



MOE & Co.  
cut · colour · style

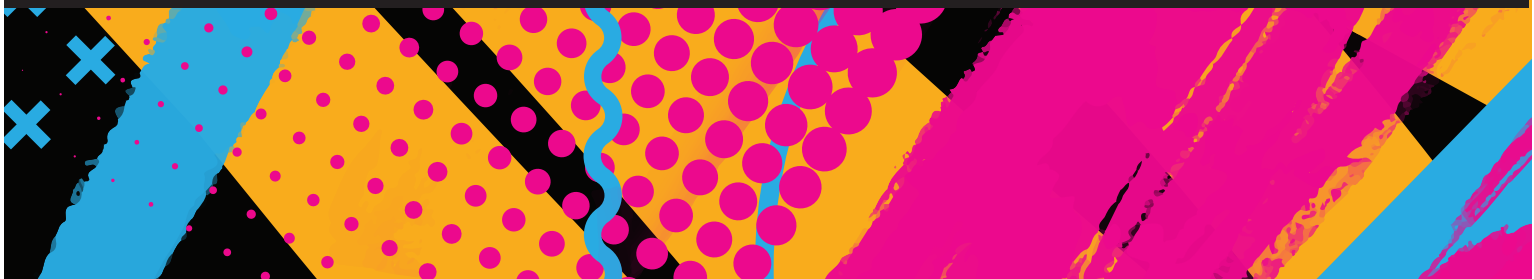
# LEASING PROPOSAL 2021



*For the Whole Family*

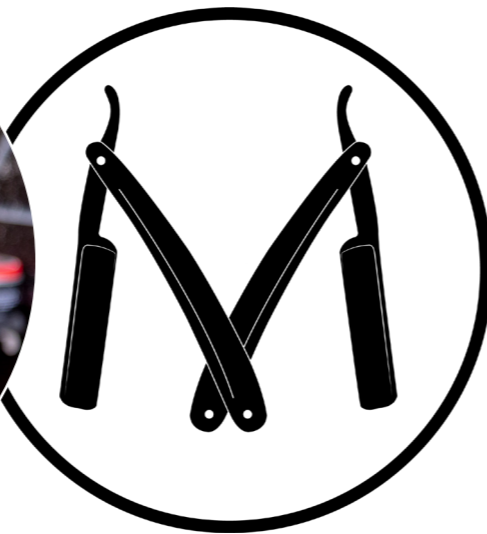
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# ABOUT US

**THE CORE PURPOSE OF THE BUSINESS IS TO PROVIDE PROFESSIONAL, HIGH QUALITY HAIR SERVICES TO LOCAL COMMUNITIES IN A FUN, ACCESSIBLE AND APPROACHABLE ENVIRONMENT WHERE EVERYONE IS WELCOME.**

In 2014 the brand vision was to become a leading hair salon brand – known for its eye catching spaces, friendly atmosphere, professionally trained staff with an outstanding reputation for excellence in the hair industry.

It all started with the idea to have a hair salon that shake's up the hairdressing industry moving away from the "white sterile" hair salon environment. To create a fun, funky and visually engaging space that is family friendly with a great atmosphere created by friendly - customer service focused staff offering quality hair services at a competitive price point.

Today there are over 40 locally owned and operated MOE & Co. hair salons, wrapped up in a funky barbershop style, conveniently located in shopping centres and regional hubs around Australia. Offering quality on trend hair services for the whole family. Where we believe all walk-ins are welcome and no appointments necessary.

The cornerstone of MOE & Co. is family and education, starting with the core team and staff that have built this exponentially growing brand. Today it is a recognisable brand with a strong reputation for affordable, quality hair services.

MOE & Co. mission is now focusing on building up local community engagement and educating and developing a new generation of young hair stylists. We endeavour to pave the way for a new generation of young barbers and hair stylists offering mentorships, up skill programs and a bright future in business.



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# CORE VALUES

## BILL HAMMOUD - DIRECTOR

Bill is a well respected hair / beauty professional and educator; being the head of Barbering at Petersham TAFE and The Australasian Collage of Health & Beauty. Bill has over two decades of experience running multiple salons and activating methods of quality control and consistency. The Moe & Co staff benefit from his master expertise in growing their skills and passion for hair from any level.

## MOE HAMMOUD - DIRECTOR

Moe has been in the industry since the age of 18, with a passion for hair, barbering and building genuine client relationships, he is keen to develop a recognisable hairdressing and barbering brand that caters to young female and male professionals; creating an environment that is relaxed, no appointments necessary, "walk in and play FIFA while you wait".

## MOE & CO. IS BUILT ON THREE PILLARS - OUR CORE VALUES WHICH UNDERPIN EVERYTHING THAT WE DO.

### FAMILY TEXTURE

This describes the high value we put on Relationships – relationships with employees, vendors, customers and family.

Strong relationship building is the first core value of this business. Everything we do, in marketing, promotions and employee conduct is about strengthening bonds.

Family: Texture is more important than functioning as a "perfect family in harmony" but more of a respect that in everything we do we aim to build and strengthen individuals to build them up - which in turn makes us stronger as a business.

### COMMUNITY FUN

As a big brand we want to come across as humble in the way we deal with our shop owners and in turn they deal with their clients.

No matter the level of success we want to keep things light, fun and approachable.

A large focus is now being placed on encouraging local shops to engage with their local communities.

As a brand the companies we get involved with from charities, to local schools or even other brands we always look for those which share this idea of sharing and a humble approach.

### EDUCATION CONFIDENCE

Our company culture is empowering its employees to make decisions on the front lines.

This has a flow on effect with those empowered employees to treat all our customers as they themselves would like to be treated.

The relationships between customer and employee is critical to capturing that customer long-term.

Confidence in the brand is built on these three pillars to help us grow from the inside out.

## WHAT MAKES US UNIQUE?



### PROFESSIONAL CUTS, COLOUR & STYLE FOR A LOW COST

Get treated like a rock star for a fraction of the cost.



### WALK-INS WELCOME

Scared of asking for a last minute hair cut - we want to get rid of that fear.



### VIBRANT STORE DESIGNS

Visual eye candy, quirky light fixtures, play stations and retro arcade games - interactive vibrant environment.

The iconic fit outs are attention grabbing, especially in the clean bright white context of shopping centres. The 90's inspired poster wall has established itself as its own icon recognisable as part of the MOE & Co. brand.

With no classic "hair salon" indicators out the front except for the words cut, colour, style with the logo being two crossed barber blades and a barber pole installed out the front presented itself with some challenges with attracting female clientele over the years.

Initially the brand was targeting men as a "barber shop" but our services always included women's hair services. So the shop designs have evolved to a cleaner with illuminating features to tone down the masculine design without losing it completely.

### CATERING TO COMMUNITY DEMOGRAPHICS

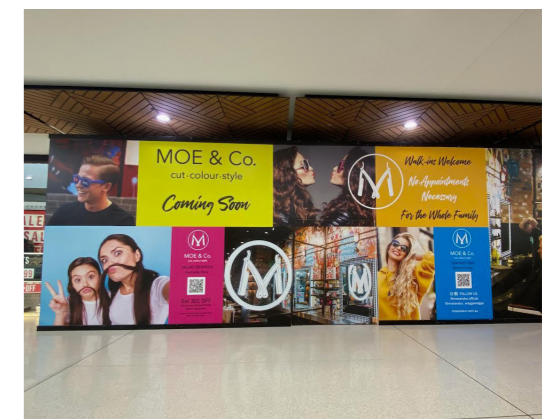
Bold neon elements have been brought in recently to keep things fun and bright, but also the shop design is carefully considered when opening in specific areas. Where certain demographics prevail we adapt. A great example of this would be our Bendigo regional shop in Victoria where we brought in a patriotic Australian vibe with bold wallpaper featuring native plants and birds. Stanhope Garden's store in NSW features a split layout where the women's area is glam and separate from the classic MOE & Co. barber shop side.

This evolution in store design is built on our core values, where we are versatile and not stuck in a corporate cookie cutter mold like other big multi location brands. We love the challenge of catering our spaces specifically to local communities to make everyone feel welcome.



# OUR STORES

NSW			
1	ASHFIELD	17	NOWRA
2	BANKSTOWN 1	18	PARRAMATTA
3	BANKSTOWN 2	19	RHODES
4	BROADWAY	20	SHELLHARBOUR 1
5	BURWOOD	21	SHELLHARBOUR 2
6	CAMPBELTOWN	22	SOUTH EVELIEGH
7	CARNES HILL	23	STANHOPE
8	CASULA	24	SYLVANIA
9	CHATSWOOD	25	TRAMSHEDS
10	CHERRYBROOK	26	ULLUDULLA
11	CORRIMAL	27	WARRAWONG
12	DAPTO	28	WARILLA
13	DARLING HARBOUR	29	WATTLE GROVE
14	FIGTREE	30	WENTWORTH POINT
15	LIDCOMBE	31	WOLLONGONG
16	MARRICKVILLE	32	WORLD SQUARE SYDNEY
ACT			
1	BELCONNEN	4	GUNGAHLIN
2	CANBERRA CENTRE	5	MAJURA PARK
3	CANBERRA CITY WALK	6	TUGGERANONG
SA			
1	NEWTON	2	RENMARK
TAS			
1	ROSNEY PARK		
VIC			
1	BENDIGO	3	KARINGAL
2	CAMBERWELL		
QLD			
1	IPSWITCH	2	YAMATO





# JOIN THE MOE & CO. FAMILY

JOINING THE MOE & CO. FAMILY IS EASY, FUN AND AS OUR BUSINESS PARTNER YOU CAN TAKE ADVANTAGE OF OUR SIMPLE TO FOLLOW BUSINESS MODEL, DEVELOPED WITH OVER 20 YEARS OF AUSTRALIAN HAIR INDUSTRY EXPERIENCE WITH OPERATIONAL, ORDERING AND MARKETING SYSTEMS ALL INCLUDED.

Our dedicated Business Team will guide and support you throughout the whole process of opening and running your own salon, including training, business and management advice and Grand Opening marketing campaign.

As a store owner operator, you'll enjoy our simple to follow business model, developed with over 20 years of Australian Hair Industry experience with operational, ordering and marketing systems all included. We invite you to be part of our fully integrated, fun fresh environment – to be part of this and expand our presence overseas. Here is what it takes to be part of the Moe and co family:

**Be Customer Focused:** The success of our stores relies on putting the customer first, of providing the service and experience. You need to have the passion of providing great customer service .

**Business savvy:** Use your commercial awareness and business mind to join us to fulfill the MOE & Co. vision in providing a high standard service, for the whole family and be welcoming to everyone that walks into the store.

**Team Player:** While you do own and operate the salon, it will be one of the many faces representing the MOE & Co. brand. We need positive owner operators that will build and lead a motivated team of staff to assist in achieving success in promoting and representing the brand.

**Have Passion:** if you have what it takes and it sounds like you are dedicated then we want you to join our team. We are looking for hardworking, dedicated owner operators who have the drive to and profit from a successful business model.

## THE ENQUIRY PROCESS:

1. Submit your interest to [bill.h@moeandco.com.au](mailto:bill.h@moeandco.com.au)
2. Our team will contact you for an initial interview.
3. Fill out the Application Pack - We will help throughout the whole process.
4. We review application - Professional advice and guidance by Bill Hammoud.
5. Final Assessment.
6. Begin store building and design based on location.
7. You Begin running the business: you will be provided with the support and training and grand opening marketing.



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