

Business Intelligence for Southeast Europe

# Industry Report Other personal service activities 2016 ROMANIA

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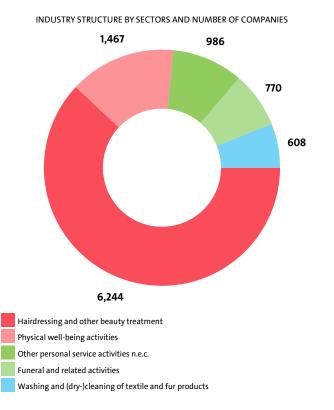
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### I. KEY INDICATORS

- The Other personal service activities industry in Romania was represented by 10,075 companies at the end of 2016, compared to 8,807 in the previous year and 7,794 in 2014.
- The industry's net profit amounted to RON 44,755,698 in 2016.
- The industry's total revenue was RON 1,496,640,125 in 2016, up by 17.21% compared to the previous year.
- The combined costs of the companies in the Other personal service activities industry reached RON 1,431,517,031 in 2016, up by 14.51% year-on-year.
- The industry's total revenue makes up 0.16% to the country's Gross domestic product (GDP) in 2016, compared to 0.15% for 2015 and 0.13% in 2014.
- A total of 31,417 people were employed in the Other personal service activities industry in 2016, compared to 29,765 in 2015 and 28,132 in 2014.
- Most of the companies in the industry are based in Bucharest, followed by Constanta and Cluj.

### **II. INTRODUCTION**

In 2016 the companies in the Other personal service activities industry numbered 10,075, distributed in 5 sectors.



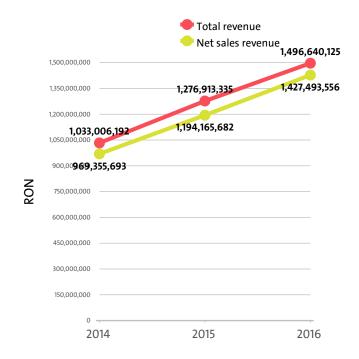
In 2015 there were a total of 8,807 companies operating in the industry. In 2014 their number totalled 7,794.

#### NUMBER OF COMPANIES IN OTHER PERSONAL SERVICE ACTIVITIES INDUSTRY BY SECTORS

SECTOR	2016	2015	2014
HAIRDRESSING AND OTHER BEAUTY	6,244	5,319	4,686
TREATMENT			
PHYSICAL WELL-BEING ACTIVITIES	1,467	1,309	1,151
OTHER PERSONAL SERVICE ACTIVITIES N.E.C.	986	942	859
FUNERAL AND RELATED ACTIVITIES	770	700	633
WASHING AND (DRY-)CLEANING OF TEXTILE AND FUR PRODUCTS	608	537	465

### **III. REVENUES**

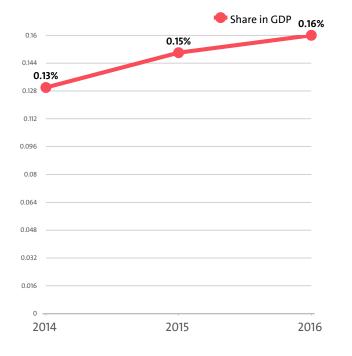
The total revenue in the industry was RON 1,496,640,125 in 2016, RON 1,276,913,335 in 2015 and 1,033,006,192 in 2014.



The companies in the Other personal service activities market of Romania earned combined net sales revenues of RON 1,427,493,556 in 2016.

In annual terms, sales marked an increase of 19.54% compared to 2015. In comparison to 2014 they increased by 47.26%. In 2015 sales went up by 23.19% year-on-year.

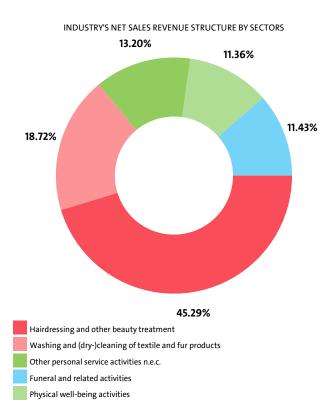
The Other personal service activities industry total revenue make up 0.16% to the country's GDP in 2016, compared to 0.15% for 2015 and 0.13% in 2014.



We expect, based on the trend in the last three years, the total revenue of the Other personal service activities industry to change at a compound annual growth rate (CAGR) of 20.37% in 2017.

#### NET SALES REVENUE BY SECTORS

RANK	SECTOR	NET SALES REVENUE (RON)
1	HAIRDRESSING AND OTHER BEAUTY TREATMENT	646,510,324
2	WASHING AND (DRY-)CLEANING OF TEXTILE AND FUR PRODUCTS	267,259,602
3	OTHER PERSONAL SERVICE ACTIVITIES N.E.C.	188,369,782
4	FUNERAL AND RELATED ACTIVITIES	163,197,287
5	PHYSICAL WELL-BEING ACTIVITIES	162,156,561



The highest growth, of 26.28%, was recorded by Hairdressing and other beauty treatment. There was no industry's sector to report a drop in net sales revenues.

#### TOP COMPANIES' REVENUE BY SECTORS

SEGMENT	COMPANY	TOTAL REVENUE (RON)	NET SALES REVENUE (RON)
OTHER PE	RSONAL SERVICE ACTIVITIES N.E.C.		
	EXPRESS CAFFE SRL	13,503,473	13,379,490
	ESPAFRUCT IMPORT EXPORT SRL	11,171,932	11,122,976
	TRIION-CONSTRUCT SRL	10,043,599	8,992,475
WASHING	GAND (DRY-)CLEANING OF TEXTILE AND FUR	PRODUCTS	
	SALESIANER MIETTEX SRL	33,716,050	32,987,908
	ECO CLEAN SRL	14,547,997	14,254,284
	NUFARUL SA	13,788,516	13,008,510
FUNERAL	AND RELATED ACTIVITIES		
	BOM MECANICA SRL	15,326,250	14,751,275
	PROGRESS CONSULTING SA	10,673,801	9,365,759
	SERVICII FUNERARE SRL	3,952,528	3,539,885
HAIRDRES	SING AND OTHER BEAUTY TREATMENT		
	SOCIETATE COOPERATIVA MESTESUGAREASCA IGIENA	30,093,363	27,245,066
	ABBATE SERVCOMEXIM SRL	13,599,685	13,496,053
	MAGIC SMART GRUP SRL	9,173,252	9,127,158
PHYSICAL	WELL-BEING ACTIVITIES		
	ATLANTIS FITNESS & LIFESTYLE SRL	4,666,795	4,666,684
	MAX-RELAX SRL	4,359,394	4,318,345
	SILHOUETTE BEAUTY CENTERS SRL	4,357,019	4,350,241

The top 10 companies in terms of total revenue in Other personal service activities accounted for 11.12% of the industry's total in 2016, 11.32% in 2015 and 12.71% in 2014.

### TOP 10 COMPANIES BY TOTAL AND NET SALES REVENUE IN THE INDUSTRY

RANK	COMPANY	TOTAL REVENUE (RON)	NET SALE REVENUE (RON)
1	SALESIANER MIETTEX SRL	33,716,050	32,987,908
2	SOCIETATE COOPERATIVA MESTESUGAREASCA IGIENA	30,093,363	27,245,066
3	BOM MECANICA SRL	15,326,250	14,751,275
4	ECO CLEAN SRL	14,547,997	14,254,284
5	NUFARUL SA	13,788,516	13,008,510
6	ABBATE SERVCOMEXIM SRL	13,599,685	13,496,053
7	EXPRESS CAFFE SRL	13,503,473	13,379,490
8	ESPAFRUCT IMPORT EXPORT SRL	11,171,932	11,122,976
9	PROGRESS CONSULTING SA	10,673,801	9,365,759
10	TRIION-CONSTRUCT SRL	10,043,599	8,992,475

The total revenues of the top 10 companies in the Other personal service activities were 0.02% of GDP in 2016, compared to 0.02% for 2015 and 0.02% in 2014.

The top 10 by assets in the Other personal service activities market made up RON 107,432,216, or 7.53% of the total net sales revenue.

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RANK	COMPANY	RON
1	SALESIANER MIETTEX SRL	65,539,306
2	PROGRESS CONSULTING SA	24,103,178
3	NUFARUL SA	23,074,304
4	MICHELLE SRL	20,321,087
5	SOCIETATE COOPERATIVA MESTESUGAREASCA IGIENA	16,632,765
6	ZKF MANAGEMENT SRL	13,204,441
7	PROODEFTIKI SA GRECIA SUCURSALA BUCURESTI	11,627,547
8	ECO CLEAN SRL	10,419,009
9	MADINGER SRL	10,233,050
10	ELTRONIS SRL	9,685,173

#### TOP 10 COMPANIES BY TOTAL REVENUE IN THE MARKET OTHER PERSONAL SERVICE ACTIVITIES N.E.C. WERE:

COMPANY	RON
EXPRESS CAFFE SRL	13,503,473
ESPAFRUCT IMPORT EXPORT SRL	11,171,932
TRIION-CONSTRUCT SRL	10,043,599
ELTRONIS SRL	8,779,099
DACRIS IMPEX SRL	8,017,051
DAVERO PROSPER SRL	6,012,214
GVA MARCOM SRL	5,611,181
INVESTMOND SA	3,508,702
TEGADO INVESTMENT SRL	3,392,612
MITLIV CRANES EQUIPMENT SRL	3,301,467

The 10 largest companies in terms of total revenue in sector Other personal service activities earned total revenue of RON 73,341,330 and accounted for 4.90% of the industry's total revenue.

#### TOP 10 COMPANIES BY TOTAL REVENUE IN THE INDUSTRY WASHING AND (DRY-)CLEANING OF TEXTILE AND FUR PRODUCTS WERE:

COMPANY	RON
SALESIANER MIETTEX SRL	33,716,050
ECO CLEAN SRL	14,547,997
NUFARUL SA	13,788,516
EUROSERVICE TECHNOLOGY SRL	9,486,038
FIMATEX SRL	8,166,666
DENIMED CLEANING SRL	7,950,883
LAVA & CUCE RO SRL	6,077,696
DRY CLEANING SERVICES SRL	5,011,632
ENERGIC SRL	4,787,203
TOP CLEAN SRL	4,678,395

The 10 largest companies in terms of total revenue in sector Other personal service activities earned total revenue of RON 108,211,076 and accounted for 7.23% of the industry's total revenue.

#### TOP 10 COMPANIES BY TOTAL REVENUE IN THE INDUSTRY FUNERAL AND RELATED ACTIVITIES WERE:

COMPANY	KON
BOM MECANICA SRL	15,326,250
PROGRESS CONSULTING SA	10,673,801
SERVICII FUNERARE SRL	3,952,528
MUNICIPAL LOCATO SERV SA	3,834,596
HARZOLY SRL	3,498,761
DENISALEX SRL	2,724,084
CLARES SRL	2,715,844

DINASTIA LUX SRL	2,159,120
CASA NICULESCU - SERVICII FUNERARE SRL	2,101,898
FUNERARA LA CAPATUL DRUMULUI SRL	2,002,599

The 10 largest companies in terms of total revenue in sector Other personal service activities earned total revenue of RON 48,989,481 and accounted for 3.27% of the industry's total revenue.

### TOP 10 COMPANIES BY TOTAL REVENUE IN THE SECTOR HAIRDRESSING AND OTHER BEAUTY TREATMENT WERE:

non
30,093,363
13,599,685
9,173,252
9,143,362
5,491,795
4,985,215
4,909,218
4,588,025
4,355,563
4,113,501

RON

The 10 largest companies in terms of total revenue in sector Other personal service activities earned total revenue of RON 90,452,979 and accounted for 6.04% of the industry's total revenue.

### TOP 10 COMPANIES BY TOTAL REVENUE IN THE INDUSTRY PHYSICAL WELL-BEING ACTIVITIES WERE:

COMPANY	RON
ATLANTIS FITNESS & LIFESTYLE SRL	4,666,795
MAX-RELAX SRL	4,359,394
SILHOUETTE BEAUTY CENTERS SRL	4,357,019
GHENTZU SRL	3,778,293
MAGIC BEAUTY INTERNATIONAL SRL	3,359,262
AQUACAR SRL	2,866,992
AGRESS BEAUTY SRL	2,771,988
REFLEXO-VITAL SRL	2,733,342
WELLNESS TUSNAD SRL	2,635,032
WELLNESS CENTER PRAID SRL	1,962,197

The 10 largest companies in terms of total revenue in sector Other personal service activities earned total revenue of RON 33,490,314 and accounted for 2.24% of the industry's total revenue.

### **IV. EXPENSES**

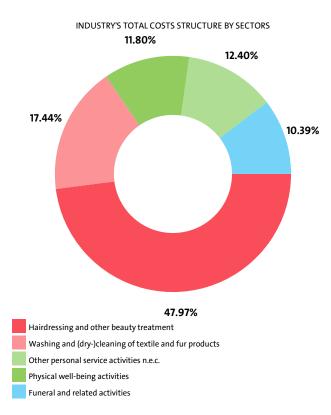
The combined costs of the companies in the Other personal service activities industry reached RON 1,431,517,031 in 2016.

In annual terms, total expenses rose by 14.51% compared to 2015 and went up by 36.10% in comparison to 2014.

We expect, based on the trend in the last three years, the total costs of the Other personal service activities industry to change at a compound annual growth rate (CAGR) of 16.66% in 2017.

#### TOTAL COSTS BY SECTORS

RANK	SECTOR	TOTAL COSTS (RON)
1	HAIRDRESSING AND OTHER BEAUTY TREATMENT	686,700,624
2	WASHING AND (DRY-)CLEANING OF TEXTILE AND FUR PRODUCTS	249,688,071
3	OTHER PERSONAL SERVICE ACTIVITIES N.E.C.	177,536,554
4	PHYSICAL WELL-BEING ACTIVITIES	168,902,433
5	FUNERAL AND RELATED ACTIVITIES	148,689,349



Hairdressing and other beauty treatment marked the highest annual increase in total expenses, of 18.46%.

The biggest spenders in the industry, with costs of over 10% of industry's costs, numbered 42, including PROGRESS CONSULTING SA, SERVICII FUNERARE SRL, SOCIETATE COOPERATIVA MESTESUGAREASCA DE GRADUL 1 - SCM IGIENA GR. 1 IASI, NUFARUL SA, MUNICIPAL LOCATO SERV SA. The medium spenders, or those in the 5% and 10% range count 71 and include VISAGE BEAUTY EQUIPMENT SRL, PROTEINE ORIGINALE SRL, ONEVET GRUP SRL, SMART VEND SRL, INDA - BET SRL. Below 5% threshhold are 9,962 companies, including MADONA SALON SRL, S&S PRO FITNESS SRL, FREE STYLE BEAUTY CENTER SRL, VIRGIL RESCUE SRL-D, NEXT TOP BARBER SRL.

Employment expenses in the Other personal service activities industry rose by 21.77% on the year to RON 514,866,055 in 2016.

The highest growth in labour costs, of 24.64%, was registered by Physical well-being activities.

The monthly costs per employee in the Other personal service activities industry averaged RON 1,366 in 2016, RON 1,184 in 2015 and RON 1,035 in 2014.

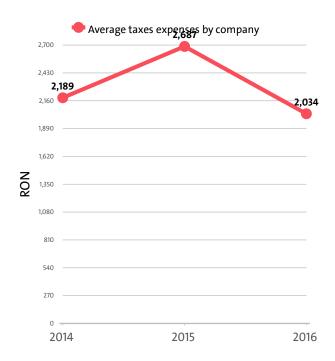
### EMPLOYMENT EXPENSES IN OTHER PERSONAL SERVICE ACTIVITIES BY SECTORS IN 2016

RANK	SECTOR	EMPLOYMENT EXPENSES (RON)	AVERAGE EXPENSES PER EMPLOYEE (RON)
1	HAIRDRESSING AND OTHER BEAUTY TREATMENT	311,942,935	14,818
2	WASHING AND (DRY-)CLEANING OF TEXTILE AND FUR PRODUCTS	81,647,702	22,181
3	PHYSICAL WELL-BEING ACTIVITIES	52,606,245	16,856
4	FUNERAL AND RELATED ACTIVITIES	37,221,251	18,454
5	OTHER PERSONAL SERVICE ACTIVITIES N.E.C.	31,447,922	20,341

### THE TOP 10 COMPANIES BY AVERAGE MONTHLY COSTS PER EMPLOYEE IN THE INDUSTRY

RANK	COMPANY	RON
1	BLONDIE'S BEAUTY STUDIO SRL	11,273
2	GRUP 888 DIDEI SRL	10,047
3	GLAMSIM SRL	8,043
4	DR RENERT BEAUTY CENTER SRL	7,929
5	INDA - BET SRL	6,902
6	GHENTZU SRL	6,615
7	TIFFANY & COLE SRL	5,856
8	ZKF MANAGEMENT SRL	5,637
9	PUBLIC RESEARCH SRL	5,449
10	MAX BEAUTY STUDIO SRL	5,395

The industry's tax expenses stood at RON 20,498,674 in 2016. In 2015 it paid taxes of RON 23,667,732. In 2014 the industry paid RON 17,061,267 in taxes.



#### EXPENSES ON TAXES BY SECTORS

RANK	SECTOR	RON	Y/Y CHANGE
1	HAIRDRESSING AND OTHER BEAUTY TREATMENT	8,211,796	-15.82%
2	OTHER PERSONAL SERVICE ACTIVITIES N.E.C.	3,800,971	-18.24%
3	WASHING AND (DRY-)CLEANING OF TEXTILE AND FUR PRODUCTS	3,562,503	-1.75%

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4 FUNERAL AND RELATED ACTIVITIES5 PHYSICAL WELL-BEING ACTIVITIES

2	2,7	70	6	,0	)3	5	-	1	3		2	0	9	6				
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### **V. PROFITABILITY**

The industry's net profit amounted to RON 44,755,698 in 2016, compared to a net profit of RON 2,057,246 in 2015 and a net loss of RON 35,870,695 in 2014.

### TOP 10 COMPANIES BY HIGHEST NET PROFIT IN OTHER PERSONAL SERVICE ACTIVITIES

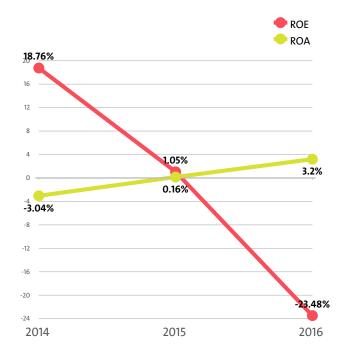
RANK	COMPANY	RON
1	PROGRESS CONSULTING SA	3,228,183
2	SALESIANER MIETTEX SRL	2,873,269
3	INVESTMOND SA	1,959,049
4	DENIMED CLEANING SRL	1,927,674
5	TIGER NAILS SRL	1,828,806
6	ABBATE SERVCOMEXIM SRL	1,260,934
7	DACRIS IMPEX SRL	1,220,644
8	FIMATEX SRL	1,188,772
9	BIOS SRL ITALIA SUCURSALA ROMANIA	1,094,659
10	NUFARUL SA	1,018,242

TOP COMPANIES BY HIGHEST NET LOSS IN OTHER PERSONAL SERVICE ACTIVITIES

RANK	COMPANY	RON
1	ZKF MANAGEMENT SRL	2,970,143
2	INTEROIL SA	2,388,221
3	NI-CO BEAUTY SRL	1,148,026
4	AQUACAR SRL	1,093,369
5	MAGIC BEAUTY INTERNATIONAL SRL	930,458

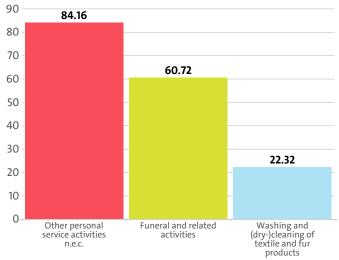
The Other personal service activities industry's return on equity (ROE) is -23.48% compared to 1.05% in 2015 and 18.76% in 2014.

The Other personal service activities's return on assets (ROA) was 3.20%, while in 2015 it amounted to 0.16% and -3.04% in 2014.



11.84 12 11 10 9.16 9 8.55 8 7 6 5 4 3 2 1 0 Washing and (dry-)cleaning of textile and fur products Funeral and related activities Other personal service activities n.e.c.

LEADING INDUSTRY'S SECTORS BY ROA



#### LEADING INDUSTRY'S SECTORS BY ROE

#### TOP 10 COMPANIES BY HIGHEST AVERAGE NET PROFIT PER EMPLOYEE IN OTHER PERSONAL SERVICE ACTIVITIES

RANK	COMPANY	RON	COMPANY HEADQUARTERS (CITY)
1	INVESTMOND SA	653,016	BIHOR
2	DENY SRL	604,935	BOTOSANI
3	GREEN LAUNDRY SRL	582,414	BUCHAREST
4	GLAMSIM SRL	528,532	IASI
5	DIVA MONDO STYLE S.R.L.	383,461	HUNEDOARA
6	FASHION MAIU SRL	333,482	SIBIU
7	DAVERO PROSPER SRL	287,509	BRASOV
8	MIRUNICA CENTER SRL	276,607	BRASOV
9	AGNES STIL SRL	273,961	OLT
10	BW PHOTO&CO SRL	265,595	CLUJ -NAPOCA

About 20.00% of the 10 leading companies in terms of net profit per employee are located in Brasov, while 10.00% are Bucharest-based and 10.00% are headquartered in Sibiu.

The average net sales revenue per employee in the Other personal service activities industry amounted to RON 45,437 in 2016, up by 13.25% compared to 2015 and up by 31.86% compared to 2014.

The Other personal service activities industry generated an average RON 47,638 in total revenue per employee. In 2015 and 2014 the figure was RON 42,900 and RON 36,720, respectively.

The average total revenue per company in the Other personal service activities industry grew to RON 148,550 in 2016 from RON 144,988 in 2015. The 2014 value was RON 132,539.

A company in the Other personal service activities market made on average a net sales revenue of RON 141,687 in 2016, compared to RON 135,593 in 2015 and RON 124,372 in 2014.

The Other personal service activities industry made 0.12% of the overall sales country-wide, increasing its market share by 0.02 pp.

#### AVERAGE REVENUES PER EMPLOYEE IN OTHER PERSONAL **SERVICE ACTIVITIES IN 2016**

SECTOR	AVERAGE NET SALES REVENUE (RON)	AVERAGE TOTAL REVENUE (RON)	NUMBER OF EMPLOYEES
OTHER PERSONAL SERVICE ACTIVITIES N.E.C.	121,843	130,341	1,546
WASHING AND (DRY-)CLEANING OF TEXTILE AND FUR PRODUCTS	72,605	75,286	3,681
FUNERAL AND RELATED ACTIVITIES	80,911	84,233	2,017
HAIRDRESSING AND OTHER BEAUTY TREATMENT	30,710	32,180	21,052
PHYSICAL WELL-BEING ACTIVITIES	51,957	54,683	3,121

#### AVERAGE REVENUE PER COMPANY IN OTHER PERSONAL SERVICE **ACTIVITIES IN 2016**

SECTOR	AVERAGE NET SALES REVENUE (RON)	AVERAGE TOTAL REVENUE (RON)	NUMBER OF COMPANIES
WASHING AND (DRY-)CLEANING OF TEXTILE AND FUR PRODUCTS	439,572	455,802	608
FUNERAL AND RELATED ACTIVITIES	211,945	220,646	770
OTHER PERSONAL SERVICE ACTIVITIES N.E.C.	191,044	204,369	986

PHYSICAL WELL-BEING ACTIVITIES	110,536	116,336	1,467
HAIRDRESSING AND OTHER BEAUTY TREATMENT	103,541	108,495	6,244

The total indebtedness of the companies in the Other personal service activities industry was RON 1,530,658,923 versus RON 343,535,684 a year ago. In 2014 the industry's indebtedness totalled RON 1,312,060,187.

#### INDUSTRY'S INDEBTEDNESS BY SECTORS (RON)

SECTOR	2016	2015	2014
HAIRDRESSING AND OTHER BEAUTY TREATMENT	791,196,464	108,878,318	663,155,959
PHYSICAL WELL-BEING ACTIVITIES	275,665,769	65,860,186	232,077,669
OTHER PERSONAL SERVICE ACTIVITIES N.E.C.	182,226,568	68,083,953	183,539,255
WASHING AND (DRY-)CLEANING OF TEXTILE AND FUR PRODUCTS	164,286,250	69,416,956	141,593,911
FUNERAL AND RELATED ACTIVITIES	117,283,872	31,296,271	91,693,393

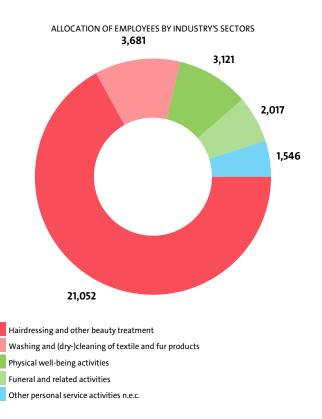
Debt-to-assets ratio of the companies in the industry is 1.09 in 2016. It was 0.27 in 2015 and 1.11 in 2014.

### VI. EMPLOYMENT

A total of 31,417 people were employed in the Other personal service activities market at the end of 2016, compared to 29.765 in 2015 and 28.132 in 2014.

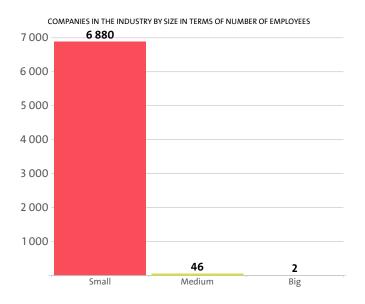
#### NUMBER OF EMPLOYEES BY INDUSTRY SECTORS

SECTOR	NUMBER	SHARE OF INDUSTRY TOTAL
HAIRDRESSING AND OTHER BEAUTY TREATMENT	21,052	67.01%
WASHING AND (DRY-)CLEANING OF TEXTILE AND FUR PRODUCTS	3,681	11.72%
PHYSICAL WELL-BEING ACTIVITIES	3,121	9.93%
FUNERAL AND RELATED ACTIVITIES	2,017	6.42%
OTHER PERSONAL SERVICE ACTIVITIES N.E.C.	1,546	4.92%



The analysis on companies' sizes by the number of employees, shows that 6880 firms have less than 50 employees\*, 46 have between 50 and 250 employees\* and 2 companies employ more than 250\*.

\* Companies without data in the number of employees at end of the year are not taken into consideration.



The employees of the leading 10 companies when it comes to numbers make up 8.41% of the workforce in the industry in 2016.

TOP 10 FIRMS BY SHARE IN INDUSTRY'S TOTAL NUMBER OF EMPLOYEES

RANK	COMPANY	NUMBER OF EMPLOYEES	SHARE
1	SOCIETATE COOPERATIVA MESTESUGAREASCA IGIENA	844	2.69%
2	SOCIETATE COOPERATIVA IGIENA	311	0.99%
3	ABBATE SERVCOMEXIM SRL	249	0.79%
4	MAGIC SMART GRUP SRL	203	0.65%
5	SOCIETATE COOPERATIVA MESTESUGAREASCA DE GRADUL 1 - SCM IGIENA GR. 1 IASI	191	0.61%
6	ECO CLEAN SRL	191	0.61%
7	SALESIANER MIETTEX SRL	182	0.58%
8	SOCIETATE COOPERATIVA MESTESUGAREASCA MUNCA SI ARTA	182	0.58%
9	NUFARUL SA	153	0.49%
10	EVA-LUX SOCIETATE COOPERATIVA MESTESUGAREASCA	135	0.43%

The Other personal service activities industry is the 40th largest employer in the country with 31,417 employees with the largest employer being Retail trade, except of motor vehicles and motorcycles with 437,697 and Activities of extraterritorial organisations and bodies at the bottom with 1 employees.

We expect, based on the trend in the last three years, the number of employees of the Other personal service activities industry to change at a compound annual growth rate (CAGR) of 5.68% in 2017.

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