



Established clinic
+250

FROM A TO Z OF ESTABLISHING A BEAUTY CLINIC

www.pickupsarmayeh.com

WHO WE ARE ?

Pickup Sarmayeh Company was established with the aim of providing innovative services in the field of establishing and launching beauty clinics. By utilizing a specialized team and advanced technologies, we strive to meet our clients' needs with the highest quality. Our commitment to innovation and customer satisfaction has made us a pioneer in this industry.



Guaranteed Return on Investment

PickUp Sarmayeh Company guarantees that within 15 months, the entire amount invested will be returned to you. In the event that the investment is not recouped within this period, the company commits to refunding the full amount of your investment.

Behin Jahesh Datis.



Behin Jahesh Datis is a prominent holding company in Iran's beauty and skincare industry. Established in 2016, the company comprises eight subsidiary companies, each specializing in various sectors of the beauty industry. Their areas of expertise include manufacturing medical beauty devices, providing consultation and support for establishing beauty clinics, producing massage chairs and equipment, offering advertising and marketing services, and supplying consumables for beauty clinics. Additionally, Behin Jahesh Datis operates in neighboring countries such as Turkey and the UAE, with a vision to expand its activities across the Middle East. The company is dedicated to staying updated with new equipment and technologies in the beauty industry, ensuring that clients receive the most advanced solutions available. With over a decade of experience, Behin Jahesh Datis is committed to providing innovative and up-to-date solutions in the beauty industry.



Step One - Business Model Design

Pickup Sarmayeh, as a pioneer in providing comprehensive business solutions within the beauty industry, offers specialized business model design services backed by extensive scientific and practical. This expertise stems from years of hands-on experience, scientific research, and deep insights into the beauty industry. Our range of services includes in-depth customer analysis and segmentation, crafting a unique value proposition, designing effective communication and distribution strategies, comprehensive customer relationship planning, intelligent revenue stream management, optimizing key resources, enhancing core activities, strategic partnership management, and optimizing cost structures.

Each of these services is meticulously designed to meet the specific needs of businesses operating in the beauty sector. By choosing Pickup Capital's services, investors benefit from customized solutions and ongoing support throughout every stage of business setup and growth. Our goal is to provide services that not only help establish a successful business but also lay the foundation for sustainable, long-term growth in the highly competitive beauty industry.

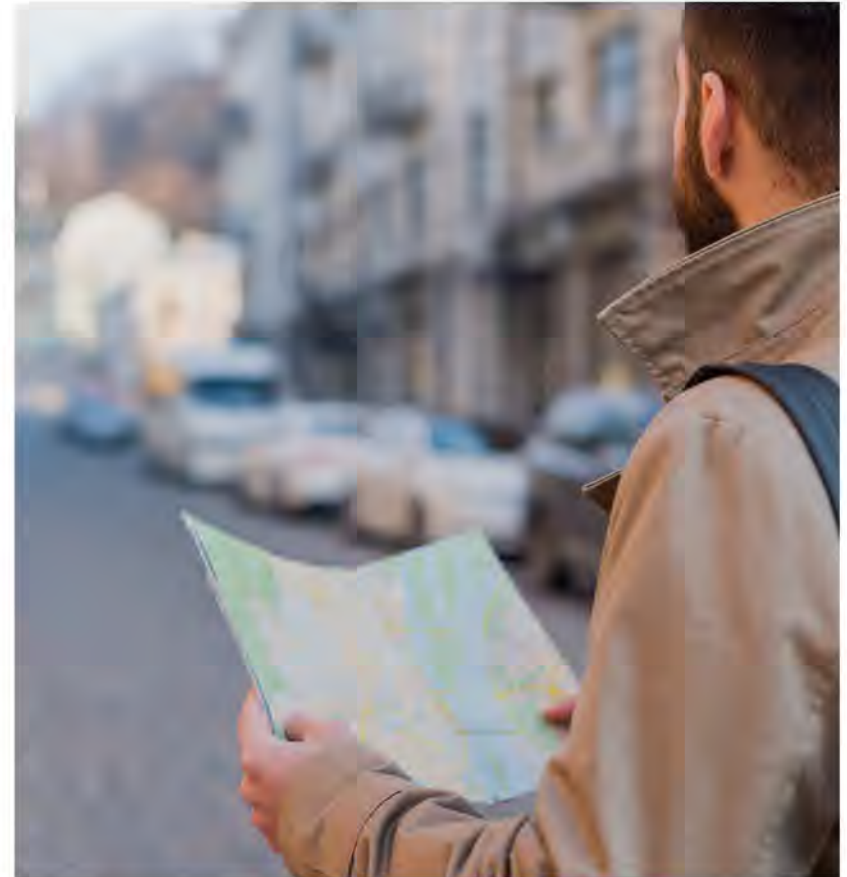


Step Two - Selecting a Suitable Location

The location of a beauty clinic has a significant impact on its income and can even influence the clinic's marketing and advertising strategies. Therefore, choosing the right location for this investment can make the process of attracting customers and increasing revenue much easier. A well-chosen location not only enhances customer accessibility but also reduces advertising costs and strengthens the clinic's brand image, making it more appealing to potential clients.

Several factors affect the choice of a suitable location for a beauty clinic. Experts from Pickup Company evaluate elements such as easy access to the clinic, the competitive market, the potential for growth in the area, proximity to target customers, the economic status of the neighborhood, and even the presence of competitors. A thorough analysis of these factors ensures that the chosen location aligns with your business goals and maximizes your clinic's success.

By aligning priorities with investment goals, the optimal location is chosen, ensuring a competitive edge and long-term success.



Step Three – Interior Design and Implementation

To establish a successful beauty clinic, interior design plays a crucial role in attracting clients and creating a calming atmosphere. Using soft colors, proper lighting, and comfortable furniture helps reduce stress and enhance overall customer satisfaction.

Efficient space optimization ensures both client comfort and improved workflow for the medical team. Understanding client needs and preferences before designing the clinic is essential to achieving the desired impact. Competitor analysis and collecting creative ideas can lead to a unique and visually appealing layout. Key areas such as reception and treatment rooms—where clients spend most of their time—should be given special attention during the design process.

A well-planned design contributes to a more pleasant experience and higher operational efficiency. Additionally, elements like proper ventilation, hygiene, acoustic comfort, and the use of high-quality materials can transform a simple clinic into a truly distinctive, relaxing, and professional environment. Good design not only reflects brand identity but also builds trust and loyalty.



Step Four – Professional Clinic Management Course with International Certificate

In this professional workshop, the following key areas are covered in depth:

- Fundamentals of cash auditing, accurate and efficient income and expense management, financial data analysis, and preparation of managerial reports to enhance transparency and financial security.
- Marketing and advertising strategies to attract clients, inventory and supply management, improving customer experience through high-quality and diverse services, effective budgeting and financial planning, and developing sustainable growth strategies.
- Time management and scheduling, personnel and team coordination, designing effective operational procedures, client communication and relationship management, and practical solutions to everyday challenges and issues.

Organized by Datis Academy, this workshop uses an interactive educational approach to provide participants with practical skills for managing a beauty clinic effectively. At the end of the course, participants will receive an international technical and vocational certificate, which qualifies them to apply for banking facilities.



Step Five – Recruiting Doctors, Staff, and Contract Signing

A professional staff member, through both technical expertise and warm, informed communication, can turn a visitor into a loyal client. Customer satisfaction with staff behavior is the first step toward effective marketing and increased clinic revenue. Personnel who respond to clients' needs with compassion and awareness become the foundation of trust-building and successful clinic branding. Careful recruitment and clear, well-structured contracts ensure long-term cooperation and consistency in service quality.

Staff play a crucial role in determining the number of clients and, ultimately, the clinic's overall growth and revenue. They must not only be skilled and experienced but also exhibit professional behavior and provide consistently exceptional customer service. A pleasant experience encourages client loyalty and generates positive word-of-mouth for the clinic. The behavior and competence of your staff create the first and lasting impression clients have of your clinic. One negative interaction can easily undermine your entire marketing investment, whereas one positive experience can turn a client into a loyal brand advocate.

On the other hand, training your staff and operators can be a decisive factor in setting your clinic apart from competitors. When choosing a beauty clinic, clients look for professionals who can deliver high-quality and expert services.

By investing in continuous training, you position your clinic as a distinguished and high-standard provider—one that attracts more clients and builds a strong reputation for excellence.

Step Six – Laser Device Training with International Certification

Many investors who plan to establish a beauty clinic may lack the necessary expertise or familiarity with advanced technologies and equipment. However, there is no need for concern. To enhance investors' knowledge and optimize the overall efficiency of beauty clinics, we have designed specialized training programs tailored to their unique needs.

These courses, organized by Datis Academy and led by top national instructors under the supervision of certified vocational trainers, enable participants to gain in-depth, practical knowledge of beauty devices and related technologies. Additionally, upon successful completion of the program, participants will receive an official Technical and Vocational Certificate, which can be effectively used to advance their professional careers.



Step Seven – Selecting and Purchasing Beauty Clinic Equipment

One of the most critical steps in launching a beauty clinic is selecting and purchasing modern, specialized equipment. With the growing variety of brands and medical-aesthetic equipment suppliers, this process can be complex, time-consuming, and at times, risky. Making the right choice requires technical knowledge, hands-on experience, and a deep understanding of market needs, available services, and client behavior.

Pickup Sarmayeh, a pioneer with a successful track record in establishing and equipping over 270 beauty clinics across the country, supports you through every step of equipment selection, purchase, and installation. Our expert consultants analyze your location, services, budget, and business goals to recommend the most efficient and cost-effective devices, helping you confidently enter the competitive beauty market. Our services go beyond just supplying devices. We provide comprehensive training on equipment usage, continuous updates on scientific and technical knowledge for your team, and full after-sales support to ensure your clinic stays on a path of growth, profitability, and maximum client satisfaction.

All recommended equipment comes from renowned international brands and meets global standards and certifications, guaranteeing safety, performance, and durability.

Devices supplied by Datis Laser come with a money-back guarantee, long-term warranty, Ministry of Health (IMED) certification, and 10 years of after-sales service. These features are not just competitive advantages—they represent a solid commitment to quality, reliability, and customer trust. By choosing certified equipment with full support, you ensure both operational peace of mind and long-term satisfaction, making your investment safer, smarter, and more sustainable.

Step Eight – Selecting Consumables and Equipment

One of the main concerns for beauty clinic managers is sourcing high-quality, reliable consumables that meet industry standards. In recent years, the growing number of suppliers has led to a flood of counterfeit and low-quality products in the market, making the selection process more complex and risky. Using substandard materials not only reduces service quality but also puts client health and satisfaction at risk—raising serious concerns for clinic owners and investors alike.

As a result, finding a trusted supplier for certified, high-performing consumables and equipment has become a top priority for clinics aiming to maintain credibility and client safety.

Pickup Sarmayeh, with years of proven experience and deep industry knowledge, is committed to providing advanced, dependable products for beauty clinics. In collaboration with WEDATIS, the company oversees the entire procurement process—from consultation to delivery—under the highest standards. This allows clinic managers to focus on delivering excellent service and enhancing quality with complete peace of mind.





Step Nine – Pricing Based on Location and Competition

Unfortunately, there are no official or standardized rates for beauty services, which often causes confusion and uncertainty for clinic owners. Many do not have a clear understanding of how to set prices effectively. As a result, they may either overprice their services—discouraging potential clients—or underprice them and fail to generate sustainable profits, eventually facing financial losses and business instability.

At Pickup Sarmayeh, our specialized consultants develop personalized pricing strategies based on in-depth analysis of each clinic's local context. This includes studying the area's socioeconomic profile, population density, average spending power, and competitive landscape.

With this approach, clinic managers can adopt smart, data-driven pricing policies that match the realities of their market and client base.

In addition, we offer strategic guidance on how to enhance service value, attract more clients, and stand out in a saturated market. We help clinics understand the psychological impact of pricing on consumer behavior and how to package their services in ways that reflect both value and professionalism.

Through balanced pricing and thoughtful client engagement strategies, your clinic can maintain profitability, build trust, and grow steadily in today's competitive beauty industry.



Step Ten – Advertising Consultation

Every business needs marketing and advertising to succeed, and beauty clinics are no exception. Advertising provides the opportunity to showcase services and real client results, helping attract new customers and grow your brand.

With the advancement of technology, a wide range of advertising methods are now available to promote beauty services effectively. Our expert consultants, specialized in marketing, will recommend the most suitable advertising strategies tailored to your clinic's goals and audience—and will be with you every step of the way.