



Introducing Bella Mama Franchise:

Delivering Exceptional Spa Experiences, Locally and Globally.

Welcome to Bella Mama Franchise, where the promise of elevating motherhood and embracing wellness comes to life in every location. Our renowned spa brand offers investors a unique opportunity to join a successful business that has captured the hearts of mothers across the world.



Elevating Motherhood, Embracing Wellness

At Bella Mama, we have been dedicated to nurturing motherhood and elevating wellness for over 19 years. As the most popular pregnancy spa in New Zealand, we take pride in being trusted by over 15,000 mothers and backed by 500+ midwife referrals. Our mission is to provide exceptional, safe, and tailored spa experiences to pregnant women and postpartum mothers, ensuring their well-being during this special journey.

19

19 years in the
business

500

Over 500+ midwife
referrals

50,000

Trusted by 50000+
mothers

1

#1 Pregnancy Spa
in New Zealand



Indulge in Bella Mama Franchise:

Discover Our Luxurious Spa Sanctuaries for Mothers and Irresistible Franchise Packages!

Experience and Expertise: With 19- years of experience, our spa has fine-tuned our services to cater specifically to the unique needs of pregnant women and postpartum mothers, providing them with the utmost care and expertise during this transformative time.

Midwife Recommended: Our spa's exceptional reputation is reinforced by the trust of over 500+ midwives who confidently refer their clients to us, knowing that we maintain the highest standards of care and safety.

FRANCHISE

Mother-Approved: More than 50,000- mothers have experienced the benefits of our spa services, finding comfort and rejuvenation through our nurturing treatments.

Experience and Expertise: With 19- years of experience, our spa has fine-tuned our services to cater specifically to the unique needs of pregnant women and postpartum mothers, providing them with the utmost care and expertise during this transformative time.

Tailored Wellness: We understand that every woman's pregnancy journey is unique. Our spa takes a personalized approach, offering tailored treatments that address the individual needs of each mother-to-be, ensuring they feel pampered and supported throughout.

Safety and Care: The safety and well-being of our clients are paramount. Our team of trained professionals prioritizes the health of both mother and baby, using gentle and proven techniques to promote relaxation and alleviate pregnancy-related discomforts.

Award-Winning Popularity: As the number one pregnancy spa in New Zealand, our brand has been recognized for its excellence and dedication to serving expectant and new mothers with unparalleled care.

Established Brand: Bella Mama has earned its rank as the number one pregnancy spa in New Zealand, with a trusted reputation built on 19 years of success.

As a franchisee, you'll be part of a proven business model that resonates with over 50,000 satisfied mothers and gains over 500+ midwife referrals.

Community and Wellness: More than just a spa, Bella Mama fosters a supportive and connected community. As a franchisee, you'll have the opportunity to nurture relationships with clients, fostering a loyal customer base that appreciates the genuine care and comfort your spa provides.

BELLA MAMA



Financial Sheet

Expenses	Bud Clinic Package	Bloom Clinic Package	Blossom Clinic Package
Franchise Fee	\$35,000	\$45,000	\$50,000
Fitout/build out Cost and Spa Setup	\$10,000 - \$20,000	\$25,000 - \$65,000	\$50,000 - \$125,000
Premarketing/ Opening	\$3,000	\$5,000	\$5,000 - \$10,000
Training and Support	\$2,500	\$2,500 - \$5,000	\$5,000 - \$7,500
Go Fast Kit	\$7,500	\$7,500 - \$10,000	\$10,000 - \$15,000
Lawyer/Accountant	\$3,000	\$3,000	\$3,000



Financial Sheet



Upfront Cash	\$60,000-\$75,000	\$90,000 - \$135,000	\$130,000 - \$200,000
Working Capital	\$10,000	\$20,000-\$40,000	\$40,000
Initial Marketing Cost	\$3000- \$5000	\$5000-\$10,000	\$10000-\$15000
Lease Deposit[*]	\$1000-\$2000	\$5000 - \$7500	\$8000-\$10000

✿ Lease deposit is negotiable with landlords. Some landlords do not take lease deposit or bond.

✿✿ Fitout and opening cost are estimate only, it may differ from the above figures based on the construction cost or other unseen circumstances.

Standard Operating Procedures (SOP)

At Bella Mama, we believe in consistency and excellence. Our comprehensive SOP guidelines ensure that every franchise location delivers the same level of exceptional customer satisfaction that our brand is known for. This allows you to confidently provide the same nurturing and pampering experiences to every Bella Mama client, regardless of the location.



Training Pack Inclusions: Empowering Expertise for Exceptional Care

At Bella Mama Franchise, we prioritize the well-being of mothers and the quality of our services. Our comprehensive Training Packs are carefully curated to ensure every employee undergoes extensive training, equipping them with the knowledge and skills to provide medically approved and safe treatments that yield optimum results for our valued clients.



TRAINING

- **Medically Approved and Safe Practices:**

We understand the importance of maintaining the highest standards of safety and care for our clients. Our Training Packs are designed in collaboration with medical experts, ensuring that all treatments and procedures are medically approved, minimizing any potential risks, and providing a nurturing environment for mothers.

- **Specialized Expertise:**

Pregnancy and postpartum massage require a unique set of skills and knowledge. Our training modules focus on specialized expertise, covering anatomy, physiology, and techniques tailored to meet the distinct needs of expectant and new mothers. This empowers our employees to deliver effective, soothing, and therapeutic spa experiences.

- **Personalized Care for Every Mother:**

Each mother who visits a Bella Mama franchise is unique, and our training reflects this understanding. Our employees learn how to assess individual requirements, address specific concerns, and tailor treatments to suit the unique needs of every client, providing a truly personalized and meaningful experience.

- **Comprehensive Understanding of Pregnancy Wellness:**

Beyond massage techniques, our Training Packs encompass a holistic understanding of pregnancy wellness. Employees will be well-versed in advising on prenatal and postnatal care, offering helpful tips and guidance to support mothers on their journey to well-being.

TRAINING

- **Building Strong Client Relationships:**

The Bella Mama experience extends beyond the treatment room. Our training modules emphasize the importance of building strong and empathetic client relationships. Employees learn effective communication and active listening skills, fostering an environment of trust and comfort.

- **Ongoing Development and Support**

We believe that learning is a continuous process. Our Training Packs include opportunities for ongoing development and support, ensuring that our employees stay up-to-date with the latest industry trends and advancements, allowing them to provide cutting-edge care for our clients.

At Bella Mama Franchise, we invest in our employees' growth and expertise to guarantee that every client receives the highest level of care and support. By joining our franchise, you'll be part of a team committed to empowering mothers and elevating wellness through the power of exceptional spa experiences.



BELLA MAMA





Culture of Success

At Bella Mama, we believe in consistency and excellence. Our comprehensive SOP guidelines ensure that every franchise location delivers the same level of exceptional customer satisfaction that our brand is known for. This allows you to confidently provide the same nurturing and pampering experiences to every Bella Mama client, regardless of the location.



- **Accelerate Your ROI**

We understand that your success is paramount, and we are dedicated to helping you achieve a faster return on your investment. Our time-tested business model and comprehensive support system are designed to streamline operations, minimize early business struggles, and maximize your profitability.

- **World-Class Support:**

When you become a part of the Bella Mama family, you gain access to unparalleled support from our team of seasoned experts. From the initial setup to ongoing guidance, we stand by you at every step of your journey, ensuring you have the resources and knowledge needed to thrive in the pregnancy spa industry.

- **Industry Leaders at Your Side:**

Our success as the number one choice for pregnancy spa in New Zealand is a testament to the expertise of our team. As a Bella Mama franchisee, you'll benefit from the insights and strategies of industry leaders who have a proven track record of excellence in the market.

- **Ranked First by Women's Choice:**

Our dedication to providing exceptional spa experiences has earned us the esteemed rank of being the top choice for pregnancy spa, based on women's preferences. This endorsement from our valued clientele underscores the trust and satisfaction our brand instills in mothers across the country.

- **Join Us in Cultivating Success:**

When you choose to partner with Bella Mama Franchise, you're not just investing in a business; you're embracing a culture of success. Together, we'll build a thriving spa community that elevates motherhood and wellness, making a positive impact on the lives of countless mothers.

Discover the unlimited potential that lies ahead with Bella Mama Franchise. Let us help you reach the peak of success, making your journey as a franchisee an extraordinary and fulfilling one.

**Contact us today
and embark on a
path to unparalleled
achievement in the
pregnancy spa
industry**

www.bellamama.co.nz

Empower Your Future as a Spa
Franchisee with Bella Mama NZ.
Elevate Motherhood and Wellness

Enquire Today!

Contact us at
info@bellamama.co.nz
or call us at
09 44 7591

