

CHICHI BRAIDS BUSINESS PLANS

NANYANGWE KATAI



DESCRIBE YOUR BUSINESS:

CHICHI BRAIDS is a hair styling business that currently serves over 20 customers in our community. When given the loan, we will buy more wigs for \$300, hair products \$250, wig stand \$150, blower \$55, and hair dryer \$145, this will boost our business and increase our revenue so we can become more self-reliant.

EXPLAIN THE PROBLEM.

The community faces various hair styling problems, including the lack of professional hair care services. This absence has led to a shift in how people style their hair, with many turning to at-home hairstylists or seeking solutions through social media. The lack of professional services has resulted in a decline in the quality of hair care and styling,

with many clients expressing frustration over the experience, and we are here to help solve this challenge for our community.

EXPLAIN YOUR SOLUTION.

Hair Styling Solutions in the Community

Community hair care programs and salons play a vital role in providing accessible and quality hair care services to individuals in underserved areas. These initiatives not only improve the appearance of individuals but also enhance their mental and emotional well-being. By offering professional hair care services, these programs foster a sense of community engagement and support, ensuring that everyone, regardless of their financial situation, can feel confident and cared for.

BUSINESS MISSION STATEMENT:

Quality and affordable hair styling types and products is our business.

HOW LONG HAVE YOU BEEN IN BUSINESS?

We have been in business for 4 years.

YOUR NET INCOME

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

Our average revenue is \$295, and our expenses, including wages, are \$220, which gives us a profit of \$75.

$\$295 - \$220 = \$75.$

SERVICE OR PRODUCT DELIVERABLE:

- Knotless braids
- Cone rose
- Tribal braids
- Straight back
- Natural twist

DESCRIBE YOUR BEST CUSTOMER:

These customers are those who have experienced exceptional service, have been satisfied with the results, and have shared positive word-of-mouth about the salon. They are the ones who have become advocates for the salon, spreading the word about the salon's services and the quality of the stylists.

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

Customers choose to do business with our hair salon for various reasons, including the quality of service, the expertise of the stylists, the variety of services offered, and the overall experience provided.

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

Salons face various challenges that can lead to failure, including:

- Lack of Business Planning and Strategy,
- Poor Financial Management

- Inadequate Marketing and Branding

- Poor Client Retention and many others.

HOW CAN YOU AVOID THIS PROBLEM?

To avoid common salon challenges, we plan to do.

Effective Marketing

Financial Management

Staff Management and
Customer Retention.

By implementing these strategies, salon owners can better manage their businesses and reduce the likelihood of facing common challenges.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

- Knotless braids \$9
- Cone rose \$6.6
- Tribal braids \$8
- Straight back \$6.6
- Natural twist \$9

HOW DO CUSTOMERS KNOW THAT YOU EXIST?

- Advertise
- on social media
- word of mouth
- referrals
- location

WHY DID YOU CHOOSE THIS BUSINESS?

Hair styling businesses in communities play a crucial role in supporting local economies and fostering social connections, and it's my talent, so I chose to use my talent to generate some money

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

- referrals
- advertising
- Moving into a marketplace.

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



This is called a cone rose hairstyle.



This is called a knotless braid hairstyle



This is called a natural twist hairstyle



This is called a Spanish girls hair style



This is called straight back in style

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



We will purchase a wig stand for \$150



Hair dryer \$145



Wigs \$300



Hair blower \$55



Hair products \$250

Total Amount: \$900

Income Statement:

Your name is: katai nanyangwe
 Business name: chichi braids
 Current Date: #####

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	165	180	190	200	215	235	250	275	285	304	336	408	3,043
Total transactions or units sold	35	35	35	35	35	35	35	35	40	50	52	69	491
Revenue per transaction or unit	5	5	5	6	6	7	7	8	7	6	6	6	6
Expenses													
Self salary	50	50	50	50	50	50	50	55	55	70	70	70	670
Employee salaries	0	0	0	0	0	0	0	0	0	0	0	20	20
Raw Materials	8	8	8	8	8	8	8	10	10	10	10	10	106
Store Rent	0	0	0	0	0	0	0	0	0	0	0	20	20
Technology	2	2	2	2	2	2	2	3	3	3	3	3	29
Advertising	3	3	3	3	3	3	3	3	3	5	5	5	42
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	38	38
Taxes/Fees	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Expenses	68	68	68	68	68	68	68	76	76	93	93	171	985
Expense per transaction or unit	2	2	2	2	2	2	2	2	2	2	2	2	2
Net Income to reinvest	97	112	122	132	147	167	182	199	209	211	243	237	2,058
Net Profit Margin	59%	62%	64%	66%	68%	71%	73%	72%	73%	69%	72%	58%	

Cash Flow Statement:

	2 months ago	last month	this month	month 1 forecast	month 2 forecast	month 3 forecast	month 4 forecast
Income	275	285	295	304	336	408	433
- Fixed expenses	-100	-100	-100	-120	-120	-135	-135
- Loan payment	0	0	0	0	0	-38	-38
- Variable expenses	-90	-120	-120	-134	-135	-135	-135
= Profit (or loss)	85	65	75	50	81	100	125
Starting cash	100	185	250	325	375	456	556
Available cash	185	250	325	375	456	556	681

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.

Our total profit for the two months ago and last month were \$150, and we used it to buy more hair products for our business.

What did you learn from the practice pitch you gave to your area supervisor's Rotary Club? What was the date of that practice pitch event?

It was on 11 January 2026, and I learned that this is a loan and it has to be paid back, so others can also benefit, and it is important to keep financial records, so we can see how our business is doing.

Share about your family and picture here:

This is my family, these are my girls, I love them so much, and I work hard to make sure that I provide for them. I have a wonderful family! There are five members in my family! My husband, my three beautiful children, and I have two daughters and one son. I love my children so much because they make me feel special and loved. They are always there for me, even when I am happy or sad; my children are my biggest supporters! I am grateful to have them



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