

FRANCHISE RESEARCH · SERIES 04

YLG Franchise Launch Playbook — 90 Days to Doors-Open

Week-by-week timeline · meeting prep templates · vendor recommendations · hiring framework · marketing pre-launch kit · 90-day calendar.

Prepared by — YLG Salon Chennai · Franchise Office

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Pages — 30
90 days

MEDIAN INQUIRY → SOFT LAUNCH

7 phases

DISCOVERY → SOFT LAUNCH

3-4 wk

TOTAL FOUNDER/OPERATOR TIME

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I · INTRODUCTION

How to use this playbook

Most franchise pitch decks talk about ROI and brand prestige but skip the operational nitty-gritty: what happens between signing and opening? This playbook makes the entire 90-day timeline transparent so you know exactly what's coming, what we deliver, and what we need from you each week.

PRINT CHAPTER 8 FIRST

The 90-day calendar (page 28) is the working tool. Print it, stick it on your wall, fill in dates as you progress. Reference Chapters 1-7 for week-by-week detail.

How long is "90 days" really

Median timeline from first discovery call to soft launch is 90 days. Faster (60-70) when locality is pre-identified and lease-ready. Slower (110-130) when site search takes longer or fit-out runs into monsoon-season delays. This playbook assumes the median path; we annotate where compression or extension is realistic.

Three patterns that emerge

1. Phases 3 (site) and 4 (fit-out) are the longest and most cash-intensive
2. Phases 5 (hiring) and 4 (fit-out) overlap — staff trained while construction finishes
3. Phase 6 (marketing) can compress to 1 week if the brand-driven channel is healthy

CHAPTER 01 · DAY 1-7

Phase 1 — Discovery

Goal: confirm fit on both sides before any commitment.

Day 1 — The 30-minute discovery call

Online or in-person at the Chennai franchise office. Agenda:

- Your capital available (range, not exact)
- Your timeline (target opening month)
- Your locality preference (Chennai-specific, broad area)
- Your operating-experience background
- Your decision-process (solo / family / partners)
- Q&A on YLG specifically

Output: written summary of fit + next-step recommendation. No paperwork, no commitment.

What to bring

- Question list (use the 12-question checklist as starter)
- Capital availability range
- 2-3 candidate localities (or "we'll work with your team to identify")
- Target month for opening

Day 2-3 — Reference calls

We share 2-3 existing YLG Chennai franchisees as references. Call them. Ask:

- "What surprised you?"
- "What would you do differently?"
- "Is brand support what was promised?"
- "How is the post-opening review cycle?"
- "Would you refer a friend?"

20 min each. Most valuable due diligence you'll do.

Day 5-7 — Visit YLG outlets unannounced

Walk into our Adyar, Anna Nagar, Besant Nagar, and Porur outlets as a customer. Get a service. See how operations actually run.

Customer experience tells you brand consistency far better than any pitch. Look at:

- Reception / greeting standards
- Cleanliness, hygiene, equipment quality
- Stylist competence
- Service-time discipline
- Up-sell pressure (or lack thereof)
- Customer flow management

End of Phase 1 — Decision

Both sides decide whether to proceed. If yes → NDA signed, Phase 2 starts. If no → no obligation, no fees paid, you walk away with intel.

Phase 2 — NDA & commercial terms

Day 8 — NDA signed

Mutual NDA. Standard 2-year confidentiality. Lets us share full commercial terms (brand fee, royalty %, territory specifics, payment schedule, agreement excerpts).

Day 8-21 — Review window (14 days)

You take the agreement to your franchise attorney. Use the 12-question due-diligence checklist as your structured review. Common negotiation points:

- Territory radius (we usually have flexibility)
- Payment schedule timing (modest flexibility)
- Specific exclusion areas
- Transfer fee terms
- Renewal fee multiplier

Day 21 — LOI + first milestone payment

Letter of Intent signed. 25% of brand fee paid (held in escrow until full agreement signed). This locks in your priority for the territory while site survey proceeds.

What's in your LOI

- Locked commercial terms (no further changes)
- Territory definition (radius + reference point)
- Milestone payment schedule
- Site-survey deliverables and timeline
- Refund clauses if you walk away mid-process
- Mutual non-solicitation

Phase 3 — Site survey & lease

Day 22-30 — Site identification

Three paths:

Path A — You bring a location

Our market team validates: catchment density, footfall, rent-to-revenue ratio, competitor density. 5-day turnaround.

Path B — We scope locations for you

Based on your capital + tier preference, our market team identifies 3-5 candidates. 10-14 day search.

Path C — Joint search

Most common — combines both. 7-12 day search.

Day 31-38 — Site survey deep-dive

For shortlisted location:

- Footfall counting (3 days × 3 time-slots)
- Demographic analysis from census + RBI consumption data
- Competitor density mapping (within 2 km)
- Accessibility audit (parking, public transport, road frontage)
- Landlord background check
- Visibility / signage audit
- Anchor-tenant proximity analysis

Day 39-45 — Lease negotiation + signing

Key lease clauses to negotiate

- **Lock-in period:** 24-36 months ideal; avoid 60+

- **Rent escalation cap:** 5% annual ideal; avoid uncapped
- **Tenant improvement allowance:** negotiate fit-out contribution
- **Renewal terms:** right of first renewal at then-current rent
- **Restoration clause:** what you owe at exit
- **Force majeure:** rent abatement during shutdown periods
- **Sub-lease right:** for emergency exit scenarios

Day 45: **lease executed**, deposit + advance paid, fit-out start date locked.

Milestone payment: +35% of brand fee paid on lease signing (cumulative 60% paid).

CHAPTER 04 · DAY 46-75

Phase 4 — Fit-out & equipment

Week 1 (Day 46-52) — Drawings + permits

- Architectural drawings finalised (turnkey package – we provide)
- Trade licence application initiated (GCC)
- Fire NoC application (TN Fire Services)
- TNPCB consent (if floor area > 100 sqm)
- Shops & Establishments registration (TN Labour)
- GST registration
- Electrical sanctioned-load increase application (TANGEDCO)

Week 2-3 (Day 53-67) — Civil + plumbing + electrical

- Demolition (if existing fit-out)
- Civil work – flooring base, wall partitions, false ceiling structure
- Plumbing – wash basin lines, water heater installation, drainage
- Electrical – sanctioned load activation, distribution panel, switch points
- HVAC – split AC installation, ducting where needed
- Fire safety equipment installation

Week 4 (Day 68-72) — Lighting + finishes

- Lighting – task lighting at mirrors (4500-6500K colour-accurate), ambient (3000K), accent
- Wall finishes – paint, cladding, decorative elements
- Cabinetry installation – reception, retail shelving, stylist storage
- Flooring final layer (vinyl / tile / laminate)
- External signage installation (illuminated branded signage)

Week 5-6 (Day 65-75 — parallel) — Equipment + inventory

- Cutting station chairs (8) + mirrors
- Wash basin chairs (3) with plumbing fittings
- Pedicure chairs (2) electric
- Manicure tables (2)
- Facial beds (2) electric/hydraulic
- Threading chairs (2)
- Hair steamer / hood dryer (2)
- Sterilising autoclave + UV cabinet
- Reception desk + waiting bench
- POS terminal + booking software (Zylu)
- CCTV (8-camera, 30-day retention)
- Biometric attendance
- Initial inventory (8-week professional product + 6-week retail)

Milestone payment: +40% of brand fee paid at 50% fit-out (cumulative 100% brand fee paid). Working capital reserve held in your bank account.

Two failure modes to watch

1. **Lighting under-spec.** Most common fit-out regret in our outlet history. Don't skimp.
2. **Monsoon delays.** Sep-Nov fit-out runs 5-7 days slower. If you sign lease in late August, plan for soft launch in mid-December, not late November.

Phase 5 — Hiring & training

Day 60-67 — Hiring

Hire 12-14 staff:

- 2 senior stylists (₹95k-₹1.4L/mo each)
- 3 stylists (₹38-55k each)
- 3 beauty therapists (₹28-45k each)
- 1 nail tech (₹25-40k)
- 2 helpers (₹15-22k)
- 1 front desk (₹22-32k)
- 1 outlet manager (₹45-65k)

We provide hiring framework, candidate sourcing support, interview structure. You make final hire decisions. Salaries paid by you starting Day 60.

Hiring strategy

- **Senior stylist first.** 60-90 day notice typical. Start sourcing Day 22, sign offer letter by Day 50, start Day 60.
- **Junior staff later.** Most candidates accept on 14-21 day notice. Sourcing Day 50, hire Day 60-67.
- **Local hire ratio.** 60-70% local-area hires builds outlet-specific customer rapport. 30-40% from established YLG outlets brings standards.

Day 68-83 — YLG Academy training (2 weeks)

All new staff travel to one of our existing Chennai outlets for two-week immersion training:

- **Stylists:** YLG service protocols, product brands (L'Oreal Pro, Schwarzkopf, Matrix, GK Hair), Chennai humidity-specific protocols
- **Beauty therapists:** facial protocols across 5 tiers, hygiene standards, ELT operation
- **Nail tech:** manicure/pedicure protocols, gel/acrylic safety, nail art techniques
- **Front desk:** POS, booking system (Zylu), customer-experience standards, telephone etiquette
- **Manager:** operational SOPs, reporting cadence, audit prep, P&L management, staff supervision

Training cost is included in the franchise package. Staff salaries during training are yours. Most staff stay at our hostel arrangement (modest cost).

CHAPTER 06 · DAY 76 - 89

Phase 6 — Pre-opening marketing

Day 76-80 — Digital pre-launch

- Location-specific Instagram setup (handle, bio, brand kit)
- Google Business Profile created + verified
- "Opening soon" post series (3-5 teaser posts)
- Meta + Google ad campaigns initiated (test budgets ₹15-30k)
- Email kit deployed to existing YLG-customer database in 5 km radius
- Influencer outreach — 2-3 local mid-tier (₹15-80k each)

Day 78-82 — Physical pre-launch

- External "Opening soon" banners at outlet (high-visibility)
- Door-knocker pamphlets in 1.5 km radius (10,000-15,000 distributed)
- Partnerships with 2-3 nearby cafes / boutiques (cross-promo)
- Local press release (regional newspapers + Chennai magazines)
- Hyperlocal Facebook group posts

Day 83-87 — Soft launch (friends & family)

50 invited customers per day, free or heavily-discounted services. Purpose:

- Stress-test operations
- Build initial Google reviews (target: 25-40 5-star reviews by Day 90)
- Train staff on full customer flow
- Identify operational gaps

Our operational team is on-site during these 5 days.

Day 88-89 — Final adjustments

- Fix gaps identified in soft launch

- Train staff on identified weak spots
- Lock the public-launch date
- Update Google Business Profile to "Open" status
- Final Instagram countdown post

Phase 7 — Soft launch & first 30 days

Day 90 — Doors open to public

Public soft launch. Walk-ins accepted. Light press/social-media announcement. Staffing at 100%. Royalty meter starts: revenue from Day 90 onwards counts.

Day 90 checklist

- All 12-14 staff present, in uniform
- Outlet sparkling clean, all stations operational
- POS / booking system tested
- Inventory stocked at 100%
- Google Business Profile shows "Open"
- Manager has the customer flow plan for the day
- Camera-ready for first-customer photos

Day 100 — Grand opening event (optional but recommended)

Celebrity guest, influencer event, special opening offer.

- Cost: ₹2-5L
- Returns: 5-10× in first-month bookings
- Social-media buzz: 50-100 organic posts in 48 hours
- Google reviews: 30-50 in the week following

Day 90-180 — Ramp + reviews

Day 30 post-opening review (Day 120)

YLG operations team revisits. Reviews:

- Footfall trend

- Average ticket size vs benchmark
- Service-mix balance
- Stylist productivity
- Customer satisfaction scores
- Google review accumulation

Output: 2-3 priority improvements for next 30 days.

Day 60 post-opening review (Day 150)

Same checks + first membership-conversion analysis. Target: 8-14% membership penetration by Day 180.

Day 90 post-opening review (Day 180)

Comprehensive operational audit. Quarterly cadence starts from here.

Month 4-6 expectation

- Chair utilisation: 45-55%
- Monthly revenue: 50-65% of mature run-rate
- Membership penetration: 14-22%
- Google rating: 4.5+ with 100+ reviews
- Cumulative cash flow: just turning positive

CHAPTER 08 · TEAR-OUT

The 90-day calendar (print this)

Print, fill in dates working backwards from your target opening month.

DAY	PHASE	MILESTONE	CUMULATIVE PAYMENT
Day 1	Discovery	First call (date: _____)	₹0
Day 2-3	Discovery	Reference calls	₹0
Day 5-7	Discovery	YLG outlet visits (unannounced)	₹0
Day 8	NDA	NDA signed (date: _____)	₹0
Day 8-21	NDA	Attorney review (use 12-Q checklist)	₹0
Day 21	LOI	LOI + 25% advance (date: _____)	25%
Day 22-30	Site search	Identify 3-5 candidate locations	25%
Day 31-38	Site survey	Footfall + demographic analysis	25%
Day 39-45	Lease	Lease signed (date: _____) + 35%	60%
Day 46-52	Fit-out	Drawings + permits	60%
Day 53-67	Fit-out	Civil + plumbing + electrical (week 2-3)	60%
Day 60-67	Hiring	12-14 staff hired (date: _____)	60%
Day 65	Brand fee balance	+40% on 50% fit-out	100%
Day 68-72	Fit-out	Lighting + finishes (week 4)	100%
Day 68-83	Training	2-week YLG Academy	100%
Day 65-75	Equipment	Equipment + inventory delivery	100%
Day 76-82	Marketing	Pre-launch digital + physical	100%
Day 83-87	Soft launch	Friends & family days	100%
Day 88-89	Final adjust	Fix gaps	100%
Day 90	OPEN	Doors open (date: _____)	100%
Day 100	Grand opening	Public event (optional)	+ event cost
Day 120	30-day review	YLG ops team revisit	—
Day 150	60-day review	Membership conversion analysis	—
Day 180	90-day review	Full operational audit	—

Decision gates

- **Day 7:** Decide go/no-go after discovery + reference + outlet visits
- **Day 21:** Sign LOI (or back out without penalty)
- **Day 38:** Approve site survey findings (or scope different location)
- **Day 45:** Sign lease (point of no return)
- **Day 67:** Confirm staffing complete (or delay opening if short)
- **Day 87:** Confirm public-launch readiness from soft launch

What can compress this

- Lease-ready location identified before Day 22 → save 1-2 weeks
- Senior stylists already in your network → save 2-3 weeks on hiring
- Permits via consultant → save 1 week on Phase 4 start
- Smaller outlet (800 sqft instead of 1,200) → save 1 week on fit-out

What can extend this

- Site search exceeds 3 weeks → +1-2 weeks
- Monsoon-season fit-out → +1 week
- Permit delays (fire NoC, TNPCB) → +5-14 days
- Hiring shortfall on senior stylists → +2-3 weeks
- Major design change mid-fit-out → +1-2 weeks

Start Your 90 Days

Book the discovery call. We work backwards from your target opening month.

+91 90712 34323 · franchise@ylgchennai.in · ylgchennai.in/franchise

This playbook describes the typical 90-day launch sequence for a YLG salon franchise. Specific timelines vary based on locality readiness, monsoon-season delays, and individual operator decisions. Specific commercial terms (brand fee %, royalty %, milestone payment splits) are governed by the executed franchise agreement. Consult an independent franchise attorney before any commitment. © 2026 YLG Salon Chennai · LS Enterprises.