

# Snip-its' Recession-Resistant Business Model Gives Independence to Franchisees



Released on: July 15, 2009, 1:43 am

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Industry: [Retail](#)

*Growing children's hair salon offers built-in multiple revenue streams*



NATICK, MASS. (July 2009) – Snip-its ([www.snipits.com](http://www.snipits.com)), the fastest growing franchise of children's hair salons in the U.S., is based on a sound business model and a service that will not change nor be replaced by machines and technology. In addition to providing no-fuss, no-tears children's hair cuts, Snip-its offers a full line of salon quality products designed just for kids, spa-style treatments and themed parties.

"Savvy entrepreneurs looking for bullet-proof businesses to invest in will find that the salon and hair care services industry continues to grow, despite the shaky economy," said Christine Mudd, director of franchise development, Snip-Its. "In order to combat recession, consumers need for more bang for their buck and Snip-its offers just that, making it a viable opportunity, especially in challenging economic times. Experts urge small businesses to develop multiple revenue streams, as a further hedge against a down economy, and Snip-its already has that built in."

Snip-its' no-tears haircut experience is weaved with vibrant colors and reminds many children of a Saturday morning cartoon. Decorating the salon's interior are Snip-its branded animated cartoon characters: Snips, Jean Luc le Spritz, Curly Comb, Flyer Joe Dryer, the Clip-ette Sisters, and Maranga Mirror. In addition, animated videos, salon-tailored educational computer games and 'cushy' parents chairs let Moms sit and relax nearby. At the end of each visit, children receive a prize in exchange for a lock of hair from the 'Magic Box.'

Providing additional revenue opportunities, Snip-its' offers a line of safe, environmentally friendly combination shampoo/body wash, conditioners and styling products. The salon offers unique, spa-style experiences including manicures, pedicures and specialty hair styles such as hair wraps, cornrow braids and beads. Expertly applied make up for weddings, recitals, bat mitzvah's and other special occasions is a favorite service that includes a palette of shadow, blusher, liner and lip gloss that little princesses can take home. These additional services are available for groups and parties.

Snip-its provides franchisees with a level of support that stands out in the hair care industry. Snip-its operators receive full support, guidance, and comprehensive information from company experts. A dedicated Operations Consultant is assigned to each store, from day one. Snip-its marketing, development, financial, operations, and even executive-level personnel assist in providing all of the tools a franchise needs to grow their businesses.

Snip-its, a growing [kids franchise](#) was founded in 1995 by California native, Joanna Meiseles, the daughter of Hollywood producer, Robert Blumofe credited with the movie, Yours, Mine and Ours and is the granddaughter of famed comedian Jack Benny. After a heartbreaking visit to an 'adult' salon with her then young son, the first-time entrepreneur established the entertainment-styled salon with the goal to make children's hair care a positive fun-filled adventure for families.

Entrepreneurs that relate to this scenario may wish to learn more about opening a Snip-its store.

**About Snip-Its**

The Snip-its Corporation, based in Natick, Massachusetts is designed to untangle the hair care challenges of children and their parents. It provides the best customer service and a guaranteed great time for both kids and parents. The [salon franchise](#) has served more than one million children annually in 65 locations. In 2007, Snip-its was named the 30th fastest growing franchise in the U.S. by Franchise Times Magazine. For more information or [children's franchise](#) opportunities, visit [www.snipits.com](http://www.snipits.com) or call 877-SNIP-ITS.

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