

Winnie Hair Salon

By Winnie Kamwi



DESCRIBE YOUR BUSINESS:

Winnie Hair Salon is a growing beauty business with a loyal customer base of 25 repeat clients. To enhance operations and expand services, we seek funding to complete payments on our salon space, increase inventory of hair care products and cosmetics, and acquire essential equipment such as a hairdryer and hair straightener. This investment will significantly boost our revenue potential, increasing our monthly profit margin from 30% to 50%. With the right financial support, we aim to scale our operations, attract more customers, and establish Winnie Hair Salon as a go-to destination for quality hair care services in our community.

EXPLAIN THE PROBLEM.

Access to professional hair styling, locking, and braiding services is limited in our community. Many individuals lack the skills to manage their own hair, and local options

are scarce. This inconvenience not only affects their time and daily routine but also limits their ability to maintain their desired hair care standards. Expanding Winnie Hair Salon will bridge this gap by providing accessible, high-quality hair services within the community, meeting a growing demand for professional styling and hair care solutions.

EXPLAIN YOUR SOLUTION.

Winnie Hair Salon aims to solve the lack of accessible professional hair styling, locking, and braiding services by expanding its operations and equipping the salon with essential tools and products. This will provide a convenient, high-quality solution for community members.

BUSINESS MISSION STATEMENT:

Winnie Hair Salon is committed to providing quality, accessible hair care that enhances beauty and confidence in our community. We hope to grow our business to include nail services as well so that we become an all-in-one salon for our customers.

HOW LONG HAVE YOU BEEN IN BUSINESS?

2 years

YOUR NET INCOME

Winnie Hair Salon generates a net income of \$54.41 per month.

SERVICE OR PRODUCT DELIVERABLE:

Service Deliverables:

Winnie Hair Salon provides professional hair styling, dreadlock, and braiding services with a focus on quality and efficiency. Clients receive personalized hair consultations and expert recommendations tailored to their needs. The salon ensures a clean, hygienic, and welcoming environment for an exceptional customer experience.

Product Deliverables:

The salon offers high-quality hair care products, including shampoos, conditioners, and styling gels for different hair types. Customers can also purchase wigs, hair extensions, and styling accessories. Additionally, customized hair care kits are available to help clients maintain their hair between salon visits.

DESCRIBE YOUR BEST CUSTOMER

Our best customer is someone who values regular hair care, invests in quality services, and remains loyal. Professionals, high-income individuals, and beauty-conscious clients who seek consistent styling, coloring, or treatments contribute the most revenue. Additionally, clients who refer others and engage in word-of-mouth marketing are highly valuable.

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

Customers choose our salon because of our exceptional talent and expertise in hairstyling. With over nine years of professional experience as a worker in different salons, I deliver high-quality services that keep clients coming back. More than just a salon, we create a welcoming environment where every customer feels valued, building lasting relationships based on trust and personalized care.

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

A hair salon business can fail due to poor financial management, lack of customer retention, inadequate marketing, and poor stock. High overhead costs, inconsistent service quality, and failure to adapt to industry trends can also lead to a decline.

HOW CAN YOU AVOID THIS PROBLEM?

To avoid failure, we focus on effective financial management by controlling costs and reinvesting profits wisely. Prioritizing customer satisfaction through consistent service quality, personalized experiences, and loyalty programs helps retain clients. Additionally, strong marketing strategies, including social media promotion and referral incentives, have helped us to attract new customers and keep the business competitive.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

1. Dread Lock Start \$9.6
2. Dread Lock retie \$3.8
3. Wash and blow \$1.15
4. Corn rows \$7.6
5. Knotless Braiding \$9.6
6. Weaving \$4.6
7. Wig making \$5.7

HOW DO CUSTOMERS KNOW THAT YOU EXIST?:

1. I receive referrals from my customers
2. I have a poster outside the salon
3. Social media posts on my own Facebook account and WhatsApp Status posts

WHY DID YOU CHOOSE THIS BUSINESS?

I have a personal love and passion for hairstyling. I love to see others happy and confident when their hair looks good. It is very competitive, and the need is great.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

1. Ask customers to refer their friends and family.
2. I run promotions to offer a discount or free service for customers who come several times

3. Social media content on my Facebook account

Insert pictures of your business activities here and give a brief explanation of each:



Cornrows with braids



Dreadlocks and styling



Knotless braids

HOW WILL YOU USE THE MONEY? (Include pictures of the product/Services(s))

1. \$714.29 will be for finishing buying this shop, shown in the pictures below.



2. \$285.71 will be used to stock hair treatment and styling products, hair extension,s and hairdressing kit.



ASHYA ENTERPRISE LTD
Plot No. 2305/11 Cripps Road, Kariakoo, Nairobi
Tel: 254 20 278 795
Email: ashyaenterprise@yahoo.com

IPN: 2001023059 QUOTATION No. 481
MA Winnie Date: 12/03/25

QTY	DESCRIPTION	UNIT	AMOUNT
1x6	Reps Wax	77	450
1	Sulfur 8 Bag	210	210
1x6	molding gel	73	480
1	Hair Polisher	48	48
1	Hair mouse	80	80
1	olive Hair Lotion	120	120
1x6	olive Hair spray	75	450
1	Eco gel Bag	90	90
1	Braid & dread spray	60	60
TOTAL K			1925

Quotation Valid: 7 days
Prepared by: MR JAMES TAU
Signature: [Signature]

0976327700
CHIMITA INVESTMENT LTD
Shop No. N1 Chikumbulu Rd, Kariakoo, Nairobi, Kenya
Mobile No: +254 977 888 033 / +254 954 173 616
DELIVERY NOTE / QUOTATION
IPN: 100000832010 No. 075
Date: 12/03/25

QTY	Description	UNIT PRICE	AMOUNT
1	Blower	620	620
1	Toner	375	375
1	Styler Plus	1195	1195
6	molding Gel	60	360
6	Shampoo	65	390
1	Trolley	1195	1195
TOTAL K			4460

Prepared by: B.A. Mutinda Signed by: [Signature]
Received by: _____ Signed by: _____

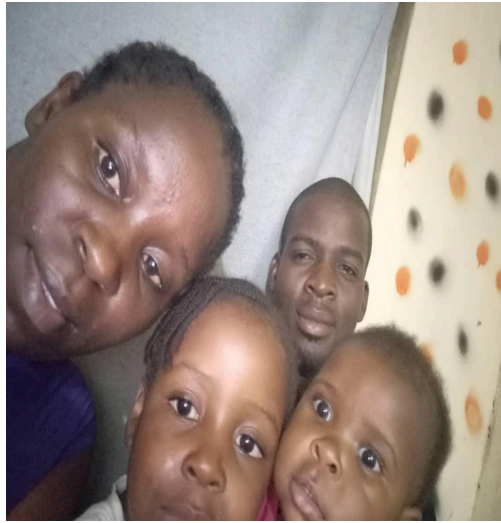
Insert pictures of the income statement here:

Income Statement							
Your name is:	WINNIE KAMWI						
Business name:	WINNIE HAIR SALON						
Current Date:	03-25-20						
Month	3 Months Ago	2 Months Ago	Last Month	Month 1 Forecast	Month 2 Forecast	Month 3 Forecast	Total
Sales revenue	400	420	480	600	650	700	3,250
Total transactions or units sold	50	25	30	50	75	80	310
Revenue per transaction or unit	8	17	16	12	9	9	10
Expenses							
Self salary	100	100	100	100	100	100	600
Employee salaries	20	10	20	20	20	20	110
Raw materials	100	100	100	50	50	50	450
Store Rent	30	30	30	0	0	0	90
Technology	5	6	7	8	9	11	46
Advertising	0	0	0	5	5	5	15
Transportation	1	1	1	5	5	5	18
Loan repayment	0	0	0	42	42	42	126
Taxes/Fees	0	0	0	5	5	5	15
Other	1	1	1	1	1	1	6
Total Expenses	257	248	259	236	237	239	1,476
Expense per transaction or unit	5	10	9	5	3	3	
Net Income to reinvest	143	172	221	364	413	461	1,774
Net Profit Margin	36%	41%	46%	61%	64%	66%	

Insert pictures of the cash flow statement here:

Instructions: Change the numbers in the income statement below to match your business. Then save it and upload it with your homework at the er							
	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	400	420	480	600	650	700	740
- Fixed expenses	100	100	100	100	100	100	100
- Loan payment	0	0	0	42	42	42	42
- Variable expenses	157	148	159	136	137	139	139
= Profit (or loss)	657	668	739	878	929	981	1021
Starting cash	0	657	1325	2064	2942	3871	4852
Available cash	657	1325	2064	2942	3871	4852	5873

Share about your family and picture here:



I am married and have two lovely daughters, Wendy and Rachel. Wendy is 5 years old, and Rachel is 9 months old. I am the one who supports my family, my husband doesn't have a job at the moment, so this business helps to support our family with basic needs.

CONTACT DETAILS

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Course Facilitator Details

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