

Sharanis Spa explores franchising opportunities

by Louise Oakley on Sunday, 26 October 2008

Sharanis Spa, which has outlets in Abu Dhabi and Dubai, plans to franchise the brand throughout the Middle East.

Founder of the company Sharon Moore said: "We've got a lot of opportunities to franchise our spas as people want to copycat what we're doing so we're looking to franchise the brand out later next year.

Moore said that she has created a popular concept for busy women in keeping everything under one roof: "Business women just don't have time to drive to five different places for nails, hair, waxing, their facial and a yoga class, we've created all of the essential services in one convenient location and they love that," she said.

"Franchising is a huge opportunity for spa", said Moore. "It's very new here, there's no-one else that I know in the market going down this route. There are obviously franchised food brands and other outlets but for spa it's going to be a new concept.

"We've been in the regional industry for a year now and people are contacting us because we're already established, and the Middle East market is very difficult to start in," she continued.

"I ran 13 spas in Thailand but spas in this region are completely different to any I've ever run, so it's been an excellent learning curve and now we're ready to duplicate what we've done and what we know works," added Moore.

"From a franchise owner's point of view it's an excellent way of duplicating our success and making it work for other people through means we have tried and tested.

"For a franchisee it's often their first time to own and operate a spa, maybe they'll have worked in one before but the next step can be quite daunting. It's easier for them because they literally get a whole concept and the secrets of everything we've learnt to be a success within the year literally gift-wrapped and posted to them.

"When they unravel it falls into place, the whole guest journey, even how to make the special ginger tea that we serve. It's an excellent opportunity that basically means success," said Moore.

[< Previous article](#)

[Linksys Middle East boss handed new role](#)