Dreadlock Salon Business Plan

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Business

Expanding the business to increase its standing in the industry is considered one of the best ways to generate greater interest. The Internet's guidance in generating e-services has been ground-breaking for workers and their clientele. Unfortunately, there has been a substantial gap between new Internet applications that assist in expanding service customization while preserving or even refining delivery capability and complete failures in which corporations that made ambitious assurances failed to deliver even a share of what they promised.

Locx By Mishaa is a relatively new dread business created by Shamisha Farabee. It provides quality products to clients and makes them feel entirely satisfied that their hair is once and always in safe hands. Having dreadlocks is a sacred sign and a swear word at the same time. There are numerous dreadheads out there who can relate to it. The head pains, the queries, and the preservation can be some of the biggest fights, but there is much training and education that is required while having this hairstyle.

People wear dreadlocks day in and day out and are continuously exploring new products and techniques to make their dreadlocks healthier for all dreadlock types. People want to be the ultimate source of dreadlock evidence so that the masses can be reached and horrible dreadlock gossip can be put to rest. Sometimes, hair doesn't make dreads as thick as expected when it's fluffy, and people are curious if their hair is too thin for dreads or some other thing. As long as there is adequate hair on the scalp of the individual to make a package of hair and it is about the thickness of a pencil or so, they have enough hair to make dreads.

This business provides products and other cosmetic information about the preservation and development of dread heads. Locx by Mishaa is dedicated to the company of natural dreadlocks products. At Dread Heads, we have high criteria for selling only the uncontaminated and maximum-worth dreadlocks products accessible in the market today, as close to the foundation of their origin as possible.

Services And Products

It provides bulk-size shampoo and conditioner, lock-and-hold gel, booth rent, dread clips, and several

other ingredients. The lock & hold gel is mostly used to mould or twist dreadlocks while keeping them together all the time. This gel is not removed quickly; it might be essential to cut hair if locks are no longer required (Osterwalder & Pigneur, 2010). Newly twisted dreadlocks may need to be re-twisted or re-waxed when they become weak or loose. Clip locks are a new type of dread tool which has a high-value clip to grip your hair while slicing hair for dreads.

Risks & Opportunities

In the present world, cosmetics have become a primary requirement. Everybody, including deprived people, will go out of their way to improve the way they appear, feel and smell. Similarly, the people of Texas need excellent-quality dreadlock products from those provided by Locx By Mishaa. A black woman applied for a customer support position at one of the companies. She finished the online request and was selected for the interview. She reached there for the meeting many days later wearing a blue business suit, with her hair groomed in short dreadlocks. She was rejected by the company because of having dreadlocks. Similarly, dreadlocks are very casual in the eyes of some people, and because of their relationship with the benefits, they give the employees immediate links with other fresh clients. Most businesses with this advantage don’t need to point it out.

Marketing

To expand the publicity and income of this business, several ideas regarding the available marketing opportunities were considered. As a small business, it probably doesn’t have an infinite marketing budget, but that doesn’t mean that it can’t still design and implement an operational marketing policy. However, Locx By Mishaa is considered a significant outlet, and there is an adequate budget for marketing. Online and offline marketing both play an integral role in marketing.

Potential Customers & Online Marketing

The world of online marketing is a giant one, and tapping into it can yield a number of encouraging outcomes for this dreaded business. Website marketing is usually inexpensive, and it is comparatively easy to set up this business in Texas. Similarly, a blog can be extremely constructive for digital advertising and search engine optimization (SEO) efforts, as new and consistent content can help to construct online expertise and pull new clients to the business. Similarly, social media platforms, which include Facebook, Twitter, Instagram, etc., are very significant in the current world, and they are the channels through which many industries are associated with current and potential consumers. These sites provide a free sign-up process that allows businesses to start pages. From this marketing, Locx By Mishaa will be more advertised in local marketing when its posts are boosted at meagre rates and can reach the maximum number of people. One of the most influential ways to advertise this business is through review sites. So, accurate analyses can be much more valuable than bad reviews

that can rigorously damage the status (U.S. Small Business Administration, n.d.). Thus, attention must be paid to providing excellent service.

Offline Marketing

In a world where there is an increasingly digital market, it's imperative to recollect the offline world, too. There are still many more customary offline marketing methods that can be extremely operational in enhancing the business. This will be done in Texas, in Addison, through networking, posters, and flyers at different crowded places in the city. Visiting schools, colleges, and universities would be extremely valuable because services should be offered to students at reasonable prices, probably less than the market prices of other competitors. It is essential to grab the customer's attention first and then go for the earnings.

Competitors And Operating Procedures

The competitors present in this city are very scarce, specifically for this dreadhead products business. Still, for a successful business, it is vital to provide good-quality products to the customers at a limited price so that customers can reach you again in the future. In this city, Yves Hair Studio, Salon Naturale, and Toni & Guy Hair Salon are some of the most renowned salons for dreadlocks.

Sources Of Startup Money

The Small Business Entrepreneurship Council annually announces a small business tax index based on 23 tax-related procedures. Recently, Texas ranked third overall in this regard for providing money for startup businesses. Similarly, there are certain other sources that contain references for the industry.

Appendix

Competitors	Specialties
Yves Hair Studio	Diversity, popularity and customer attraction are too high
Salon Naturale	Haircuts for both men and women, skincare & body treatments, manicure & pedicure and dreadlocks
Toni & Guy Hair Salon	Colour gloss, tints, lighteners, both men's and women's haircuts and dreadlocks

References

Osterwalder, A., & Pigneur, Y. (2010). *Business model generation*. John Wiley & Sons. https://www.strategyzer.com/books/business-model-generation

U.S. Small Business Administration. (n.d.). Write your business plan. https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan

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