

Top Recession-Proof Franchises Poised for Growth



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Snip-Its children's hair salon makes the cut during economic downturns

NATICK, MASS. (May 2009) – Snip-its (www.snipits.com), the fastest growing franchise of children's hair salons in the U.S., also is one of the most successful businesses during a recession. In a slowing economy, consumers spend less on services they deem unnecessary. Along with child care, dry cleaners, automotive repair and storage units, the children's hair salon provides a needed service that consumers are unlikely to forgo.

The Snip-its franchise: A cut above the rest.



"When consumers tighten their wallets, they tend to spend their money more selectively, for example, refurbishing instead of buying new, so dry cleaners and repair shops tend to do well," said Christine Mudd, director of franchise development, Snip-Its. "Do-it-yourself children's hair cuts can be a down right exhausting and anxiety-filled

experience, and the cost of salon haircut designed just for kids, is worth trading in the frustration of trying to do it at home.”

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

Even in tough times, important factors for new businesses remain the same: selecting a service that is needed and will weather fluctuations in the economy, choosing a reputable franchise, and as always, location. Doing some research before deciding on the above criteria is critical to the process. Spending less on start up costs may not ensure success, so be wary and stick to the old adage “if it’s too good to be true...” move on.

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.

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 [kids franchise opportunities](#), visit www.snipits.com or call 877-SNIP-ITS.

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