

AfroGlam By Tasha

Natasha Tembo



Business Name: AfroGlam by Tasha

AfroGlam by Tasha is a beauty business that specializes in makeup services for women on various occasions such as weddings, birthdays, graduation ceremonies, parties, and more. On average, I serve about 10 clients per month, each seeking a unique glam experience tailored to their special day.

My pricing is based on the type of service requested:

- Weddings: \$34.84

- Birthdays: \$14.52
- Soft Glam (Regular Look): \$8.71

If granted a loan, I plan to invest in essential tools and products that will elevate my service quality and help my business grow. The funds will be used to purchase:

- A range of professional makeup products
- Two wigs for rental purposes
- A professional makeup chair
- A makeup box
- A ring light
- A large mirror
- A blow dryer and hot tools
- Hair products such as glue and spray for wig installations.
- The total cost for these items is approximately \$600.

In addition to product investment, I plan to market my business more effectively by:

- Running targeted social media advertisements on Facebook and Instagram for 21 days each month over a period of 6 months = \$180
- Printing 500 high-quality business cards with a QR code linking directly to my booking page and portfolio = \$97.09

These investments will allow AfroGlam by Tasha to appear more professional, attract new clients, and maintain a consistent, high-quality service that keeps clients coming back. Currently, I've been able to secure over 10 clients with minimal resources and no paid advertising. With the right tools and visibility, I believe I can significantly increase that number.

Social media is where my target customer spends most of their time, and having a strong online presence will help me reach them directly. My goal is to take AfroGlam by Tasha out of obscurity and establish it as a reliable, go-to makeup service for women in my area.

I have the passion, skills, and drive to grow—what I need now are the resources to match. This loan would be a crucial step toward expanding my business and serving more women with confidence, professionalism, and style.

EXPLAIN THE PROBLEM.

In Blantyre, Malawi, there is a noticeable lack of affordable and professional makeup services that cater to the diverse beauty needs of women. Most makeup artists offer similar styles, with little room for creativity or personal expression. As a result, clients often receive the same standard look regardless of the occasion. This limits women's ability to explore different makeup trends, express their individuality, and feel truly confident and unique in their appearance

EXPLAIN YOUR SOLUTION

Offer high-quality, affordable makeup services tailored for a variety of occasions, ensuring every client receives a personalized and professional experience. Whether you're attending a formal event or a casual celebration, I provide a range of makeup styles designed to make a distinct and lasting impression.

BUSINESS MISSION STATEMENT:

Make professional makeup accessible that celebrates diversity, creativity, and self-expression by giving each client a unique look that reflects their personality and enhances their natural beauty.

HOW LONG HAVE YOU BEEN IN BUSINESS?

I have been in business for three months

YOUR NET INCOME

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

Income - expenses = Net profit

Afroglambytasha Income for June 2025 = \$46

Net Profi Margin = 33.96%

Self salary: \$2.00
Employee salaries: \$0.00
Raw materials: \$21.38
Store Rent: \$0.00
Technology: \$6.00

Advertising: \$0.00
Transportation: \$1.00
Loan repayment: \$0.00
Taxes/Fees: \$0.00
Other: \$0.00
Total Expenses: \$30.38
Expense per transaction or unit
\$7.60
Net Income to reinvest: \$15.62
Net Profit Margin: 33.96%

SERVICE OR PRODUCT DELIVERABLE:

- Professional Makeup Application
- Affordable makeup Packages
- Eyelash Application and eyebrow shaping
- Customized makeup looks
- On location Services (extra transport fee applies depending on distance)
- Before and after photography pictures (with client's permission)
- For birthdays: Free birthday photoshoot (2 Pictures)

- For weddings: Free touch-up kit
- Light facial massages (2 minutes)
- Light refreshments, e.g., Water
- One-on-one consultation
- Optional makeup trial for weddings (with a small extra fee)

DESCRIBE YOUR BEST CUSTOMER:

My best customers range from university students, models, corporate professionals, and women who are stylish, love to look flawless, and glamorous.

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

- I offer affordable and flawless makeup looks tailored to each client
- I listen carefully to my clients' needs and preferences
- I never impose my own ideas—instead, I adapt while still achieving a flawless result
- Professional and respectful throughout the entire makeup application process
- Free consultation offered to understand your vision and build a strong client relationship

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

- Undercharging
- Poor time management during Makeup application
- Lack of visibility

HOW CAN YOU AVOID THIS PROBLEM?

- Set makeup service prices that are affordable for clients while still ensuring a reasonable profit to support business growth
- Focus on mastering quick, efficient makeup techniques to serve clients effectively
- Seek reliable assistance during busy periods to maintain high service quality and avoid client delays
- Consistently market my services on social media platforms like Facebook, Instagram, and TikTok to increase visibility and engagement
- Actively network at social gatherings and events, sharing business cards to promote my brand and attract new clients
- Working with wedding planners

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

My pricing is based on the type of service requested:

- Weddings: \$34.84
- Birthdays: \$14.52
- Soft Glam (Regular Look): \$8.71

HOW DO CUSTOMERS KNOW THAT YOU EXIST?:

Word of Mouth

Client recommendations

Working with wedding planners

Social media advertisement

WHY DID YOU CHOOSE THIS BUSINESS?

- It targets women, a market that can be highly profitable when approached with creativity and a genuine understanding of their needs and preferences.
- I have a passion for doing makeup and take pride in enhancing the natural beauty of other women.
- I believe my creativity and unique approach to glam and beauty can make a meaningful impact in my community.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

Social media

Social gatherings

Connecting with wedding planners

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

Miss Heritage Malawi beauty pageant contestants.









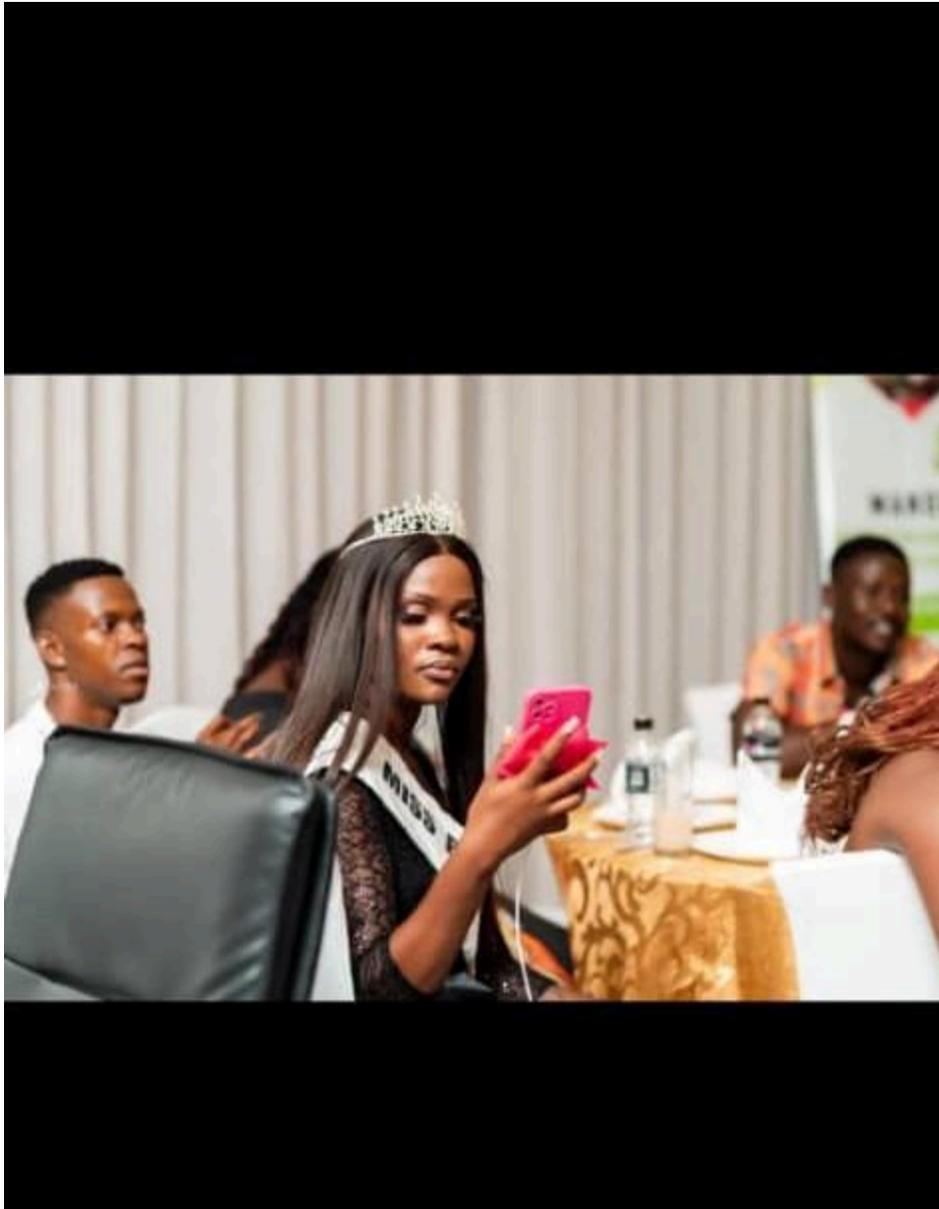
Working with a client during her traditional wedding







One of Miss Heritage's guests and the Second runner-up for Miss Agriculture Zambia



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

- A range of professional makeup products



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- Two wigs for rental purposes (Necessary for brides)



- A professional makeup chair



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- A medium makeup box



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- A ring light



- A large mirror



- A blow dryer and hot tools(hair straightener and hot comb)



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- Hair products such as glue and spray for wig installations.



The total cost for these items is approximately \$620 plus:

- Running targeted social media advertisements on Facebook and Instagram for 21 days each month over a period of 6 months = \$180
- Printing 500 high-quality business cards with a QR code linking directly to my booking page and portfolio = \$97.09

- (Sample Business Card)



Which is a round total of eight hundred and ninety-eight dollars (\$898)

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	Month 4 Forecast	Total
Sales revenue	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$43.10	\$46.00	\$58.79	\$150.00	\$200.00	\$250.00	\$300.00	\$747.89
Total transactions or units sold	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5.00	\$4.00	\$5.00	\$11.00	\$15.00	\$20.00	\$25.00	\$60.00
Revenue per transaction or unit	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$8.62	\$11.50	\$11.76	\$13.64	\$13.33	\$12.50	\$12.00	\$12.46
Expenses														
Self salary	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2.00	\$2.00	\$5.00	\$40.00	\$55.00	\$60.00	\$60.00	\$224.00
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	\$0.00
Raw materials	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$17.81	\$21.38	\$8.00	\$15.00	\$18.00	\$20.00	\$22.00	\$122.19
Store Rent	\$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
Technology	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$6.00	\$5.78	\$7.00	\$7.00	\$7.00	\$7.00	\$32.78
Advertising	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$18.96	\$0.00	\$0.00	\$14.00	\$14.00	\$14.00	\$14.00	\$60.96
Transportation	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2.30	\$1.00	\$1.00	\$0.00	\$0.00	\$0.00	\$0.00	\$4.30
Loan repayment	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20.00	\$20.00	\$20.00
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
Other	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$17.42	\$17.42	\$0.00	\$17.00	\$51.84
Total Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$41.07	\$30.38	\$19.78	\$93.42	\$111.42	\$121.00	\$140.00	\$417.07
Expense per transaction or unit	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$8.21	\$7.60	\$3.96	\$8.49	\$7.43	\$6.05	\$5.60	
Net Income to reinvest	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2.03	\$15.62	\$39.01	\$56.58	\$88.58	\$129.00	\$160.00	\$330.82
Net Profit Margin	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	4.71%	33.96%	66.35%	37.72%	44.29%	51.60%	53.33%	

Insert pictures of the cash flow statement here:

	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	43.1	46	58.79	150	200	250	300
- Fixed expenses	0	0	0	31.42	31.42	31.42	31.42
- Loan payment	0	0	0	0	-20	-20	-20
- Variable expenses	-36.77	-21.38	-13.78	-15	-17	-19	-22
= Profit (or loss)	6.33	24.62	45.01	166.42	194.42	242.42	289.42
Starting cash	45.97	52.3	76.92	121.93	288.35	482.77	725.19
Available cash	52.3	76.92	121.93	288.35	482.77	725.19	1014.61

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

Reinvested profits into upgrading my makeup kit with high-quality products (e.g., concealers, foundations, brushes)

Share about your family and picture here:

About My Family

I have two siblings, and I am the second-born (single). The eldest is 30, and the youngest is 10 years old.

I am standing on the far right next to my mom in the picture below.



About Me

My name is Natasha Tembo, a 28-year-old self-taught makeup artist from Blantyre, Malawi. I discovered my passion for makeup at age 15, thanks to my mom, who often bought powders and beauty products for me and my older sister. What started as curiosity quickly grew into a deep love for the art of makeup.

Over the years, I've continued to refine my skills, turning what started as a hobby into a career. Today, makeup is not just my passion, it's my profession. I am currently single and living independently in Blantyre. Since returning from my full-time mission, I've faced financial challenges, especially in a country like Malawi, where job opportunities are limited.

Growing up with a single parent presented its own challenges, especially around financial stability. These experiences have shaped my resilience and determination. Building my makeup business is more than just a dream; it's a step toward self-reliance, financial freedom, and the stability I've always desired.

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