

Great Business Opportunity for Entrepreneurial Women



The Bailine Franchise Programme is looking for dedicated and entrepreneurial minded women

The Bailine Franchise Programme is looking for dedicated and entrepreneurial minded women who have a desire to be independent and own and operate their own Bailine Studio. This is a unique opportunity to be a part of the growing Bailine Family! Bailine is a system created for women with each Studio Franchise individually owned and operated by women.

If you are passionate about helping women, interested in improving female beauty, health and wellbeing and willing to work hard while having fun, then owning a Bailine franchise may be right for you.

Vision:

Our vision is to be the best system for shaping a woman's body and mind. We support women in starting their own business and to help to develop themselves personally and financially by encouraging other women to become healthier, more beautiful and more self-assured.



Bailine is based on three principles

The Bailine system is a complete programme for individual evaluation and follow-up for women who want to keep or regain their youthful, vigorous and feminine figures.

This includes:

Mental motivation:

Psychological motivation and stress reduction tools and techniques to help the client complete the programme and achieve the desired results - physically and mentally.

Nutritional guidance:

Nutritional guidance for those who are overweight and for those who wish to identify exactly which foods work best for their individual dietary needs.

Activity guidance:

Exercise programme tailored to the client's own wishes and needs.

The computerized training simulator

The Bailine simulator is controlled by a computer program that offers many different forms of exercise directed at specific areas of the body. This allows the computer to handle all the areas of the body in a sequence that the client chooses with her therapist. The computer program also regulates the strength of the training to ensure proper activation. The Bailine training simulator can warm up the muscles one at a time, and then activate all the muscles at the same time, thereby giving real physical exercise to specific areas of the body. The best and most effective program for each client is chosen by the Bailine therapist. The results achieved have been documented by loss in measurements from hundreds of thousands of clients, who are living proof that the method is effective. Bailine training simulators are tested and approved by national and international provisions and regulations.



Bailine's foundations were laid in the 1960s when Kurt Bai constructed an electronic muscle activator. The idea was that training could be achieved with the help of electrical impulses which stimulated the muscles to work, without the subjects activating the muscles themselves.

Small salons, called "health salons" were set up where customers could get assistance in using the equipment. The first health and figure salon opened in 1968 in Tønsberg, Norway. Clients were measured and weighed and then lay for thirty minutes in a device which in those days was called a "B-AIDER". Clients were given a selection of diets printed on small menu-like cards, as well as a selection of exercises to do at home.

Kurt's wife, Eva Maire, opened one of the first salons in Central Oslo in 1974, and after 35 years of business, is still operating successfully. In the 1980s Kurt's son, Morten, joined the business. The trademark 'Bailine' was established. In the 1990's, the Bailine BSP programme was introduced and the 'Electrobroic technique' was invented. This new technique meant the devices could deliver results more efficiently.

At that time, Norway had unusually strict regulations on the use of muscle activator devices and the Bailine simulators operated very differently from other devices on the market elsewhere. The new devices were designed in such a way that they could use multiple outputs, without exceeding the current output of the old device that had been using only one active output at a time.

In the 1990's Kurt's daughter, Charlotte, took over the daily management of Bailine Headquarters. During her leadership, Bailine has experienced international expansion and established systems for education and courses Bailine has continued to experience exciting development. Many women worldwide are now running their own Bailine businesses successfully with excellent results, both financially and in terms of client satisfaction.



Reach your full potential. Work for yourself.

Pricing Information

Buying a Bailine franchise may be one of the best decisions you will ever make. We have a proven business model with a track record of over 40 years. In Norway, where the system originated there are now Bailine studios in almost all of the major cities. The cost of buying and operating a Bailine franchise varies with the economics of your area and country.

The start up fee to establish a Bailine salon is € 25.000* + VAT. The start up fee covers the initial rights for using the Bailine method within an exclusive area, and the initial rights for a specific number of Bailine computer-controlled training simulators with the Bailine BSP computer program and the Bailine motivational CDs and tuition.

For the use of the Bailine computer-controlled training simulators, there is a monthly rental fee per simulator. This fee is € 750 + VAT. per month for a studio operating 5 simulators.

The monthly fee covers

- Updating of the Bailine BSP computer program
- Maintenance of the Bailine training simulators
- Use of the Bailine trademark and logo
- Support by e-mail and internet
- Seminar and continuing education
- Development and access to new technology

Other costs that you may incur in opening your Franchise include but may not be limited to: costs associated with obtaining leased premises, interiors, utility costs, telephone, internet, and initial local advertising, all of which will be purchased from third party vendors.

* Price varies with country

Profit with Low Overhead

A Bailine franchise can operate in a space as small as 50 m² which keeps rent and other operating costs as low as possible. Payroll expenses should be reasonable when a franchise owner/operator hires only assistants for part time work when needed. Other costs include insurance, utilities, and small miscellaneous expenses.

Why Franchise:

- Statistics show that 90% of franchise businesses are still operating after 10 years, but 80% of independent businesses fail.
- Bailine offers you the opportunity to be your own boss, and build your own successful business based on your hard work. Your success is enhanced as well by the successes of other franchisees without any extra effort from you.
- Consumers are drawn towards a well respected brand and tend to have more confidence in quality they recognise.
- Proven business ideas are often better than trial or error.
- A franchise is usually easier to sell and has a higher value than an independent business.
- The synergy of a group of people, all contributing ideas and motivation, is a benefit to each individual.



Our success has its roots in an easy business system designed to help anyone achieve success in her own business

Initial training

Our success has its roots in an easy business system designed to help anyone achieve success in her own business – whether or not you have previous business or health and beauty experience. You will be professionally trained by Bailine instructors; with easy-to-use equipment, CD's and comprehensive manuals covering nutritional guidance, exercise physiology, mental conditioning, the computerized training simulator and general business - sales and marketing.

The initial training will include two weeks in a Bailine classroom and home study. This will give a good grounding in the knowledge and skills required. You will leave confident with the tools to safely and effectively operate your Bailine franchise.

Follow up training

After the training is completed and you have opened your studio, a Bailine instructor will visit your studio and work side by side with you to ensure that you are comfortable with the client treatments and in running your studio.



On-Going Support Services

We provide phone and e-mail support in order to answer your questions. Newspaper ads, direct mails, advertorials, flyers, pictures and other promotions to generate business to better service your clients, are available on a secured website, maintained especially for Bailine franchisees. There are also annual seminars for all franchisees.

My smart business choice

Beata Ławicka, Szczecin, Poland

10 years ago I heard about Bailine from my friend Kristine, who had lived in Sweden for years. She opened a Bailine studio in Poland, a unique place for women, where everyone like us can shape their bodies. Similar to exercise but better than exercise! You lie down and lose weight, can you believe it? I needed to lose weight after childbirth. If it was true, I was very interested. Kristine opened her studio and I used the free invitation. It worked. It's amazing how quickly you can get your perfect body. I started working as Kristine's assistant in her studio. Now I'm a Bailine studio owner. I am a therapist and help other women achieve a slimmer and a more proportioned body. My work is my passion. Bailine is my best life decision.



Frequently Asked Questions

1. How successful has Bailine been?

Proven system franchised worldwide. Bailine is committed to building its brand and position as a leading provider in health and fitness. For over 40 years, Bailine has supported its clients and partners in an effort to reach their goals by providing top quality service and a unique fitness concept.

2. What support is given to a Franchisee?

You will be professionally trained with easy-to-use manuals and equipment covering general business, sales and marketing, nutritional guidance, and exercise principles and techniques. Ongoing support provided by phone, email, seminars, advertising and promotions.

3. What size premises are required?

This varies, depending on the location and the floor plan but the smallest studio could be approximately 50sqm and the largest approximately 100sqm.

4. What are the typical set-up costs?

This can vary between €10,000 and €25,000 depending on the type of location, the size of the unit and the amount of work that is required. The basic Bailine studio design consists of 5 built-in curtained cubicles with 5 beds. Other costs may include furnishing the layout of the general spaces e.g. reception area, lighting, finishes and flooring. In addition, you will have to pay all third party costs, i.e., legal costs, design and planning, utilities and all other professionals' fees.

5. What is the typical timescale to open a studio?

From the time of signing your agreement and with the completion of basic training, it would be desirable to have your studio operating within 3 months.

7. What is the minimum number of staff required?

A studio owner can operate the studio by herself, but at busy periods she could employ an assistant for a few hours per week.

8. Do I need business or health & fitness experience?

No. When you decide to join the Bailine family, we assume that you have no background or knowledge in business or in the fitness industry. Our training is structured accordingly. You'll leave with all the expertise and materials necessary to open and operate your new Bailing studio!

9. What training is given?

The initial training will include two weeks in a Bailine classroom and at least two weeks of home study. After the training is completed and you have opened your studio, a Bailine instructor will visit your studio and work side by side with you to ensure that you are comfortable with the client treatments and in running your studio.

10. What are the requirements to become a franchisee?

You must have an entrepreneurial instinct with a desire to own your own business and the motivation to succeed.

- You are interested in exercise, nutrition and personal development.
- You will need seed money of your own plus sufficient funds to maintain a positive cash flow for at least the first year.
- You are prepared to work hard and maintain high standards of service.
- You must submit an investment plan and budget as well as your marketing plans.
- While prior fitness/health experience is a plus, it is not required.

My smart business choice

Cathrine Holst, Tonsberg, Norway

I really enjoy running my own Bailine studio and look forward to every day at work. I have run the studio in Tonsberg, Norway for more than 12 years and have not been away one single day during those years. That says a lot. I have many regular clients, but meet new clients almost every day, bringing me new and wonderful challenges. In the studio, I can offer my clients the Bailine principles. It is the best method you can find on the market of figure shaping, mental training and diet guidance. The treatment we offer is constantly developing as time changes and I am proud to be able to offer my clients such a great product. At the same time I earn a good income.



Trude Färdig, Jönköping, Sweden

Being a housewife for several years I took the decision to start my own company. Starting your own company is a huge challenge, but with the Bailine system and their support I could not fail. I have run my own Bailine salon for almost two years and they have been the best years of my life. Running my own studio and developing myself as a business woman has been a great challenge. Also, an opportunity to work with women and see how they improve their quality of life and to have this as my job is the ultimate! Being part of a franchise organization, the likelihood of success is much higher. You are your own boss, but you never feel lonely because you have your colleagues, clients and the Bailine support system to ensure that you are not alone and your business is a success.



Can't wait? Then contact us now!

Our dynamic company is expanding in a growth industry. We are looking for entrepreneurial, energetic and passionate franchise partners who are keen on seizing this opportunity. If you feel that this is right for you please complete and submit the form (on our website) and we will contact you shortly.

You can also directly contact us

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