

Nelly's Touch Name of the Business Plan

Nnenna Okoro



DESCRIBE YOUR BUSINESS:

Nelly's Touch is a premium, one-person business dedicated to transforming your appearance and boosting your confidence. My mission is to help you look and feel your absolute best, whether you're preparing for a special occasion or seeking a refreshing change.

Services Offered:





- Makeup Services: (Bridal Makeup, Traditional Looks, Birthday Glam, Office Makeup, Party Makeup, Special Effects Makeup (For Movies and skits))
- Hair Styling & Wiggling: (Wig Installation & Revamping, Hair Styling for Any Occasion, Hair Coloring & Customization)
- Nail Art & Pedicure: Elegant Nail Art Designs, Pedicure Services (Coming Soon!)
- Consultation: Personalized beauty consultations to help you discover your best look
- Braiding Services: Professional Braiding for All Hair Types
- Student Training: 6 months to 1 year for advanced




At Nelly's Touch, every service is tailored to enhance your natural beauty and cater to your individual style. Whether it's a glamorous makeover for a wedding, a bold new hairstyle, or a

quick refresh for your nails, I am committed to delivering a personalized experience that leaves you feeling confident and stunning.

I currently have 50+ customers and 2 training students at the moment

If given the funds I will

Purchase a generator	\$320	
Makeup chair	\$50	
Makeup light set	\$30	
Pedicure machine and products	\$100	

Nail dryer and products	\$100	
Wig sewing machine	\$150	
Hair inventories	\$200	
Chairs	\$50	
Total Amount Requested	\$1,000	

How would this help your business? How will this help your business generate more income?

The requested funds will significantly improve the efficiency and speed of my services, which will ultimately help grow my business and increase income. Here's how:

1. Generator: The lack of a constant power supply has been a major obstacle, causing delays in my service delivery. A generator will ensure that I can work without interruption, enabling me to meet my client's needs within 24 hours instead of the current 1-week delay. This will enhance customer satisfaction and loyalty.
2. Extra Makeup Chair & Light Set: With additional chairs and lights, I can cater to more clients simultaneously, improving workflow and reducing wait times, making it easier to manage multiple appointments.
3. Pedicure Machine & Nail Dryer: These tools will allow me to serve multiple clients at once, which will significantly reduce my service delivery time. Currently, I am using a hand dryer to dry hair, which limits the number of clients I can serve in a day. A nail dryer and pedicure machine will boost efficiency, allowing me to handle more clients in a day.
4. Wig Sewing Machine: A wig sewing machine will enable me to work on wigs more quickly and professionally, reducing the time spent on each client and enabling me to take on more work. Currently, I handle more than 10 wigs per week for laundry and

styling but face delays due to lack of proper equipment. This machine alone will allow me to deliver quality service faster.

5. **Materials:** Purchasing essential materials like hair extensions, makeup products, and shampoos will help me maintain a steady stock and avoid delays due to inventory shortages, ensuring I always have the necessary supplies to complete customer orders on time.

Income Growth Potential

This investment will help me serve more clients efficiently, reducing the delivery time and increasing the number of work I can do in a week. By eliminating delays, I will be able to retain more clients and prevent them from going to my competitors who offer faster services. This alone will contribute an additional \$53 in net income monthly in overall business, which will result in a significant increase in my monthly earnings.

With these enhancements, I will be able to serve more clients, improve service delivery, and ultimately increase my business revenue. This investment will not only help me meet the growing demands of my current customer base but also expand my reach and increase customer satisfaction, driving growth for Nelly's Touch.

YOUR NET INCOME

For every \$1.75 in revenue, the business spends \$0.75 in expenses, which leaves \$1.00 in net income (57% margin) after all expenses, including self-salary. The Income Statement contains the first 3 months of the business from Nov 2024 to Jan 2025 (with the future impact of the fund on the business in the coming months).

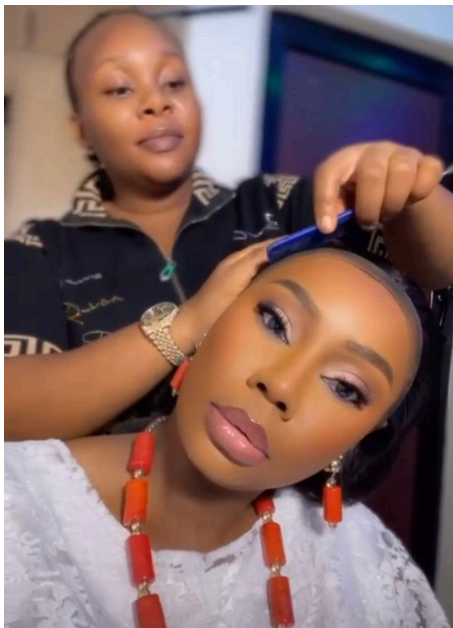
INCOME STATEMENT

My Business Name : Nellys Touch

Month	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Total
Revenue	\$87.98	\$194.13	\$232.95	\$258.82	\$232.95	\$271.76	\$323.50	\$388.20	\$370.00	\$390.50	\$400.00	\$420.00	\$500.00	\$3,802.07
Total transaction or units sold	10.00	24.00	30.00	35.00	40.00	35.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	454.00
Revenue per transaction or unit	\$8.80	\$8.09	\$7.77	\$7.39	\$5.82	\$7.76	\$8.09	\$9.71	\$9.25	\$9.76	\$10.00	\$10.50	\$12.50	\$115.44
Expenses														
Self salary	\$32.17	\$32.17	\$32.17	\$32.17	\$32.17	\$32.17	\$32.17	\$32.17	\$32.17	\$32.17	\$32.17	\$32.17	\$32.17	\$418.21
Employees salary	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Materials	\$9.65	\$45.05	\$65.00	\$45.05	\$32.17	\$49.00	\$70.80	\$96.53	\$96.53	\$96.53	\$96.53	\$96.53	\$96.53	\$895.90
Store rent	\$3.86	\$3.86	\$3.86	\$3.86	\$3.86	\$3.86	\$3.86	\$3.86	\$3.86	\$3.86	\$3.86	\$3.86	\$3.86	\$50.18
Technology (Internet)	\$1.93	\$1.93	\$1.93	\$1.93	\$1.93	\$1.93	\$1.93	\$1.93	\$1.93	\$1.93	\$1.93	\$1.93	\$1.93	\$25.09
Advertising	\$0.00	\$6.43	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$6.43
Transportation	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Taxes/fees	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Light bill	\$1.29	\$1.29	\$1.29	\$1.29	\$1.29	\$1.29	\$1.29	\$1.29	\$1.29	\$1.29	\$1.29	\$1.29	\$1.29	\$16.38
Others	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Loan repayment (24 months)				\$32.17	\$32.17	\$32.17	\$32.17	\$32.17	\$32.17	\$32.17	\$32.17	\$32.17	\$32.17	\$321.70
Total expenses	\$48.90	\$90.73	\$104.25	\$116.47	\$103.59	\$120.42	\$142.22	\$167.95	\$167.95	\$167.95	\$167.95	\$167.95	\$167.95	\$1,734.28
Expense per transaction or unit	\$4.89	\$3.78	\$3.48	\$3.33	\$2.59	\$3.44	\$3.56	\$4.20	\$4.20	\$4.20	\$4.20	\$4.20	\$4.20	\$50.25
Net income/savings	\$39.08	\$103.40	\$128.70	\$142.35	\$129.36	\$151.34	\$181.28	\$220.25	\$202.05	\$222.55	\$232.05	\$252.05	\$332.05	\$2,336.51
Net profit margin	44%	53%	55%	55%	56%	56%	56%	57%	55%	57%	58%	60%	66%	61%

CASH FLOW STATEMENT

	2 months ago	last month	this month (future)	month 2 (future)	month 3 (future)	month 4 (future)	month 5 (future)
Income	\$ 87.98	\$ 194.13	\$ 232.95	\$ 258.82	\$ 232.95	\$ 271.76	\$ 323.50
- Fixed expenses	\$ (39.25)	\$ (39.25)	\$ (39.25)	\$ (39.25)	\$ (39.25)	\$ (39.25)	\$ (39.25)
- Loan payment				\$ 32.17	\$ 32.17	\$ 32.17	\$ 32.17
- Variable expenses	\$ 9.65	\$ (51.48)	\$ (65.00)	\$ (45.05)	\$ (32.17)	\$ (49.00)	\$ (70.80)
profit or (loss)	\$ 58.38	\$ 103.40	\$ 128.70	\$ 206.69	\$ 193.70	\$ 215.68	\$ 245.62
Starting cash	\$ -	\$ 58.38	\$ 161.78	\$ 290.48	\$ 497.17	\$ 690.87	\$ 906.55
Available cash	\$ 58.38	\$ 161.78	\$ 290.48	\$ 497.17	\$ 690.87	\$ 906.55	\$ 1,152.17



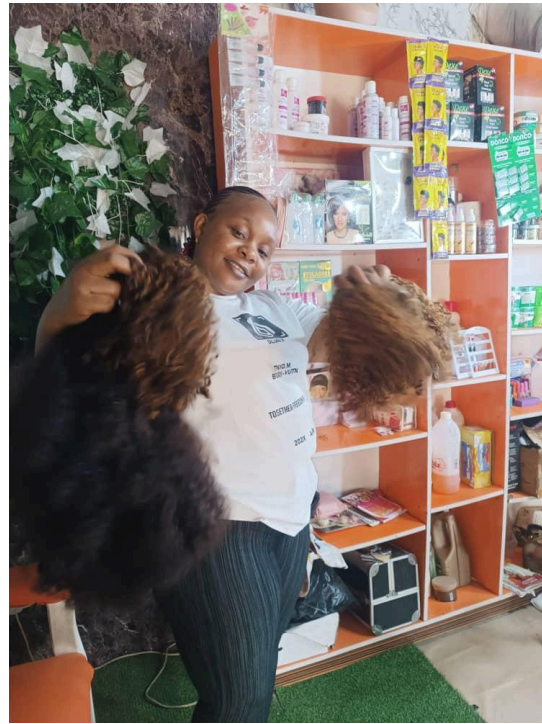
Makeup and Styling



Traditional Makeup



Wig making



BUSINESS MISSION STATEMENT

At **Nelly's Touch**, our mission is to empower individuals by enhancing their natural beauty with personalized beauty services that cater to their unique needs. Promoting self-expression, and empowering people

We are dedicated to providing our clients with the highest quality makeup, hair styling, and nail services, ensuring that every experience leaves them feeling confident, radiant, and rejuvenated. With a focus on exceptional customer service, attention to detail, and the latest beauty trends, Nelly's Touch is your go-to destination for all things beauty.

Nelly's Touch Slogan: "Be Bold. Be Beautiful. Be You."

SERVICES & PRODUCT DELIVERABLES

1. Makeup Services

- Bridal Makeup: Tailored to enhance the bride's natural beauty on her special day.
- Traditional Looks: Beautifully crafted looks that reflect cultural heritage.
- Birthday Glam: Stunning makeup for birthday celebrations to make you feel extra special.

- Office Makeup: Professional makeup that ensures you look polished and confident at work.
 - Party Makeup: Glamorous makeup for parties, events, or any occasion where you want to shine.
 - Special Effects Makeup: Artistic makeup for movies, photoshoots, and themed events.
2. Hair Styling & Wiggling Services
- Wig Installation & Revamping: Expert installation and revamping of wigs for a flawless, natural look.
 - Hair Coloring & Customization: Offering vibrant color transformations and tailored hair solutions.
 - Hair Styling: From casual to formal, we provide a range of styling options for every occasion.
3. Nail Art & Pedicure Services
- Nail Art Designs: Intricate and beautiful nail art to express your creativity and style.
 - Pedicure Services: Relaxing pedicure treatments to keep your feet looking and feeling great.
4. Consultation Services
- Beauty Consultations: Personalized consultations to help you achieve your desired look, whether for a special occasion or a new everyday style.
5. Braiding Services
- Professional Braiding: High-quality braiding services that ensure neat and long-lasting styles.
-

At Nelly's Touch, every service is designed to cater to your individual style and enhance your natural beauty. Whether you need a glamorous makeover for an event, a fresh new hairstyle, or a rejuvenating beauty treatment, I am committed to delivering results that exceed expectations. With over 50 loyal clients and two trainees, Nelly's Touch continues to grow and provide top-notch beauty services to help you look and feel your best.

DESCRIBE YOUR BEST CUSTOMER:

At Nelly's Touch, we cater to the modern, busy woman who values both luxury and convenience. Our clients range from women in the government sector to entrepreneurs and students, all of whom lead fast-paced lives and need a beauty service that saves them time while enhancing their style. We specialize in creating luxurious, comfortable looks that provide our clients with the confidence to focus on what matters most—whether it's running a business, attending important events, or simply enjoying everyday life without the worry of their appearance.

By offering high-quality makeup, hairstyling, and nail services, we ensure that every client feels stunning and confident, no matter the occasion. Our personalized approach helps women look and feel their best, empowering them to take on the world with self-assurance.

WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS?

Customers choose Nelly's Touch because we provide personalized service that listens to each client's preferences, lifestyle, and occasion, ensuring they feel both comfortable and confident. We use high-quality products and techniques to guarantee flawless, long-lasting results every time, whether it's makeup, hair, or nails. Our clients appreciate the convenience of our services, which save them time and allow them to look stunning without the stress of last-minute preparation. Additionally, we offer a luxury feel, ensuring that our clients feel special and pampered while staying comfortable and confident in their own skin. Finally, we have built strong, lasting relationships with our clients by offering reliable, consistent services and making them feel valued every step of the way.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

Service	Price (NGN)	Price (USD)
Wig Making	₦10,000	\$8.33
Wig Revamping	₦4,000	\$3.33
Wig Styling	₦2,000	\$1.67
Wig Installation / Customizing	₦15,000	\$12.50
Bridal Styling	₦80,000	\$66.67
Re-wigging	₦5,500	\$4.58
Ponytail	₦2,000	\$1.67
Hair Braiding	₦4,000	\$3.33
Nail Art	₦20,000	\$16.67
Hair Coloring	₦5,000	\$4.17
Consultation	₦5,000	\$4.17
Skit Makeup	₦3,000	\$2.50
Special Effect Makeup	₦120,000	\$100.00
Pedicure	₦7,000	\$5.83

Student Training	₦150,000	\$125.00
------------------	----------	----------

HOW DO CUSTOMERS KNOW THAT YOU EXIST? :

Customers know about Nelly's Touch through word of mouth, local advertising, referral programs, collaborations, online listings, and positive customer reviews on social media presence Facebook, TikTok and Instagram to advertise my services

WHY DID YOU CHOOSE THIS BUSINESS?

I chose the beauty business for Nelly's Touch because I developed a passion for it after university, where I learned the art of hair styling, makeup, and wig making. This passion was further fueled by my desire to help others look and feel confident. The encouragement I received from friends and family, along with my natural creativity, motivated me to pursue it as a business. I realized that hair styling and wig-making is a timeless industry, as people, especially women, will always seek to enhance their appearance and express themselves through their looks. Running Nelly's Touch allows me to combine my love for creativity with my desire to make a lasting impact on my clients by helping them feel their best.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

Through Banner on my shop

By referrals

WhatsApp

Facebook marketplace.

Events

Facebook ads (Sometimes)

WHAT IS THE MOST COMMON CAUSE FOR A BUSINESS LIKE THIS FAILS?

The most common cause for a business like Nelly's Touch failing is poor customer retention and inconsistent service quality. In the beauty industry, customers have high expectations, and if they are not consistently satisfied with the services provided or feel that the quality of service is slipping, they may not return. Additionally, word-of-mouth and repeat customers are essential to sustaining the business.

HOW CAN YOU AVOID THIS PROBLEM?

To avoid this problem, I focus on building strong customer relationships and maintaining high service standards. I ensure every client is satisfied by consistently delivering high-quality services, offering personalized experiences, and staying updated with industry trends. Regular training and self-improvement in my skills also help keep the services fresh and innovative. Additionally, I actively engage with customers through feedback, follow-ups, and loyalty programs to keep them coming back.

HOW LONG HOW YOU BEEN IN BUSINESS?

Since 2018 (2 years)

CONTACT DETAILS:

Phone number: +2348068259564

Email: nnennarebecca5@gmail.com

Course Facilitator

Phone: 09030050625

Email: omakaoe@gmail.com