

# GENERIC NAME

## BUSINESS PLAN

supprot@company123.com

2B Mercer Rd,  
Armadale, VIC, 3143

# TABLE OF CONTENTS

---

02

---

Exclusive  
Summary

03

---

Business  
Activities

04

---

Key  
Resources

05

---

Revenue  
Streams

06

---

Cost  
Structure

07

---

Market  
Analysis

08

---

Value  
Proposition

# EXECUTIVE SUMMARY

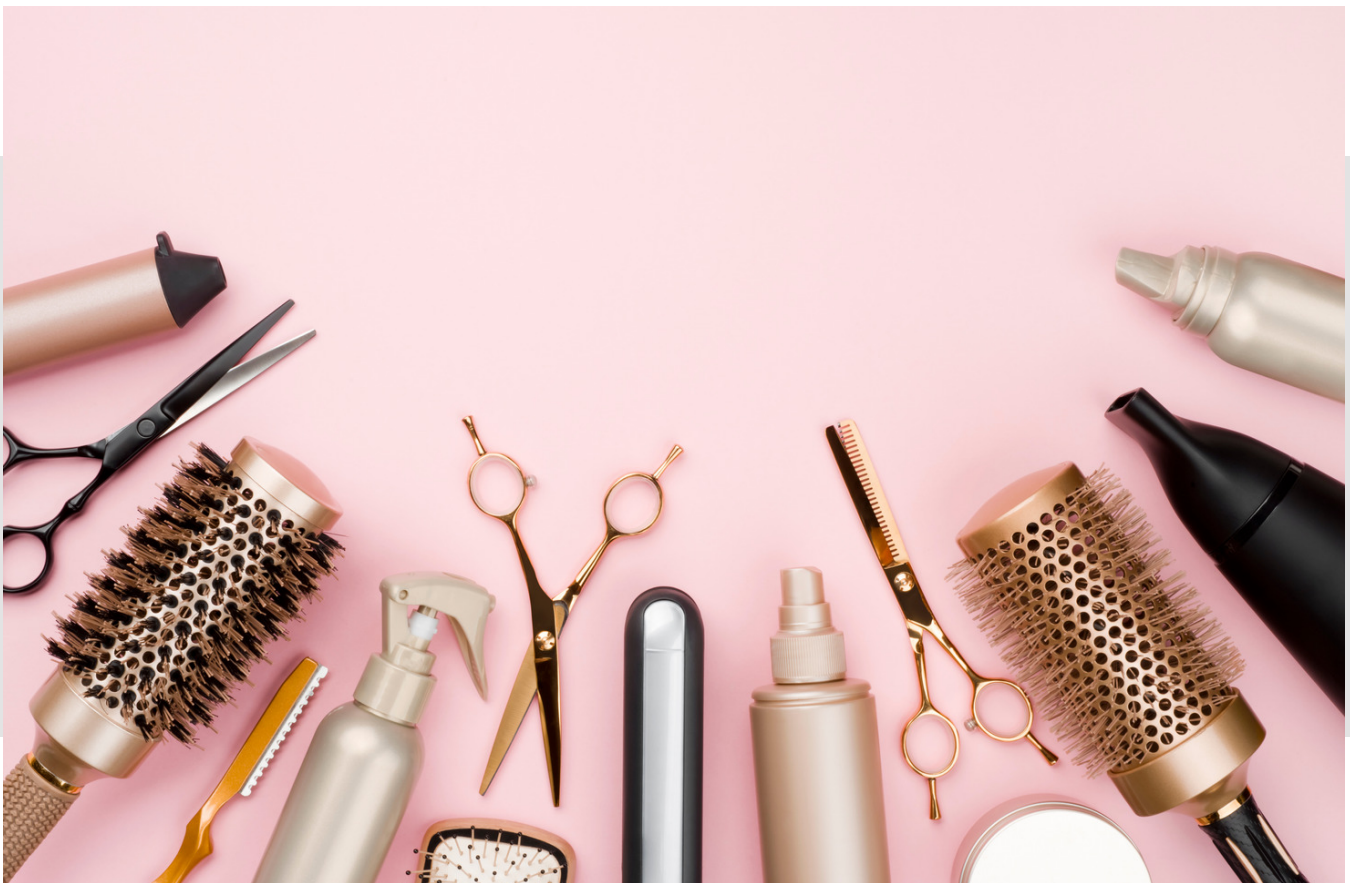
GENERIC NAME will be a wellness focused retail space, catering to hair and skin therapy needs with a range of products and services.

GENERIC NAME plans to target a wide array of consumers, bringing a holistic approach to beauty, but focusing particularly on hair and dermal services.

These services will be provided by an expert team, consisting of Jane Smith, a hairdresser with 5 decades of experience, and a range of certifications in related fields, including both a Diploma of Hairdressing and a Diploma of Beauty.

The studio retail space will be located in Sydney, in a newly developed shopping space which is conveniently located for the many residents living in the surrounding suburbs. This shopping centre is also close to public transport and other community locations.

The business model is based off Jane's current successful home salon, which means GENERIC NAME will have a solid foundation of knowledge, expertise and an already developed client base, loyal and satisfied by Jane's services



# BUSINESS ACTIVITIES

GENERIC NAME will be focused on hair and skin with a holistic approach, providing products with lifestyle in mind.

## Hair services

- Women's cut with/without blow wave
- Regrowth tint
- Full head colour
- Foils, including:
  - Hairline
  - 1/4 head
  - 1/2 head
  - Full head
- Balayage
- Upstyle
- Olaplex treatment
- Hair mask
- Men's cut
- Men's skin fade

## Dermal services

- Facials
  - 30 mins
  - 60 mins
- Micro
- Peel
- Micro and peel
- Dermal Planning
- Skin needling

## Hair and Skin products

- hair products
- Take Home Treatment
- Shampoo & Conditioner
- blonde hair maintenance
- as well as a range of travel size variations



# Key Resources

The business will be owned by Jane, an experienced hairdresser, who has worked over 50 years in the hair industry, with a variety of clients, styles and techniques. She will be sole director and shareholder, using her expertise to guide the business's vision and activities.

Jane's experience was gained in while running a home salon, which has become successful enough to be expanded into a shop front. GENERIC NAME will be financed through the current cash flow of this thriving business.

The client base developed during the operation of this business will also transfer to GENERIC NAME, allowing for a steady, loyal base of clients from the beginning of its operation.

Additionally, GENERIC NAME will employ a skin specialist, who has completed 4 years of a specialized dermal course, allowing her to provide expert dermal services to GENERIC NAME

The studio's opening hours will be from 10am to 9pm, Monday to Friday and 10am to 1pm on Saturdays, allowing customers to come in around typical 9-5 work schedules, as necessary for the targeted demographic.

The store will be located at 42 Wallaby Way, Sydney. This location is part of a recent shopping development, created in prime location in a new suburb, close to public transport and other community locations, such as a sport field. This suburb is densely populated, and perfectly situated to target young and middle-aged women, who are the target consumers in this industry.

Additionally, beyond just combining hair and dermal services into a holistic approach, GENERIC NAME also provides a wide array of hair and skin products so their consumers can integrate beauty into their daily lives. This allows consumers to choose products in an environment where they will receive expert advice, tips and tutelage from Jane and her staff.

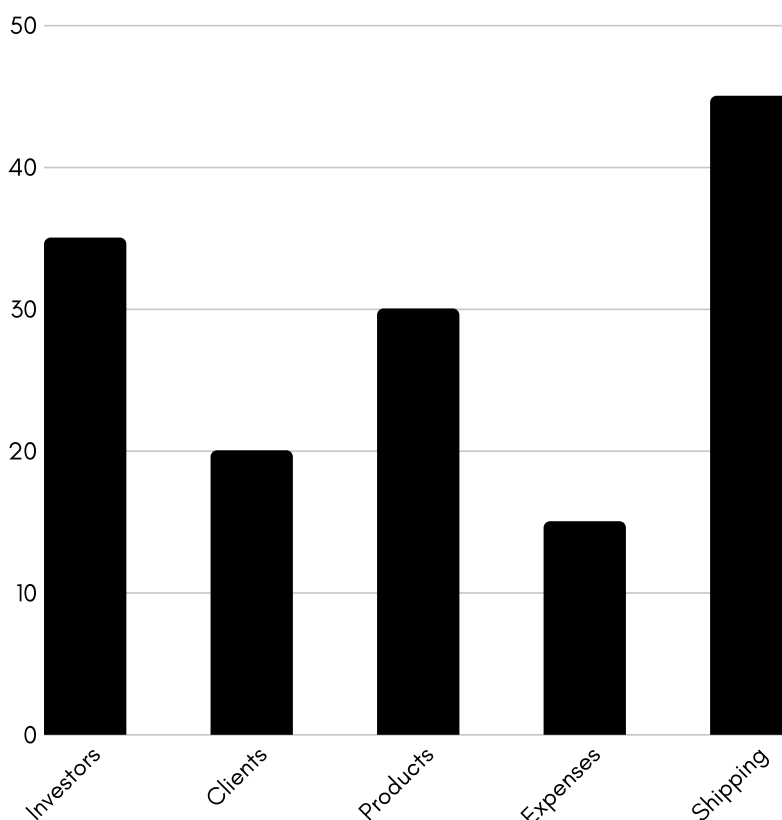
GENERIC NAME will have a fully equipped retail space, including chairs, equipment, mirrors and product displays, all in a well-designed space that caters to the aesthetic tastes of modern, health and beauty focused women.

# Revenue Streams

GENERIC NAME will be a wellness focused retail space that offers a wide range of both goods and service to ensure that revenue is maximized from different sources.

Based on Jane's current business's prices and offerings, which will be replicated at GENERIC NAME estimates for revenue streams are relayed below:

For the year 2020:



# COST STRUCTURE

The start-up capital will be funded by the cash flow of Jane's current successful hair salon business.



## VARIABLE EXPENSES

- Utilities, \$4000
- Stock, \$9000
- Accounting & Legal expenses, \$5000

Total: \$18,000

## FIXED EXPENSES

- Fitting of the shop with all fixtures and equipment, \$30,000
- Lease per year, \$15,000

Total: \$45,000

Total costs are \$63,000

# MARKET ANALYSIS

Due to the demographic segmentation of Sydney, and its surrounding suburbs, the area is heavily populated by your workforce, aged 25 to 34, and parents and homebuilders, aged 35 to 49.

Based on Jane's clientele for her current successful business, this is the perfect target market for hair and dermal services. This can be evidenced by the existence of similar business in the surrounding suburbs, including:

- Smith Hair Styling & Makeup
- Standard Hair and Beauty
- Nemo Hair Specialist Studio
- Sydney - Hair & Makeup

In terms of market pricing and offerings, GENERIC NAME is highly competitive, offering affordable prices and wider ranges than many of these competitors.

Additionally, the offerings put forth by GENERIC NAME are some of the most highly demanded services in the greater Melbourne area in general, including foils and balayage.

Therefore, GENERIC NAME will be perfectly positioned in terms of location, price and service and product offerings.





# VALUE PROPOSITION

Although there are other businesses offering hair services in the surrounding suburbs, GENERIC NAME has several advantages over its competitors.

Firstly, the business owner, Jane has over 50 years of experience in hairdressing and running a successful home salon. Beyond just excellent hair services, her shop will provide a differentiated and diverse array of services that include dermal services and wellness focused products.

Adding to GENERIC NAME's competitive advantage, her dermal services specialist has completed a 4 year degree in dermal science, specializing in many aspects of skin treatment. She will offer a wide range of skin services that are in high demand, especially within the young, working age demographics of the surrounding areas. These include facials, micro-peels, dermal planning and skin needling.

This holistic approach to beauty allows GENERIC NAME to offer more than just the hair and beauty services of their competitors, but a wellness focused, all-encompassing retail experience.

GENERIC NAME is also well-positioned in social media. The business has developed a steady following on social media, and regularly uses high level social media marketing to garner clients and develop a client base on sites like Instagram. This is due to high quality services provided, that are showcased on sites like Instagram, and function as both good reviews and advertising,

GENERIC NAME will provide regular training in the areas of product knowledge, techniques and health and lifestyle research to ensure the quality of our services and expertise to we can create great customer experiences.

Finally, as previously mentioned, GENERIC NAME will be located in a prime suburb, populated with a heavy percentage of the target customer, of young to middle aged women. This makes GENERIC NAME the perfect, convenient stop for all of their beauty and lifestyle needs.