

Moneris  ^{®/MD}

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MEN ZONE TM

MEN ZONE
BARBER SHOP

26

28

OPEN

MEN ZONE™

MEN ZONE Holding Co.

Line of business:

- Service

Products used:

- Moneris Go





Summary

The first MEN ZONE Barbershop location was founded in 2016 by MEN ZONE Holding Co. (MZH™) in Mississauga, ON. The company's mission is to "redefine the barber industry in Canada." With three locations in the GTA, MZH offers services beyond haircuts including Laser hair removal, facial services, as well as manicure and pedicure services. Moneris Go® is MZH's payment solution of choice, aligning with the company's goal of using advanced technology



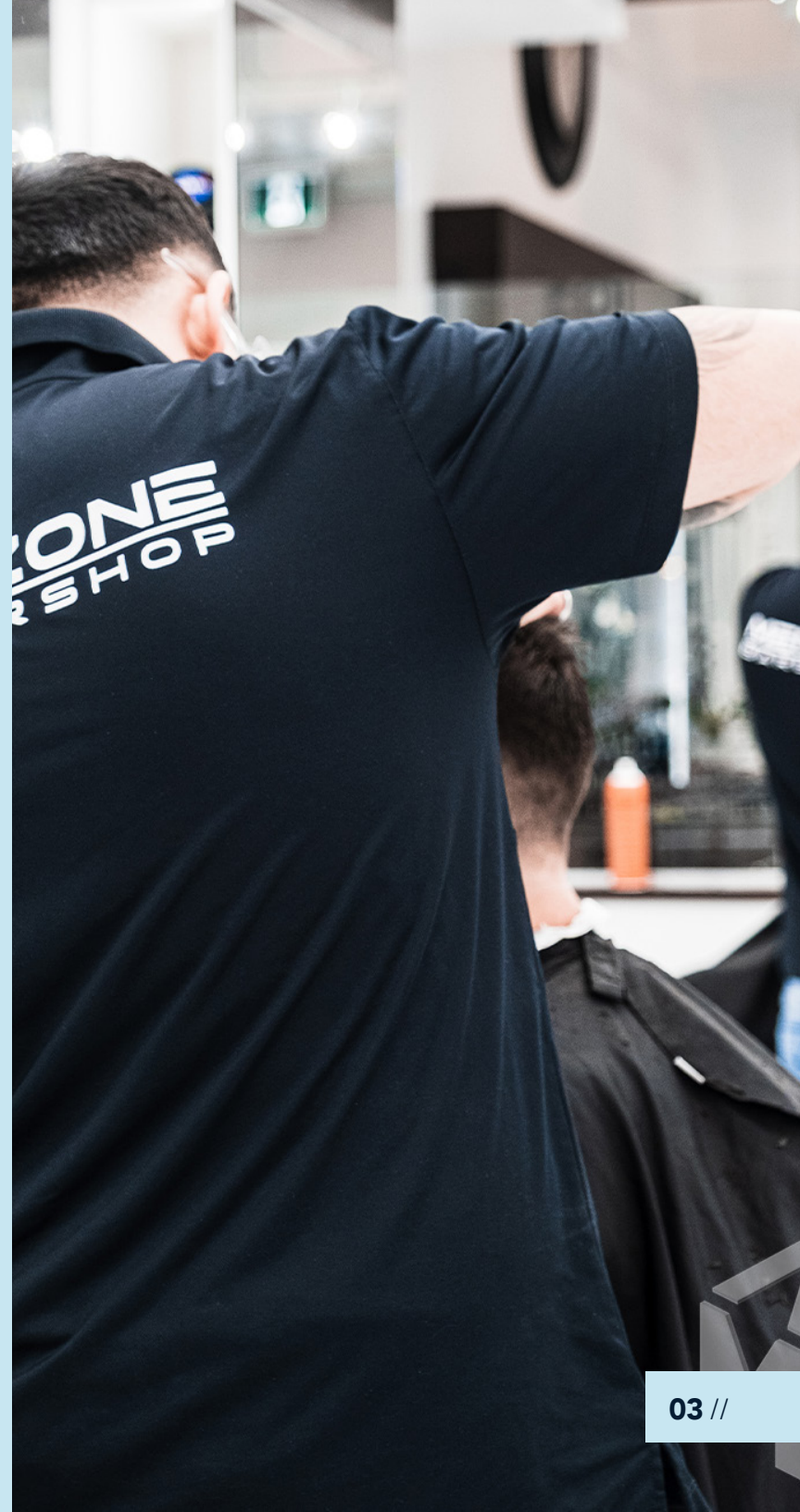
We were looking for a company that had an infrastructure that would help us succeed and Moneris was at the forefront of our minds. We also looked at what products and services aligned with MZH's mission of using advanced technology in our barbershops.



-Hussam Hassan, Co-founder of MEN ZONE Holding Co.

Background

MEN ZONE Holding Co. (MZH®) is an all-in-one barbershop with locations throughout the Greater Toronto Area (GTA). The business was founded by Hussam Hassan and Fadhil Radhi in 2016, with a mission to “redefine the barber industry in Canada.” The partners joined together with different areas of expertise that would become the backbone of the business. Hassan brought over 25 years of experience in business development and marketing, while Radhi worked in the barbering industry for over 24 years.





The Journey

MZH began as an eight-chair barbershop in Mississauga, ON, offering clients a luxury experience for a reasonable price. When clients enter the salon, they are welcomed into a modern environment. While waiting for services, guests can relax in the business lounge, enjoy an espresso and have complimentary access to Wi-Fi. They are then greeted by hair experts who are eager to make the client's vision for their appearance come to life.

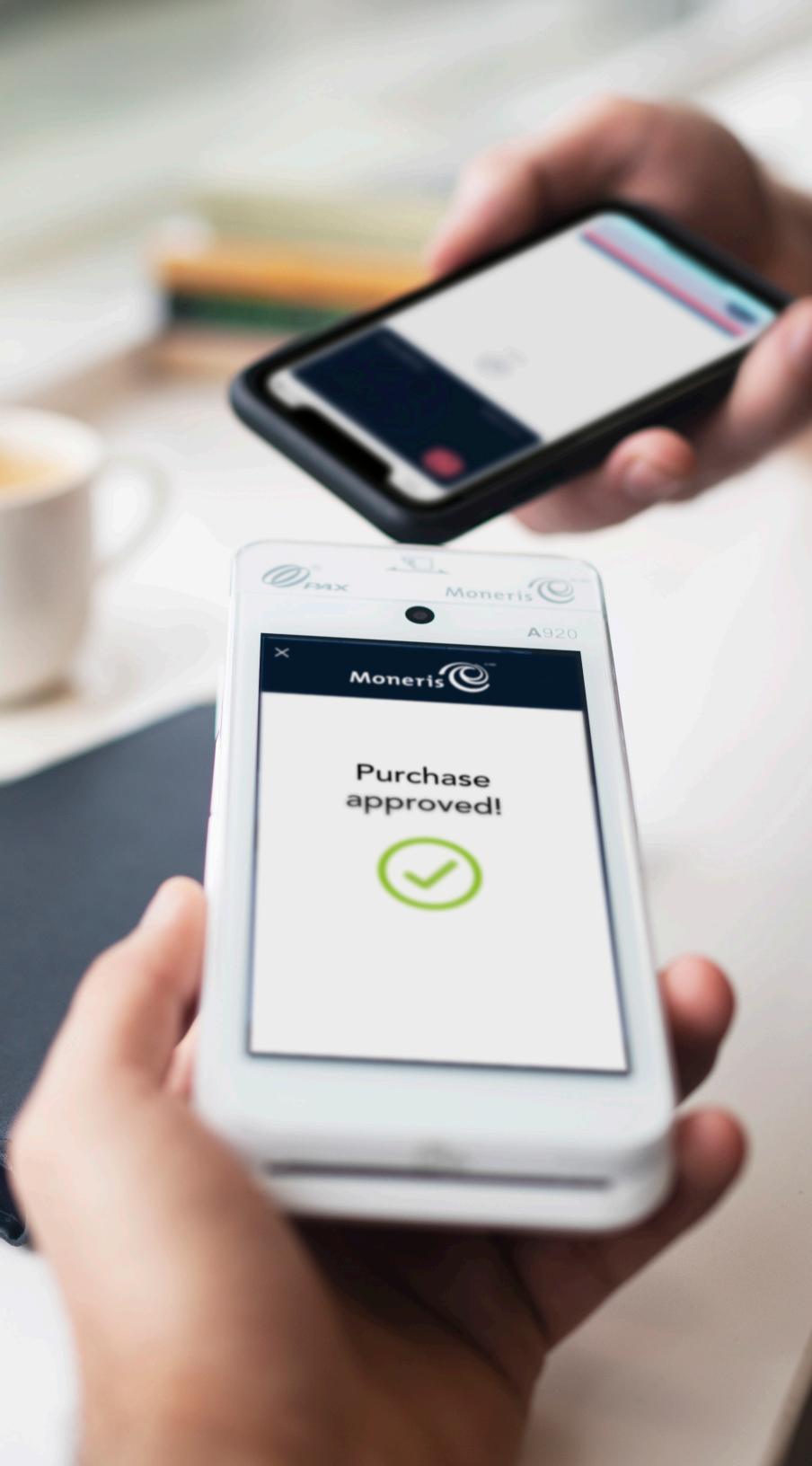
MZH has experienced tremendous engagement and growth, spreading awareness about their services through social media. Two years after opening their first shop, MZH opened a second location in Oakville, ON, with twelve chairs and additional services including facial, laser procedures and a manicure and pedicure service.

After another successful few years with two locations, the business decided to enter the next phase in their plan. MZH started a franchise model, and opened a third location in August 2021 in Oakville, ON, where they overcame obstacles brought on by the pandemic.

MZH Today

Today, MZH has grown to be an “executive grooming one-stop shop” with services that have expanded to include barbering, hair removal, facial services, as well as a manicure and pedicure service. In addition to their services, MZH introduced a rewards program known as “Hair Miles,” where participating clients can collect points each time they get a haircut.





Why Moneris?

Hassan highlights three leading factors resulting in MZH choosing Moneris® for their payment solution. “It was the Moneris brand, the competitive rates and the advanced technology that made it clear to us that Moneris was the right choice when we were looking for a new company.”

Moneris’ reputation of being reliable and offering modern payment solutions caught MZH’s interest. “We were looking for a company that had an infrastructure that would help us succeed and Moneris was at the forefront of our minds. We also looked at what products and services aligned with MZH’s mission of using advanced technology in our barbershops.” MZH started using Moneris Go because of its features including wireless connectivity, LED touchscreen display, and intuitive interface, which appealed to the team. “Not only does the device have a sleek design and perfectly fits in with the aesthetic of the barbershops, it’s highly functional with an all-day battery life.”

Looking Forward

“We are proud of how far we have come as a business since we opened our doors in 2016. Our commitment to excellence in each decision we make for MZH is the base of our achievements,” says Radhi

However, the company isn't slowing its pace. Hassan, Radhi and the team are always learning, growing and improving the business each day. Expansion is on the horizon as the long-term goal of the business is to have locations across the country. Another major project is developing a training academy for upcoming barbers. The academy will cover techniques when servicing clients, and provide aspiring barbers with product knowledge to educate those they serve on effective hair care. For now, Hassan and Radhi will continue to wake up each day with open minds to the possibilities for the business, and welcome clients into a space where they can relax and be cared for.



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