

# AFRICA BY HAND HAIR STYLING BUSINESS PLAN

PUNGA HELEN



## DESCRIBE YOUR BUSINESS:

**Africa by hand hair styling** is a business that deals in hair plaiting and styling. we have more than 20 regular customers monthly. When given the loan, we will buy equipment such as a steam pond. \$100, hot comb \$15, wall standing hair dryer \$110, tonner \$20, blower \$30, washing Bassein \$100, make up kit \$250, hair cosmetics \$250, dam heads \$55, and the remainder \$60 we will use it for logistical arrangements. This will improve our efficiency and serve our customers better, and increase our revenue because we will be able to do more people in a month.

**EXPLAIN THE PROBLEM.**

Many people in our community lack a place to do their hair, especially during special occasions like weddings, parties, and as they travel.

**EXPLAIN YOUR SOLUTION.**

We will be able to provide quality and affordable services to them

**BUSINESS MISSION STATEMENT:**

Quality and affordable hair styling for all

**HOW LONG HAVE YOU BEEN IN BUSINESS?**

More than 5years.

**YOUR NET INCOME**

Explain how much your revenue is, what your expenses are, including salaries, and what your profit is.

$$\$145 - \$67 = \$78$$

**SERVICE OR PRODUCT DELIVERABLE:**

<b>SERVICES</b>	<b>PRICES</b>
Hair styling	\$6
Dreadlocks starter/retouch	\$8/\$6

Nails	\$6
Make up	\$9
Wig installation	\$7.5
Hair plaiting	\$9

**DESCRIBE YOUR BEST CUSTOMER:**

Males or females who want their hair done in any style.

**WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS:**

Because we offer quality and affordable hair styling, and our customer relations are second to none.

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

Customer relations and inability to offer quality services to customers.

**HOW CAN YOU AVOID THIS PROBLEM?**

By providing quality and affordable services and maintaining good customer relations.

**LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:**

SERVICES	PRICES
Hair styling	\$6

Dreadlocks starter/retouch	\$8/\$6
Nails	\$6
Make up	\$9
Wig installation	\$7.5
Hair plaiting	\$9

### **HOW DO CUSTOMERS KNOW THAT YOU EXIST?**

WhatsApp adverts

Customer referrals

### **WHY DID YOU CHOOSE THIS BUSINESS?**

This is where I have a talent, and I have more than 5 years' experience with a good customer base.

### **LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:**

WhatsApp adverts

Customer referrals

Social media adverts

Tiktok advertisement

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



wig installation and makeup.



Hair crocheting



wig making.



hair styling.



knotless.



stitch braids.

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



Hair blower \$30



Hair toner \$20



Hair steam pond \$100



Hair washing Bassein \$100



Wall Hair standing dryer \$110



Make-up kit \$250



Hair Dam heads \$55



Hair cosmetics \$250

And the remainder \$60 will be used for logistics.

## Income statement:

Month	9 Months Ago	8 Months Ago	7 Months Ago	6 Months Ago	5 Months Ago	4 Months Ago	3 Months Ago	2 Months Ago	Last Month	Month 1 Forecast	Month 2 Forecast	Month 3 Forecast	Total
Sales revenue	50	50	57	60	60	60	64	66	118	154	169	187	1,095
Total transactions or units sold	10	10	8	9	9	9	10	10	15	21	21	21	153
Revenue per transaction or unit	5	5	7	7	7	7	6	7	8	7	8	9	7
<b>Expenses</b>													
Self salary	11	11	11	11	11	11	11	30	30	50	50	50	287
Employee salaries	0	0	0	0	0	0	0	0	0	20	20	20	60
Raw materials	5	5	5	5	5	5	5	5	5	5	5	5	60
Store Rent	5	5	5	5	5	5	5	5	5	30	30	30	135
Technology	2	2	2	2	2	3	3	3	3	5	5	5	37
Advertising	0	0	0	0	0	0	0	0	0	5	5	5	15
Transportation	5	5	5	5	5	5	5	5	5	5	5	5	60
Loan repayment	0	0	0	0	0	0	0	0	0	0	0	42	42
Taxes/Fees	0	0	0	0	0	0	0	0	0	5	5	5	15
Other	0	0	0	0	0	0	0	0	0	1	0	0	1
Total Expenses	25	25	25	25	25	26	26	26	35	51	67	109	465
Expense per transaction or unit	3	3	3	3	3	3	3	3	2	2	3	5	-
Net Income to reinvest	25	25	32	35	35	34	38	40	83	103	102	78	630
Net Profit Margin	50%	50%	56%	58%	58%	57%	59%	61%	70%	67%	60%	42%	-

## Cash Flow statement:

	2 months ago	last month	this month	next month	mont h 3	mont h 4	mont h 6
Income	66	118	145	154	187	220	306
- Fixed expenses	-11	-11	-20	-30	-43	-57	-60
- Loan payment	0	0	0	0	-42	-42	-42
- Variable expenses	-34	-40	-47	-52	-57	-70	-70
<b>= Profit (or loss)</b>	21	67	78	72	45	51	134
Starting cash	61	82	149	227	299	344	395
Available cash	82	149	227	299	344	395	529

**WHAT HAVE YOU DONE WITH THE PROFITS YOU MADE TWO MONTHS AGO AND LAST MONTH?**

A total profit of \$312 was made from two months ago, and the last month combined, I received an order to make of a customer to make 3 pieces of wigs for a wedding, so I used the profits to buy the things needed

**Share about your family and picture here:**

I am a single mother of four boys, and I love them so much. I work hard so that they can have a better future.



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