

Business Plan

Presented By:

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The logo for 'Touch of Posh' is displayed in a stylized, cursive font. The word 'Touch' is in a light pink color, 'OF' is in a bold, black, serif font, and 'Posh' is in a light grey color. The entire logo is set against a white background that is shaped like a house roof, with the pink background of the cover visible on the left side.

Touch
OF Posh

OBJECTIVE

As Touch of Posh hair salon has become established, the primary goal is to create a supportive workspace for aspiring young women in the community who wish to excel in their craft and grow their own businesses.

The aim is to give back to the community by providing education and mentorship, empowering these women to become entrepreneurs and trailblazers in their own right. To achieve this goal, expansion to a larger space is necessary. Additionally, there is a desire to offer hair care products and, ultimately, develop specialized products to assist in treating Alopecia.

Executive Summary

Give a brief explanation for the page

MISSION:

Our mission at Touch of Posh is to empower women by enhancing their natural beauty and instilling a sense of confidence through our exceptional hair and makeup services. We are dedicated to creating a luxurious and welcoming environment where every client feels valued, pampered, and inspired to embrace their unique style.

VISION:

Our vision at Touch of Posh is to be the ultimate destination for luxury hair and makeup services, known for our exceptional artistry, personalized experiences, and unwavering commitment to client satisfaction. We strive to continually innovate and set new standards in the industry while nurturing a community of empowered individuals who radiate beauty and confidence.

Touch of Posh is a premium hair salon that aims to provide high-quality hair services in a luxurious and stylish environment. Our salon will cater to both men and women seeking exceptional hairstyling, coloring, and hair care treatments. With a team of skilled and experienced hairstylists, our goal is to create a unique and personalized experience for each client, leaving them feeling confident and pampered.

Business Description

Touch of Posh is a premier hair and makeup salon established by Lucinda Charles in 2016. We specialize in luxury hair services, including extensions, styling, and coloring, as well as expert makeup application. Our salon is dedicated to providing exceptional artistry and personalized experiences that enhance natural beauty, boost confidence, and create stunning hairstyles and flawless makeup looks. With a strong emphasis on client satisfaction, our skilled team delivers top-notch services in a welcoming and tranquil environment, ensuring that every client leaves feeling pampered and with a complete look that reflects their unique style and personality.

Images of Work



Service List

1. **Hair Extensions:** We offer a variety of hair extensions, including tape-in, clip-in, and micro-link extensions, to add length, volume, and versatility to your natural hair.
 2. **Wig Installations:** Our skilled team provides professional wig installations, ensuring a secure and natural-looking fit for clients seeking temporary or long-term hair transformations.
 3. **Hair Styling:** Our talented stylists specialize in creating stunning hairstyles for any occasion, from glamorous updos to effortless beach waves, tailored to your preferences.
 4. **Hair Coloring:** Whether you're looking for subtle highlights, bold fashion colors, or full-color transformations, our experts will deliver exceptional hair coloring results using high-quality products.
 5. **Haircuts:** Our skilled hairstylists provide precision haircuts tailored to your face shape and individual style, ensuring a flattering and personalized look.
 6. **Hair Treatments:** Indulge in a range of revitalizing hair treatments, including deep conditioning, keratin treatments, and scalp massages, to nourish and improve the health of your hair.
 7. **Makeup Application:** Our professional makeup artists offer expert makeup application for various occasions, including bridal makeup, special events, and photo shoots, enhancing your natural features and creating a flawless look.
 8. **Bridal Services:** We specialize in bridal hair and makeup, creating stunning and timeless looks for brides-to-be and their bridal parties, ensuring a memorable and picture-perfect wedding day.
 9. **Styling Consultations:** Our team provides personalized styling consultations, offering guidance on the best haircuts, colors, and styles that suit your unique features and lifestyle.
- At Touch of Posh, we are dedicated to delivering exceptional services and creating personalized experiences that leave you feeling confident, beautiful, and empowered.

Industry Background

The hair salon industry is a vibrant and growing sector within the beauty and personal care industry. Here are some industry background data to provide you with a better understanding of the market:

1. Market Size and Growth:

- The global hair salon market was valued at approximately \$46.8 billion in 2020 and is expected to reach \$61.5 billion by 2027, growing at a CAGR of 3.7% during the forecast period.
- The industry has experienced steady growth in recent years, driven by factors such as increasing disposable income, changing fashion trends, and a growing emphasis on personal grooming.

2. Market Segmentation:

- The hair salon industry can be segmented based on services offered, such as haircuts, styling, coloring, extensions, and treatments.
- It can also be segmented based on customer segments, including women, men, and children, with each segment having distinct preferences and needs.

3. Competitive Landscape:

- The industry is highly competitive, with numerous small and large salon chains, independent salons, and franchised outlets.
- Major players in the industry include Regis Corporation, Ratner Companies, Great Clips, and Ulta Beauty.
- Local and independent salons often compete by offering specialized services, personalized experiences, and building strong relationships with their clients.

4. Industry Trends:

- Personalization: Customers are increasingly seeking personalized experiences and customized services tailored to their unique needs and preferences.
- Sustainability: There is a growing demand for eco-friendly and sustainable practices within the industry, including the use of organic and natural products.
- Technology Integration: Salons are adopting technology solutions for online booking, appointment management, digital marketing, and virtual consultations to enhance the customer experience.

5. COVID-19 Impact:

- The hair salon industry faced significant challenges during the COVID-19 pandemic due to temporary closures, reduced customer footfall, and strict health and safety protocols.
- However, as restrictions ease and vaccination rates increase, the industry is expected to rebound, driven by pent-up demand for salon services.

Competitor Analysis

Competitor: Glamour Hair Studio

- Services: Offers haircuts, styling, coloring, extensions, and bridal hair services.
- Pricing: Competitive pricing with occasional discounts for new clients.
- Target Market: Primarily caters to women aged 25-45 seeking trendy and fashion-forward hairstyles.
- Location: Conveniently located in a busy shopping district with ample parking.
- Reputation: Positive customer reviews highlighting their expertise in coloring techniques.
- Unique Selling Proposition: Specializes in customized hair color transformations using organic and eco-friendly products.

Competitor Analysis Explained

Based on this analysis, here are some potential differentiation opportunities for Touch of Posh:

1. Specialize in hair extensions and wig installations, offering a wider range of options and expertise in this area.
2. Focus on personalized consultations to understand clients' unique style preferences and deliver customized hair solutions.
3. Emphasize a relaxing and tranquil environment, going the extra mile to ensure clients feel pampered and comfortable during their visit.
4. Highlight the expertise in working with clients suffering from hair loss or alopecia, offering specialized services, and maintaining utmost privacy and sensitivity.

Marketing Plan

1. **Target Market:** The primary target market for Touch of Posh Hair Salon comprises women aged 16 to 74, including college students, nurses, teachers, engineers, and administrative assistants. Understanding their unique hair care needs, preferences, and challenges will allow for tailored services and effective marketing strategies.
2. **Location Analysis:** Touch of Posh Hair Salon is strategically located in the Santa Fe Salon Suites in downtown Delray. Conduct a thorough analysis of the location, taking into account factors such as foot traffic, accessibility, and competition. Leverage the central location to attract customers from nearby residential areas and workplaces.
3. **Established Customers and Clients:** Focus on nurturing existing relationships with established clients, including nurses, teachers, and interior decorators involved in home flipping. Offer personalized services, loyalty programs, and incentives to retain these clients and attract more customers from similar professional backgrounds. Their word-of-mouth referrals can be valuable for expanding the client base.

Marketing Plan Contd.

4. Pricing Strategy: Implement an economy pricing strategy that offers competitive and affordable pricing options without compromising the quality of services. This will appeal to a wide range of customers and help establish Touch of Posh as a cost-effective yet reputable salon.

5. Advertising: Develop a comprehensive advertising strategy that includes various channels:

- Online Channels: Establish a professional website with a visually appealing design, detailed service descriptions, and an easy-to-use booking system. Utilize online advertising platforms like Google Ads to increase visibility and attract potential customers.
- Email Marketing: Implement an email marketing campaign to stay connected with existing and potential clients. Send newsletters featuring hair care tips, updates on new services, promotions, and the salon's brand story.
- Social Media: Leverage the power of social media platforms such as Instagram, Facebook, and Twitter to showcase the salon's work, share client transformations, engage with followers, and run targeted ad campaigns to reach a broader audience.
- Direct Marketing: Utilize traditional marketing methods such as distributing business cards in relevant locations and participating in local events to generate awareness and capture the attention of potential customers.

By implementing these marketing strategies, Touch of Posh Hair Salon can effectively reach its target market, increase brand visibility, and attract a diverse range of customers from various occupations and age groups.

Financial Plan

1. Start-up Costs:

- Purchase additional salon equipment and furniture: \$3,000
 - Invest in inventory of hair care products: \$700
 - Marketing and branding expenses: \$100
 - Licenses, permits, and legal fees: \$500
 - Total Start-up Costs: \$8058.00

2. Revenue Projections:

- Projected annual revenue based on current client base and expansion efforts: \$72,000
 - Expected revenue growth rate: 20%

3. Pricing Strategy:

- Conduct a comprehensive pricing analysis considering market demand, competitors' pricing, and cost of providing services.
- Implement strategic pricing to attract and retain customers while maintaining healthy profit margins.

4. Cash Flow Management:

- Maintain a positive cash flow by closely monitoring revenue collection and expense payment timelines.
 - Implement cash flow forecasting to ensure sufficient funds are available for day-to-day operations and business growth.

5. Financial Projections:

- Prepare financial projections for the next three years, including income statements, balance sheets, and cash flow statements.
 - Assess different scenarios, such as conservative, moderate, and aggressive, to evaluate the salon's financial performance under varying circumstances.

Financial Plan Contd.

6. Financing Options:

- Consider available financing options, such as a small business loan or line of credit, to support the salon's expansion plans.
 - Evaluate the terms and interest rates of each financing option to determine the most suitable choice for the business's financial needs.

7. Financial Monitoring and Analysis:

- Regularly review financial statements and performance indicators such as revenue growth, profit margins, client retention rates, and return on investment (ROI).
- Use accounting software or engage an accountant to ensure accurate record-keeping and financial analysis.

8. Tax and Legal Considerations:

- Seek advice from an accountant or tax professional to ensure compliance with tax regulations and to optimize tax benefits for the salon.
- Stay updated on any legal requirements or regulations that may impact the salon's operations.

9. Contingency Planning:

- Establish an emergency fund to handle unforeseen expenses or temporary revenue fluctuations.
 - Develop contingency plans for various scenarios, such as economic downturns or industry disruptions, to ensure business continuity.

The financial plan outlined above provides a roadmap for the financial management and growth of Touch of Posh Salon. It encompasses start-up costs, revenue projections, pricing strategy, operating expenses, cash flow management, financial projections, financing options, monitoring and analysis, tax and legal considerations, and contingency planning. Regularly review and adjust the financial plan as necessary to adapt to market conditions and achieve long-term financial success



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