



HAPIHAP

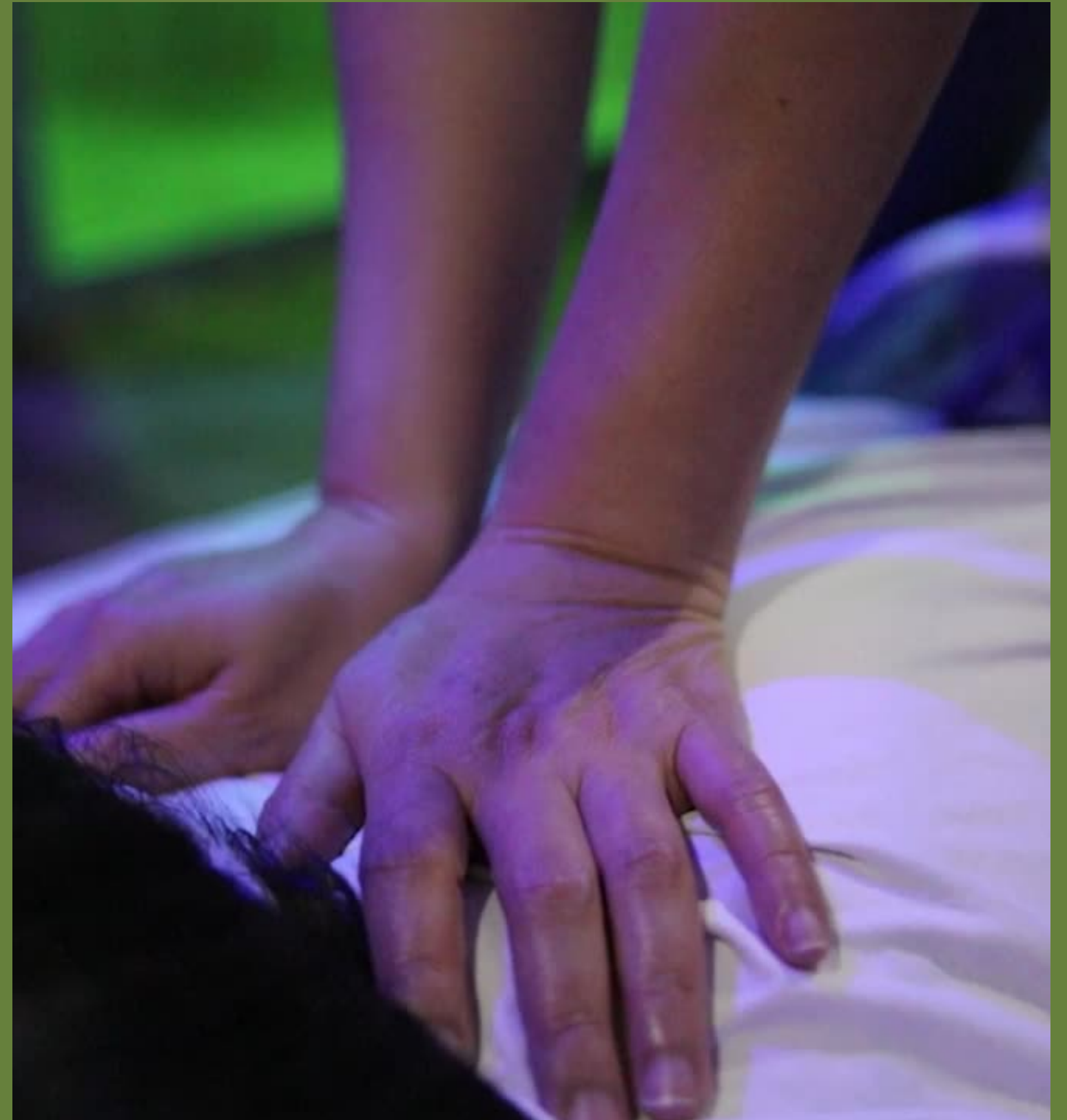
SPA & MASSAGE

FRANCHISE
PRESENTATION

Bicolano hilot: A distinctive healing art

Like many Filipinos, Bicolanos uphold the Filipino belief in hilot's healing properties, with Magarao in Camarines Sur being the region's hilot capital.

Inherited across generations, Bicolano hilot focuses on diagnosis and treatment using long, deep strokes. Hilot practitioners use only their hands and deep touch massage, without the aid of herbs or leaves. Their priority is to offer healing, and not just relaxation.



The benefits of Bicolano hilot

01 PAIN RELIEF

Hilot targets the root cause of pain by identifying and treating imbalances in the body, providing relief from muscle aches, joint pains, and chronic discomfort.

02 STRESS REDUCTION

The rhythmic strokes melt away tension, leaving you feeling calm, centered, and invigorated.

03 IMPROVED CIRCULATION

The unique combination of deep tissue strokes work together to stimulate blood flow, promoting better overall health and wellbeing.

04 ENHANCED FLEXIBILITY

Hilot practitioners are skilled at manipulating joints and muscles, helping to improve flexibility and range of motion, and prevent injuries.

EXPERIENCE CARE.
EXPERIENCE THE
NEW HAPIHAP.

Hapihap (n) - caress or soft touch



Hapihap Spa and Massage is a therapeutic spa concept offering massage services to promote overall health and wellness for everyone. We offer the traditional hilot experience in a relaxing spa ambiance. Hapihap can describe the feeling our customers get after receiving a massage from us.

We aim to carry on Bicol's hilot tradition by helping people recharge and recover from stress through our massage services.





Our story of resilience and our pursuit to wellness

Founded by Malou and Paul Mirabel in 2012, Hapihap is born out of their own experiences of struggle and stress while working as OFWs for 8 years in the Middle East.

Their yearly vacations in their hometown in Bicol made them yearn for wellness and complete relaxation. They recognized the need for a space that promotes total relaxation and healing, thus inspiring the birth of Hapihap.

Starting from humble beginnings, they offered massage services by going to customers' homes and distributing flyers. Their success in Iriga City led them to open four more branches.

The next step is to have a Hapihap in every center and provide healing to more Bicolanos through the power of hilot.

Established haven of wellness

Since we opened the first Hapihap branch in Iriga City in 2012, we've been gradually mastering not just the art of our massage services but also with the consistent support and training that we give to our therapists. We have over 10 years of experience and expertise in the industry as proven by our currently operating branches.



HAPIHAP IRIGA

Lemars Hotel National Highway, Iriga City,
Camarines Sur



HAPIHAP LEGAZPI

Landco Landco Business Park, Legazpi
City, Albay



HAPIHAP NABUA

National Highway, Nabua, Camarines Sur



HAPIHAP NAGA

2nd Floor Centro Square Building Cor
Colgante Bridge, Penafrancia Ave, Naga,
4400 Camarines Sur



Door 1 Manzhing Bldg Maharlika Highway,
Naga City, Camarines Sur

Our services

HAPIHAP HILOT

₱470 (75 minutes)

₱560 (90 minutes)

VOLCANIC HILOT

₱680 (90 minutes)

KAWAYAN HILOT

₱680 (90 minutes)

VENTOSA

₱400 (Back)

₱680 (Full body massage)

SWETZU COMBINATION

₱400 (60 minutes)

SWEDISH MASSAGE

₱350 (60 minutes)

The Hapihap Experience

01 RELAXING FOOT WASH



03 HEALING MASSAGE



02 APPLICATION OF CALMING OIL



04 REINVIGORATING HAPITEA



Traditional Filipino-inspired interiors

Usage of bamboo and other locally-sourced materials to give the
ambiance of being at home



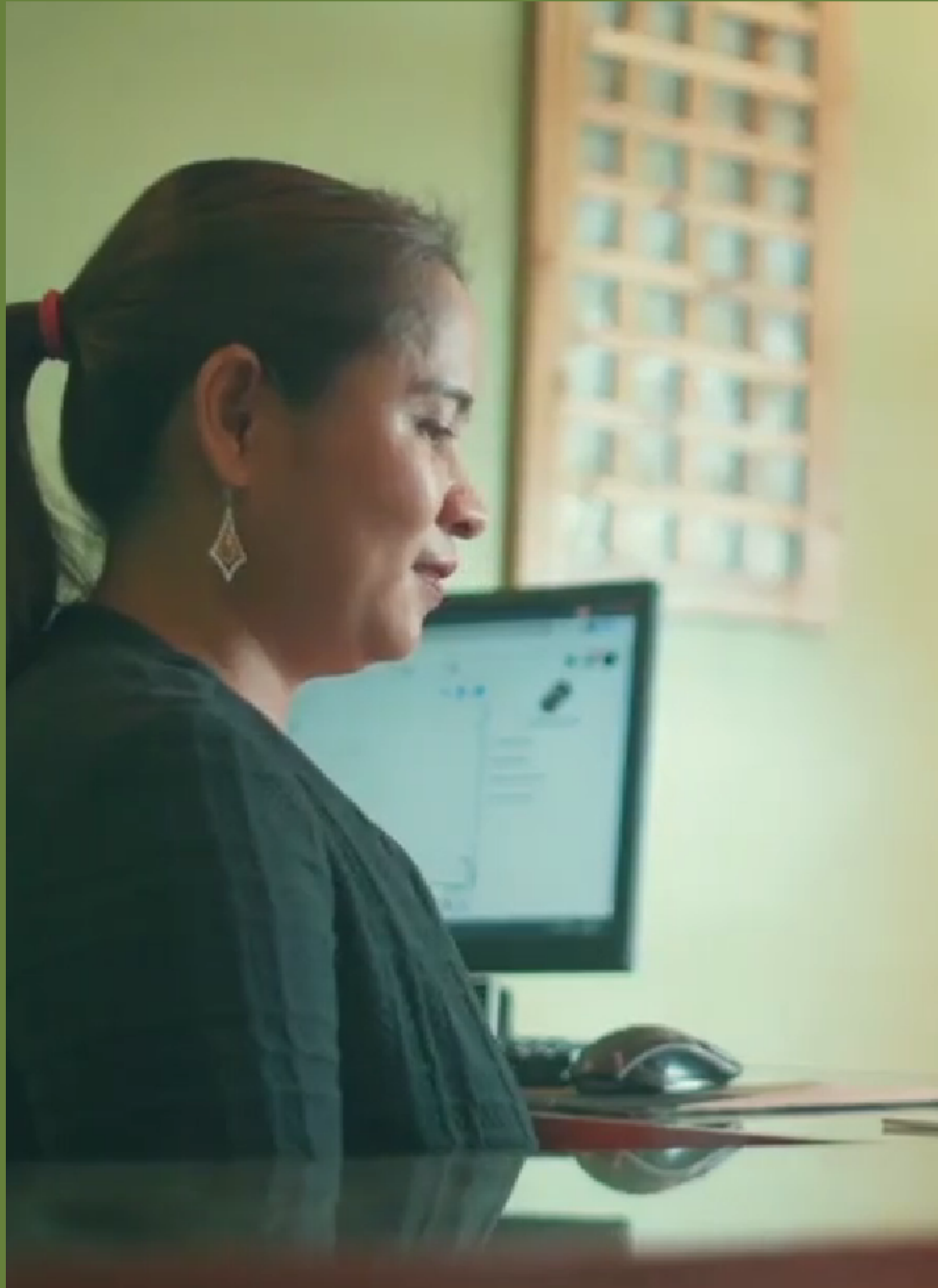




Elevating Wellness with Experienced Hilot Practitioners

- Our therapists are trained not just with different massage styles but also to meet Hapihap standards
- We assist them in getting certified for NC II then eventually DOH certification





Easy-to-run POS to manage spa transactions

- We use a cloud-based POS to give us real-time updates on sales transactions
- Provides reports and analytics

What our clients say



Patricia Joy Bersamina

The place was very beautiful, there was attention to detail, and we had a great massage here. The therapist assigned to me is very strong and accommodating of my needs! I recommend their hapihap massage.



Farrah Berganio

Clean place! Staff are very friendly and professional. My first time trying Ventosa and they made sure I'm comfortable.



Rachel Sotaso

Sincerely wow! A must to try HAPIHAP HILOT 90 minutes. Plus, superior customer service experience of the friendly staff! Ang sarap ng lemonade tea



Pepito Mora

Courteous receptionist and skilled masseus aside from having a nice and clean changing room.



Nerak Disquitado

Super babait ng mga staff at ang ganda ng service nila.



Jo Am

Such a relaxing experience with friendly and accomodating staff.

Our franchise offer

Franchise fee	₱313,600
Est. total investment	₱3M
Royalty fee	4%
Advertising fee	Systemwide: 1% Local: 1%
Area requirement	70 - 100 sqm.
Term of renewal	Initial term of 5 years with (2) renewals each for a total of 15 years

Experience the traditional Bicolano hilot in a spa ambiance



Healing and relaxation through Bicolano hilot

- For more than a decade, Hapihap is known for bringing the best of Bicolano hilot in a spa ambiance
- Our distinctive Bicolano hilot prioritizes both healing and relaxation



All-natural, Filipino-inspired ambiance

- Feel at home with our traditional Filipino-inspired ambiance with our use of local furniture
- To make our customers feel like guests at home, we serve them a cup of our all-natural Hapitea at the end of their session



Elevating Wellness with Experienced Hilot Practitioners

- Extensive training and continuous support for therapists
- Assistance in getting them certified for NC II and DOH certification



HAPIHAP

SPA & MASSAGE

THANK YOU

Website

www.reallygreatsite.com

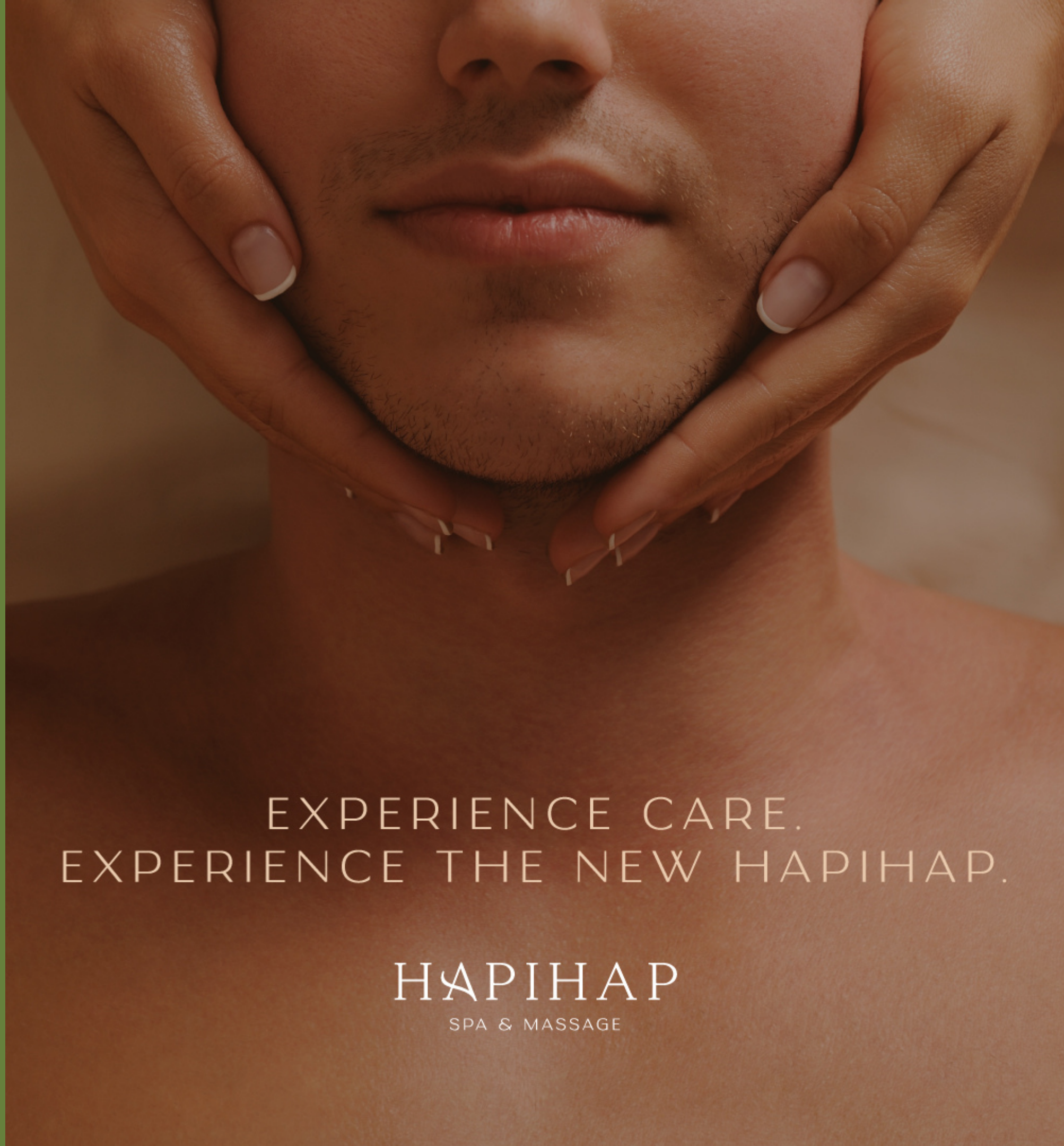
Email

hello@reallygreatsite.com

Phone

123-456-7890

Business Meeting



EXPERIENCE CARE.
EXPERIENCE THE NEW HAPIHAP.

HAPIHAP

SPA & MASSAGE

Investment Breakdown

*Based on average investment level

Core investment
₱2,473,545

- Signage
- Leasehold Improvement / Construction
- Architectural Plans
- Equipment, Furniture, Fixtures
- Uniforms
- Grand Opening Samplers, Collaterals
- Franchise Fee

Paid to third-party providers
₱187,269

- Insurance
- Licenses & Permits
- Legal & Accounting
- Training

Working capital
₱325,262

- Working Capital
- Advance Rental
- Petty Cash & Change Fund
- Franchisor Security Deposit (Cash Bond)
- Security Deposit (Rental Deposit)
- Other Deposits (Construction, Utility, etc.)

Franchise Pro-forma

Average Daily Sales	₱11,000
COGS	36.3%
OPEX (5-year average)	33%
EBITDA (5-year average)	30%
ROI	2.5 years
Breakeven daily sales	₱5,500