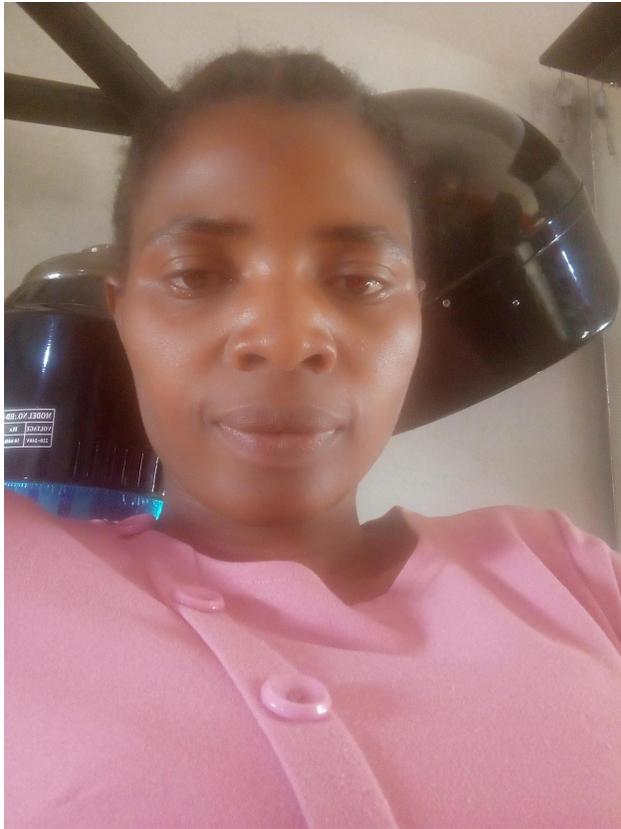


Preter Beauty Solutions Business Plan

Prisca Mbengo



Business Description:

Preter Beauty Solutions is a Salon and cosmetics service (selling, cutting, making hairstyles, manicure, and pedicure for both genders). Currently, I have more than 40 regular customers. I am hoping to get more customers as my business grows. If given a grant, I will buy the washing basin for hair, hair chair for salon, and will buy raw materials for manicure and pedicure. This will help me get my work done faster. Once I purchase all the tools I am looking for, I will be able to get about twenty customers for pedicure and manicure every month. I push them to my competitors with such facilities, and they take 70% of the charge. This alone will add an additional \$200 in net income.

THE PROBLEM:

Customer loyalty and retention: Building and maintaining customer loyalty can be difficult, as clients may be fickle and easily swayed by competitors.*maintaining consistent income: Salon revenue can fluctuate depending on factors like seasonality, promotion, and client availability, making it difficult to plan and manage finances.

SOLUTION.

Attract clients: I implement strategies to attract new clients, such as social media marketing, online reviews, and loyalty programs.*upselling: off new services and products to existing clients.

BUSINESS MISSION STATEMENT:

My mission is to make the salon hassle-free for our customers with a commitment to quality, efficiency, and exceptional customer service. I strive to be the go-to choice for a salon. Service in my community and to build lasting relationships with our customers based on trust, reliability, and professionalism.

HOW LONG HAVE YOU BEEN IN BUSINESS?

My business has already started, and I have been in business for 3 months. My business is my only source of income.

YOUR NET INCOME:

Income = \$89 - expenses \$68.77 = Net Income = \$20.23.

SERVICE OR PRODUCT DELIVERABLE:

*wash, cutting, braiding hair: This is my basic salon service that involves washing, cutting, and braiding customers' hair.

*Cosmetics selling: it involves the selling of hair extensions and all hair accessories.

*Manicure: It involves the cleaning and painting of nails

*Pedicure: it involves cleaning and painting toes, washing feet using a foot spa.

DESCRIBE YOUR BEST CUSTOMER:

Miss Mercy Mwalwanda is my best customer, she comes to braid, wash her hair. She works in the government sector, and she loves her hair to look stunning all the time.

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

Because most of my customers are people working, some work in the government sector, and others do their own business, I save them time when I do mobile service. I also make them look outstanding and elegant in a classic way of style. This gives them confidence to go out. Apart from good service, I provide loyalty as my priority. I prioritize all my clients; they are all the same in my eyes. I also keep good products for hair.

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

Salon can fail due to a combination of factors, including poor customer service, lack of cleanliness, and high operational costs.

HOW CAN YOU AVOID THIS PROBLEM?

To avoid the fall of my business, I will focus on providing high-quality service, maintaining a strong online presence, implementing effective marketing strategies, and ensuring financial stability through sound business practices.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:(\$1=mk1700).

1:hairbraiding=\$10.6. (5)manicure=\$5.9 (2)steaming:=\$4.7

3:Retouch=\$4.7 (6) cornrows: \$ 4.7

4:pedicure=\$8.8 (7) Wash :=\$2.9 8Hairextension=\$8.8

HOW DO CUSTOMERS KNOW THAT YOU EXIST?

Most of my customers knew my existence by visiting my shop, my shop is by a roadside and referral, and using social media.

WHY DID YOU CHOOSE THIS BUSINESS?

I chose the salon business because I developed a passion 10 years ago, when my former boss fired me. I was doing it so perfectly, and some customers will come looking for me. I met this one customer, and she encouraged me to go ahead and open my own salon. I also realized the salon business will forever stay because everyone wishes to look good. They will always be eager to look for people to do their hair and nails.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

(1) Most of customer sees my contacts on the billboard and get connected. (2)By referral (social media like WhatsApp and Facebook.

Pictures of your business activities here, and give a brief explanation of each:



It's a wig I handmade



Business location



Braiding a customer



It's called bantu hairstyles for kids

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



Hair extensions \$300



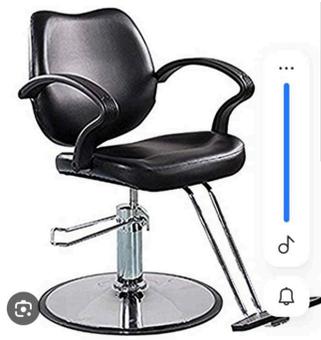
Trolley for rolls \$90.74



Hot hair brush - \$88.23



Foot pedicure - \$370.63



Look forward to having the comfortable chair - \$150.4

I will expand my shop, with all hair products and hair extensions will cost \$300. Will buy an electrical tool like a straightening brush will cost \$88.23, and I will be able to get salon chairs at \$150.4, will buy a washing basin for hair and raw materials for manicure and pedicure at \$370.63. And I will be able to hire people to work for me.

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	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$79.12	\$86.47	\$89.00	\$125.59	\$165.60	\$228.54	\$774.32
Total transactions or units sold	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20.00	\$20.00	\$22.00	\$30.00	\$35.00	\$40.00	\$167.00
Revenue per transaction or unit	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3.96	\$4.32	\$4.05	\$4.19	\$4.73	\$5.71	\$4.64
Expenses													
Self salary	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$11.86	\$12.97	\$17.80	\$18.83	\$24.84	\$34.28	\$120.58
Employee salaries	\$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
Raw materials	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$15.02	\$15.02	\$10.00	\$12.00	\$8.00	\$10.00	\$70.04
Store Rent	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$36.47	\$36.47	\$36.47	\$36.47	\$36.47	\$36.47	\$218.82
Technology	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$12.00
Advertising	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$6.00
Transportation	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$6.00
Loan repayment	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$42.00	\$42.00
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
Other	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.50	\$0.50	\$0.50	\$0.50	\$0.50	\$0.50	\$3.00
Total Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$67.85	\$68.96	\$68.77	\$71.80	\$73.81	\$127.25	\$478.44
Expense per transaction or unit	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3.39	\$3.45	\$3.13	\$2.39	\$2.11	\$3.18	\$2.92
Net Income to reinvest	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$11.27	\$17.51	\$20.23	\$53.79	\$91.79	\$101.29	\$295.88
Net Profit Margin	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	14.24%	20.25%	22.73%	42.83%	55.43%	44.32%	

Insert pictures of the cash flow statement here:

	2 months ago	last month	this month	next month	month 3	month 4	month 5	month 6
Income	\$ 86.47	\$ 89.41	\$ 125.59	\$ 165.60	\$ 228.54	\$ 335.00	\$ 440.00	\$ 578.00
- Fixed expenses	\$ 36.47	\$ 36.47	\$ 36.47	\$ 36.47	\$ 36.47	\$ 36.47	\$ 36.47	\$ 36.37
- Loan payment	\$ -	\$ -	\$ -	\$ -	\$ 42.00	\$ 42.00	\$ 42.00	\$ 42.00
- Variable expenses	\$ 32.67	\$ 31.30	\$ 32.33	\$ 37.34	\$ 48.78	\$ 55.10	\$ 23.52	\$ 32.37
= Profit (or loss)	\$ 17.33	\$ 21.64	\$ 56.79	\$ 91.79	\$ 101.30	\$ 201.43	\$ 338.01	\$ 467.16
Starting cash	\$ 70.00	\$ 87.33	\$ 108.97	\$ 165.76	\$ 257.55	\$ 358.85	\$ 560.28	\$ 898.29
Available cash	\$ 87.33	\$ 108.97	\$ 165.76	\$ 257.55	\$ 358.85	\$ 560.28	\$ 898.29	\$ 1,365.45

WHAT HAVE YOU DONE WITH THE PROFITS YOU MADE TWO MONTHS AGO AND LAST MONTH? BE VERY SPECIFIC ABOUT ITEMS PURCHASED AND THE AMOUNT SPENT.

On this question, the profits I made for the last two months, I have used them to get New hair extensions in stock at \$22.22 and a UV lamp for manicure

Share about your family and picture:

I have a beautiful family, married for seven years, and we are happy, and GOD has blessed us with two beautiful kids.



CONTACT DETAILS:

Phone number: +265993369166

Email: priscachatty516@gmail.com

Course Facilitator Details

Name: George Victor

Phone: +265993387224

Email: georgevict400@gmail.com