THE LASER Beautique®

MODULE 2

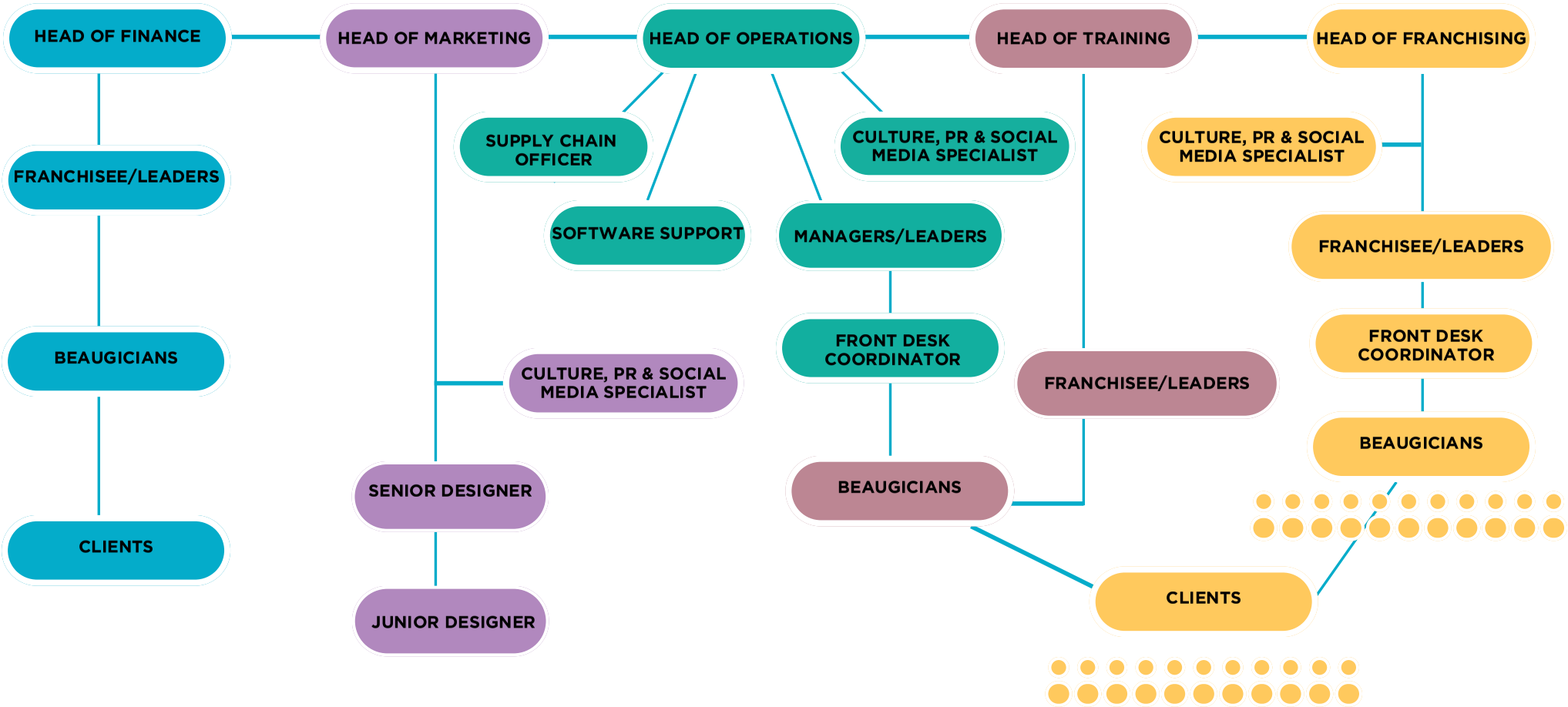
Company Structure

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Roles

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2.1 COMMUNICATION ORGANOGRAM



2.2 COMPANY STRUCTURE AND ROLES

At The Laser Beautique, our structure is designed to support performance, growth, and consistency across every clinic. At the top sits the Founder, who drives the vision and direction of the brand. The Operations Manager oversees daily business performance and ensures all clinics are aligned, supported, and achieving targets. Clinic Managers are responsible for leading their teams, driving revenue, and maintaining the highest standards in client experience. Therapists and Front Desk Coordinators are the face of the business, delivering treatments, building client relationships, and ensuring smooth day-to-day operations. Our Support Office play a key role in operational support, ensuring every team member is equipped to succeed. This structure allows for clear accountability, strong leadership, and a seamless client experience across all locations.

A Service-Led Structure

At The Laser Beautique, our organogram is intentionally designed with the client at the top. Our clients are the reason we exist, and every role within the company is built to support delivering exceptional results and experiences to them.

From our Beauticians, Front Desk Coordinators, and Clinic Managers—who all interact with clients daily to our Support Office and Heads of Department, every layer of the business exists to enable, guide, and elevate the client journey. This structure reinforces a simple principle: we don't work for hierarchy, we work for the client.

Roles Explained

National Operations Manager

The National Operations Manager is responsible for overseeing the day-to-day performance of the business, ensuring all clinics and departments run efficiently and consistently. This role focuses on driving operational excellence, improving systems and processes, managing performance, and supporting leadership to achieve company goals. They ensure the business operates smoothly while aligning teams to the overall vision and strategy. Managers report directly to the Operations Manager.

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Head of Franchising

The Head of Franchising drives the growth and success of the franchise network by identifying opportunities for expansion, supporting franchisees, and ensuring brand consistency across all locations. This role focuses on building strong relationships, maintaining standards, and ensuring each franchise operates successfully and in line with The Laser Beautique brand.

Head of Education & Training

The Head of Education & Training is responsible for developing and delivering all training within the business, ensuring that every team member is equipped with the knowledge and skills to perform at the highest standard. This role manages Beautique Academy, oversees assessments, and ensures continuous development across all clinics.

Clinic Manager

The Clinic Manager is responsible for overseeing the daily operations of the clinic, leading and developing the team, and ensuring exceptional client experiences. This role focuses on driving revenue, maintaining high service and retail standards, managing performance, and ensuring the clinic runs efficiently while upholding The Laser Beautique's brand, culture, and operational excellence.

Treating Clinic Manager

The Treating Clinic Manager leads the clinic by managing daily operations, driving revenue, and maintaining high standards of client experience. This role combines leadership and hands-on treatment work, ensuring the team performs, targets are met, and the clinic runs efficiently while delivering exceptional service.

Clinic Therapist (Beaugician)

The Clinic Therapist delivers professional treatments, ensures exceptional client experiences, and plays an active role in driving revenue. This includes achieving service and retail targets, as well as supporting client growth through follow-ups, contacting clients, and participating in clinic activations. This role is responsible for maintaining treatment standards, building strong client relationships, and contributing to the overall success and reputation of the clinic.

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Front Desk Coordinator & Therapist

This role is the first point of contact for clients, ensuring a seamless and welcoming experience from arrival to departure. It combines front desk coordination with treatment delivery, supporting clinic operations, managing bookings, and contributing to both client satisfaction and driving revenue in order to reach clinic targets.

Support Office Functions

The Support Office plays a critical role in driving operational excellence, brand growth, and clinic performance by providing comprehensive support across systems, marketing, logistics, and client acquisition. This includes managing and optimising Zenoti to ensure accurate bookings, reporting, campaigns, and overall system efficiency across all clinics, while also supporting teams with training and troubleshooting.

The team is responsible for planning and executing PR initiatives, brand activations, and strategic collaborations that increase visibility, attract new clients, and strengthen The Laser Beautique's presence in the market. In addition, the Support Office oversees stock management and procurement, ensuring all clinics are consistently supplied with the correct products, consumables, and uniforms, while maintaining accurate tracking and efficient distribution.

Alongside this, the team drives lead generation and conversion by managing incoming enquiries, ensuring prompt follow-up, and supporting clinics in maximising booking opportunities. Ultimately, the Support Office works behind the scenes to ensure every clinic is fully equipped, supported, and positioned to deliver results and achieve revenue targets.

Senior Graphic Designer

The Senior Graphic Designer leads creative direction and ensures all design output aligns with the brand's identity. This role oversees projects, manages timelines, and mentors the junior designer, ensuring high-quality visual content across all platforms.

Junior Graphic Designer

The Junior Graphic Designer supports the creation and execution of design work across marketing channels. This role focuses on producing content, assisting on larger projects, and ensuring all visual materials are aligned with current trends and brand standards.

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Internal Support Directory

Clear reporting lines ensure accountability, structure, and effective communication across the business. They define who each team member reports to, making it easier to escalate issues, make decisions quickly, and maintain consistency in how the business operates. Strong reporting lines also support performance management, provide clarity on expectations, and ensure every role is aligned to driving results and delivering a seamless client experience.

Therapist → **Manager** → **Operations Manager**

2.3 MEET THE FOUNDERS

Tzvia Hermann *Innovation, Aesthetics & Industry Disruption*
Tzvia Hermann is the co-founder and driving force behind the clinical innovation and treatment direction of The Laser Beautique.
She identified a major gap in the South African aesthetic industry at a time when laser technology was still relatively new, underdeveloped, painful, and unsuitable for darker skin tones. Her goal was to introduce virtually pain-free, safe, effective, accessible, and permanent hair removal solutions to the market.



In 2009, Tzvia led the introduction of virtually pain-free permanent laser hair removal to Africa using the Soprano laser system by Ama Lasers, fundamentally changing the standard of treatment available in the industry. This positioned The Laser Beautique as a pioneer in modern aesthetic technology.

Shorty after, the business introduced the first comfortable electrolysis system into Africa. This expansion was critical, as laser technology could not treat light, blonde, red, grey, or white hair. The addition of electrolysis enabled the business to offer true permanent hair removal for all hair types.

This innovation naturally led to the development of two key divisions within the business:

- Beautique Academy (training and education)
- Beautique Brands (technology distribution)

Because The Laser Beautique introduced these technologies to the African market, there were initially no trained professionals or structured education systems available. The brand, therefore became responsible for training its own therapists and developing industry standards from the ground up. This established The Laser Beautique as both a service provider and a leading authority in aesthetic education.
As the business evolved, Tzvia continued to source and introduce advanced international technologies based on client need and treatment gaps. This included the introduction of Microneedling and CooLifting.

With a strong focus on continuous improvement, Tzvia later worked with manufacturing partners to develop a proprietary laser system designed specifically for performance, comfort, and usability.

This resulted in BeauLaser Remove, a custom-built laser platform used within The Laser Beautique Group. The system is known for its strong clinical result and ease of use for therapists.

Tzvia further expanded the brand's innovation footprint with the launch of Scientific Skincare, The Laser Beautique's proprietary skincare range. In an industry often influenced by short-lived TikTok trends and surface-evel solutions, Scientific Skincare is positioned as a results-driven system that stands the test of time. The range is built on science-backed ingredients and continuously evolves to support deeper dermal transformation and long-term skin health.

Today, Tzvia continues to lead innovation, treatment development, product strategy, and brand directions, ensuring The Laser Beautique remains at the forefront of the aesthetics industry. She is also actively involved in developing proprietary devices, as well as sourcing and introducing international brands that are revolutionising the global aesthetics landscape.



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Neil Hermann *Co-Owner | Financial Strategy, Systems, HR, & Technical Oversight*
Neil Hermann is the co-owner of The Laser Beautique. Together with Tzvia Hermann, he co-founded the business and played a key role in transforming it from a single clinic to a structured and growing franchisee group.



Neil is primarily responsible for the financial management and strategic oversight of the group, including cashflow management, financial planning, and overall financial health of the business. He also oversees all human resources functions across the group, ensuring that staff structures, employment processes, and internal policies are aligned with the company's standards and growth requirements.

In addition to this, Neil manages the technical oversight of all devices and equipment used within The Laser Beautique Group. This includes ensuring that al laser and aesthetic technologies are properly maintained, optimised, and supported across branches to guarantee consistent performance and safetey standards.

Neil plays a critical role in ensuring that the business remains financially stable, operationally supported from a technical standpoint, and structurally aligned to sustain ongoing growth. While day-to-day operational leadership within the business, Neil provides high-level oversight across financial discipline, supporting scalable growth, and ensuring that all technical infrastructure.
His focus is on maintaining financial discipline, supporting scalable growth, and ensuring that all technical and internal systems operate efficiently across the group.