to support you throughout the entire start up process; whether that be in person, over the phone or email.

The Little Miss Diva Parties business opportunity will be your own business, meaning you get to choose the hours you want to work and the prices you wish to charge, all whilst trading under the established Little Miss Diva brand.



what you could earn

The figures below are estimates based on what we currently charge per party.

- 1 Per week £320 per month
- 2 Per week £640 per month
- 3 Per week £960 per month
- 4 Per week £1280 per month

Optional extras can provide an additional return on top of each party (i.e. extra girls, party bags etc...) - maximising your income.



marketing

The key to a successful marketing campaign is to have a clear, well thought out, and achievable marketing plan. Research and a bit of imagination are also vital.

There are many advertising opportunities to explore. Get involved with your local community. Local press can give you large exposure, often with little cost involved. Educational networks can be invaluable, giving you and your business direct exposure to parent and child on a mass scale.

Your website will be another excellent tool to use. Listing your site in various web directories will give you a much larger scope, also try being more specific using places you know will reach or be used by your audience.

Your options are vast and will deliver a number of different results.



sdm productions

One of the perks of becoming a part of Little Miss Diva Parties is that you get access to our partners, SDM Productions UK Ltd.

Having created the Little Miss Diva brand from scratch, they have the skill and know how when it comes to creating the right impression for your business.

From websites to business cards and leaflets, they can provide you with all the solutions you'll need to market your new business venture.



Q. Is this a franchise or my own business?

A. This is your own business. You will be working independently under the established Little Miss Diva brand.

Q. Are there any hidden costs involved?

A. There are no hidden or ongoing costs charged from Little Miss Diva.

Q. Do you need hair or beautician qualifications?

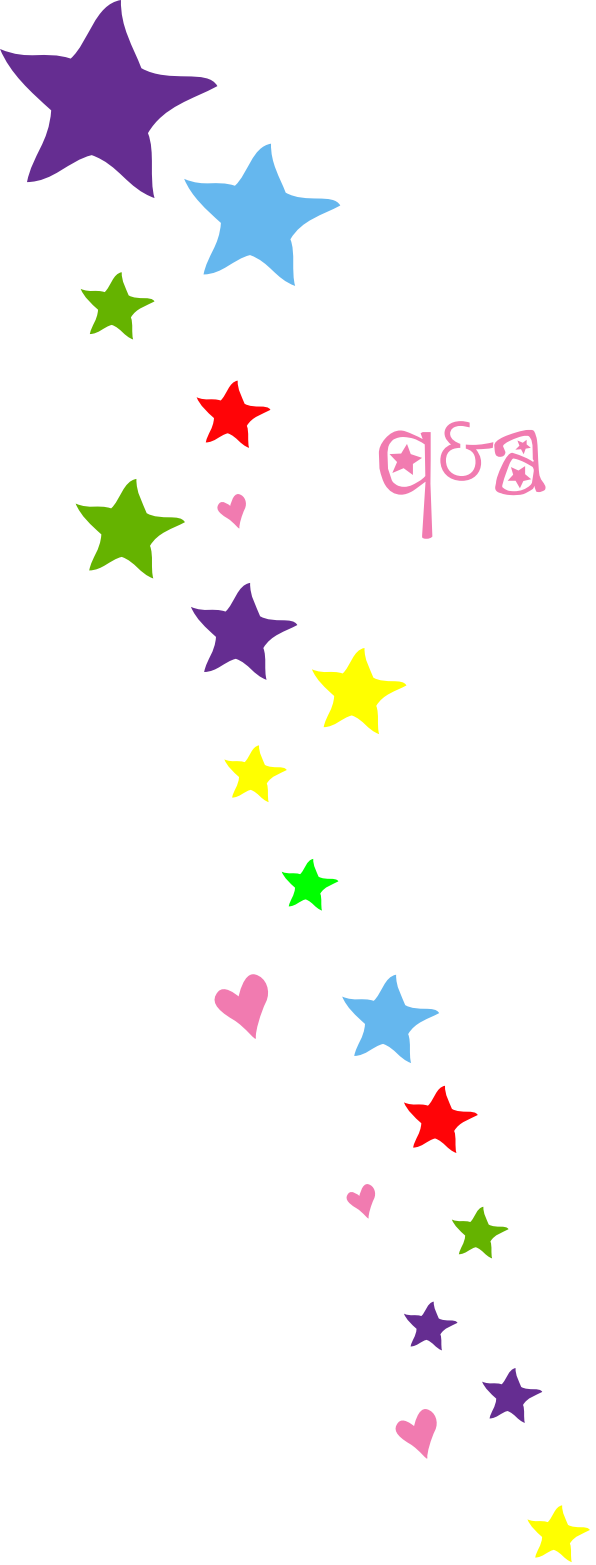
A. No, all you need is a flair for hair and nails. Full training will be provided.

Q. Am I restricted to using your suppliers?

A. There are no restrictions with which supplier you can use.

Q. What happens if I want to add content to my website?

A. Your Website is managed by our partner SDM Productions. As a partner you will benefit from a initial months worth of unlimited free changes* to your site. Quotes can be requested after, where you will also enjoy discounted prices.



Q. Will I need liability insurance to operate my business?

A. Yes, you will need to ensure you have adequate liability insurance to cover each function.

Q. Am I required to have a CRB (Criminal Records Bureau) Check?

A. No, however it is recommended that you complete the check as clients will often request this information.

*Fair usage policy applies.



whats next?

If you would like to discuss this fantastic opportunity in more detail, then please call 01935 420252 to speak to one of our team members. Alternatively you can email info@littlemissdivaparties.co.uk.