



# Beauty Entourage

Business Plan  
November/ 2105

Confidential

## Contact Information

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BEAUTY ENTOURAGE

# WHO WE ARE

Beauty Entourage is a company that mobilizes the beauty professional and enhances both the artist and client's beauty experience. Convenience, confidence, and support are our main goals as a company.



beauty ento

# Value Proposition

Beauty Entourage is for your everyday woman that is planning or attending an event. We provide a convenient, fun and stress free experience when booking expert hair stylists and make up artists that arrive right at your door.

As oppose to scouring for a recommendation, trying out multiple salons, or spending hours coordinating the details for your grouped booking, we customize your experience using our mobile application. Utilizing technology our virtual consultation will recommend the right artist based on your complexion, hair texture, and special requests which will allow you to create your very own Beauty Entourage. No longer will you have to track down your attendants and coordinate their details as well. With your customer dashboard you can manage your appointments all in one place!

Not tech savvy? No worries. We also have coordinators that are experienced event planners to manage the details for you.

Your special occasion is a memory you have for a lifetime. We want to ensure not just your confidence in your beauty but, in the entourage to make it all come together seamlessly!

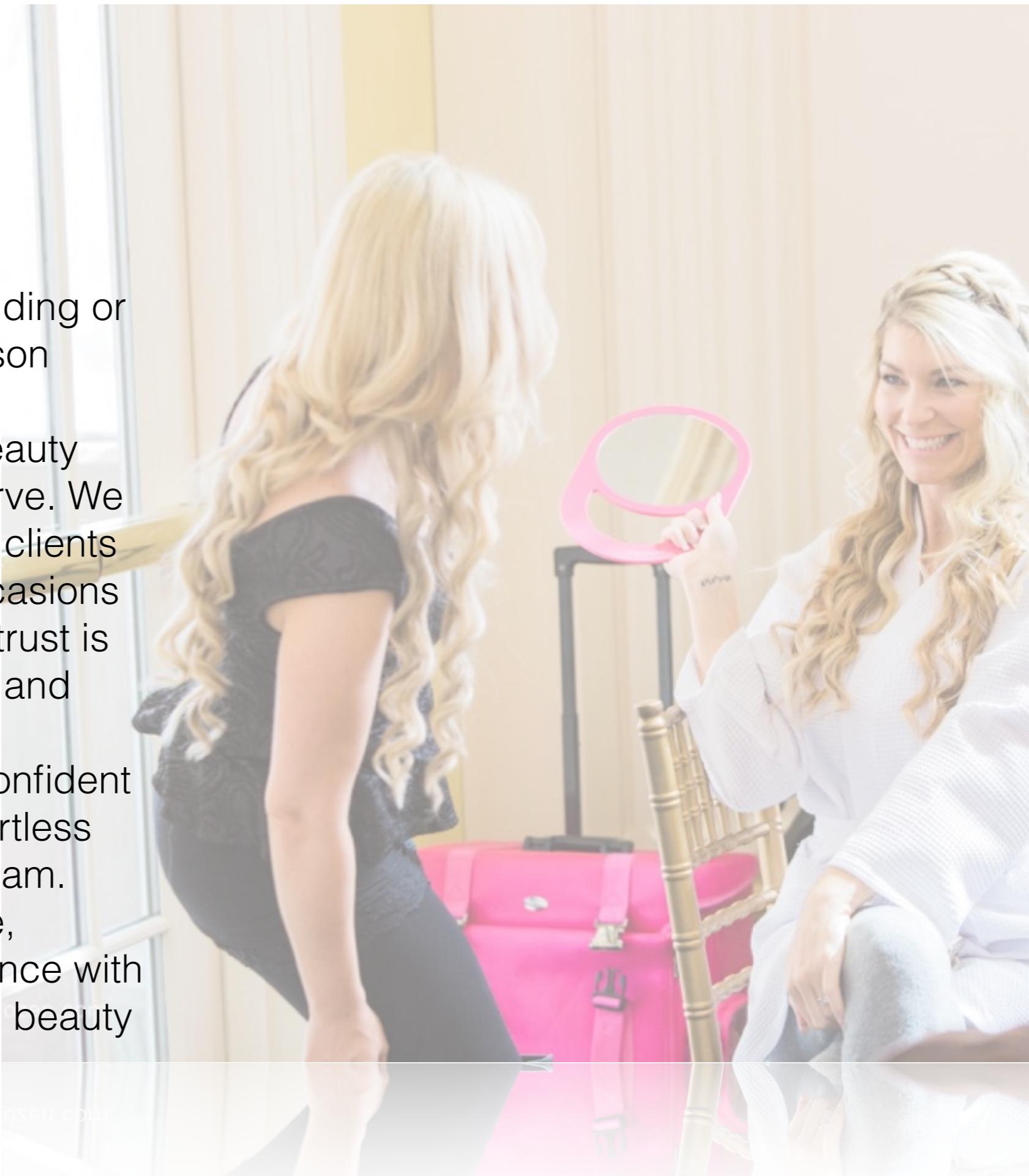
# Mission

Entourage-a group of people attending or surrounding an important person (our client)!

We are passionate about the beauty industry and the customers we serve. We understand the importance of our clients satisfaction on such important occasions and believe the way to gain their trust is through accessible information and educated professionals.

Our clients should feel beautiful, confident and like themselves after an effortless service provided by a united team.

We strive to create a reliable, knowledgeable, fun beauty experience with the feeling of having their very own beauty entourage.



# Envisioned Future

## **10 Year BHAG (big, hairy, audacious goal)**

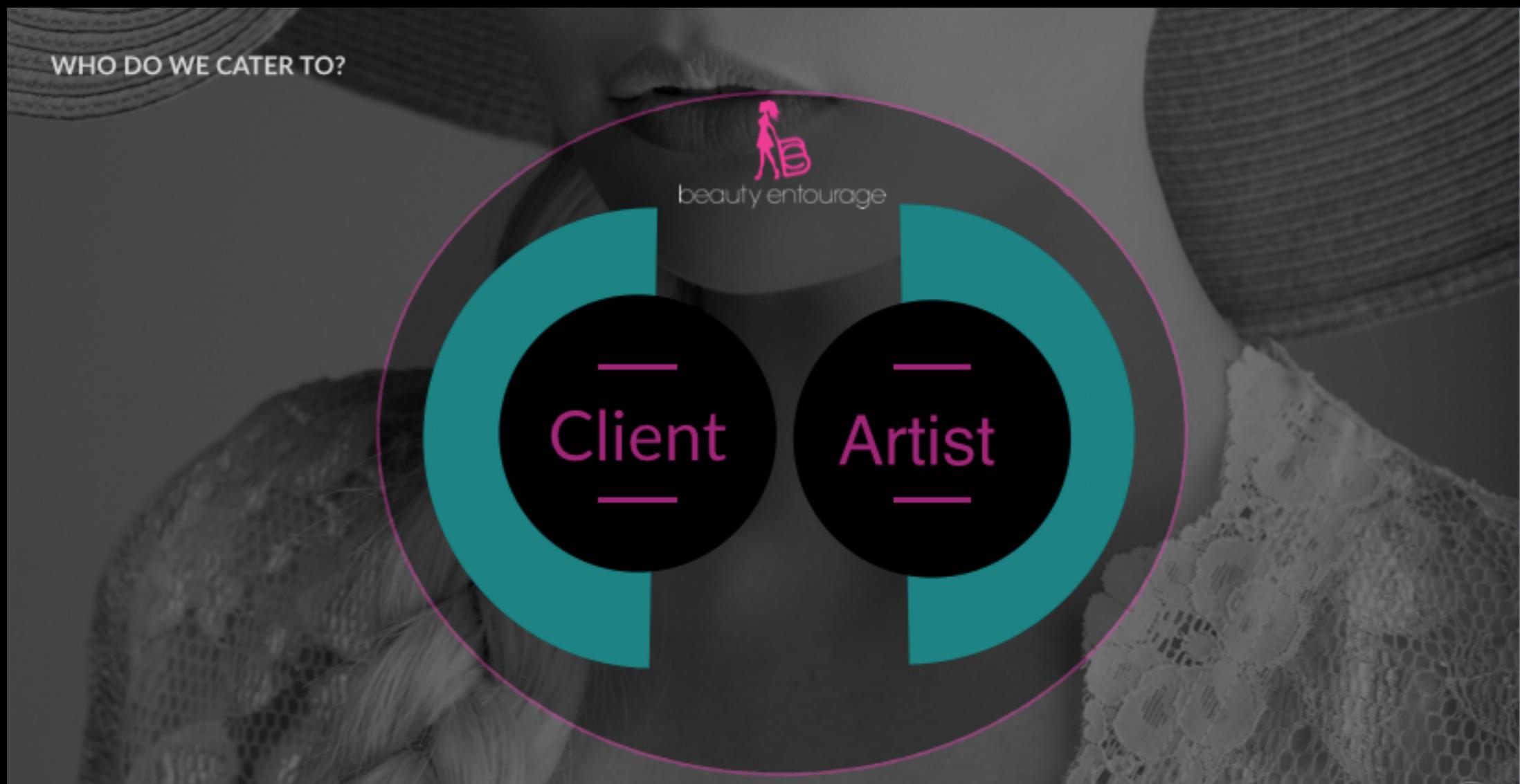
- **Pain Points:**

- supporting independent artist while proving convenience and consistency to the client

- **Vivid Description**

- Creating a highly professional and educational experience for artists that need additional support and flexibility.
- Respected amongst industry peers
- Create relationships with clients that can trust our services for various milestones and events they attend throughout their lifetime.
- High Quality experience with expert advice and services for an affordable price.
- Create more stability for artists beginning their careers or needing more flexibility and income to support their families.





Entourage: (n) A group of people surrounding an important person

- ★ Client: Our client is the everyday woman planning or attending a special event. Affordable pricing, quality service, and consistency are key components to her making a decision on who to choose for her special day.
- Artist: Our artists are passionate beauty professionals that want to focus on their craft and have little desire to run a business. Flexibility, education, and an additional source of income are key components

<b>What Problem exists?</b>	<b>How do we solve it?</b>	<b>Planning Ahead</b>
Minimal Time and Resources	<ul style="list-style-type: none"> <li>● Convenient booking with our beauty coordinator.</li> <li>● <b>Affordable Pricing</b></li> <li>● Management of all business aspects</li> <li>● Increased Income/lower</li> <li>● On location Services</li> <li>● Services outside of regular salon hours</li> <li>● Choose availability</li> <li>● Education &amp; Support</li> </ul>	<ul style="list-style-type: none"> <li>● Mobile App to book and manage appointments</li> <li>● Supply products necessary for the prep and finish of a look. Accessible through our</li> <li>● Recruiting more artists in various locations closer to the client.</li> </ul>
Flexibility & Lack of Consistency		<ul style="list-style-type: none"> <li>● Manage schedule in shorter time frames with on demand booking.</li> </ul>

“Identify your problems but give your power and energy to the solutions”



Client



Artist

# The Beauty Entourage Difference

Competition	Beauty Entourage	Vensette	Freelancer	GlamSquad	Beauty Salon
Services On Location	●	●	●	●	
Retail Products	●			●	●
Education	●				●
30 minute services	●				
Online Booking	●	●			●
Physical location	●				●
Beauty App on iPhone	●	●		●	
Beauty App on Android	●				
Customized POS System	●				●
Commercial & Industry Recognition	●				●

# The Perfect Model

Key Elements that are apart of Beauty Entourage's continued growth:

**Artists:** Reliable and trained artists.

**Location:** A suite provides credibility and a public place for clients and artists to meet in advance and do a practice run of services for the event.

**Advertisement:** Profiles on all wedding planning websites such as The Knot, Wedding Wire, Wedding BEE, Martha Stewart Weddings, etc. Social Media marketing on Facebook and Instagram.

**Marketing:** Content Marketing that will improve SEO on the website as well as give current and up to date content on the app that will keep clients referencing back. The content will be showcased on our websites blog. CRM will also be managed by the software HubSpot. This will allow us to target more closely email campaigns as well as assist in soliciting emails and manage sign ups through website traffic, blogs, etc.

**The Platform:** Streamlining the booking process and management of the clients appointments to scale the business into larger markets is essential to scale. The mobile app, website, and admin portal is customized to the unique booking process and management . The admin portal will be able to effectively produce reports and manage the payroll of all artists. Artists will also have more flexibility managing their own schedules, and appointments and clients will have a more convenient and customized experience.

**Products:** Hair Styling products, cosmetics, and tools of the trade are essential to help support the artist and the brand consistency. Building relationships with professional brands as well as having our own will give BE the opportunity to increase revenue and provide a unique opportunity for artists to purchase at lower costs and increase their own sales.

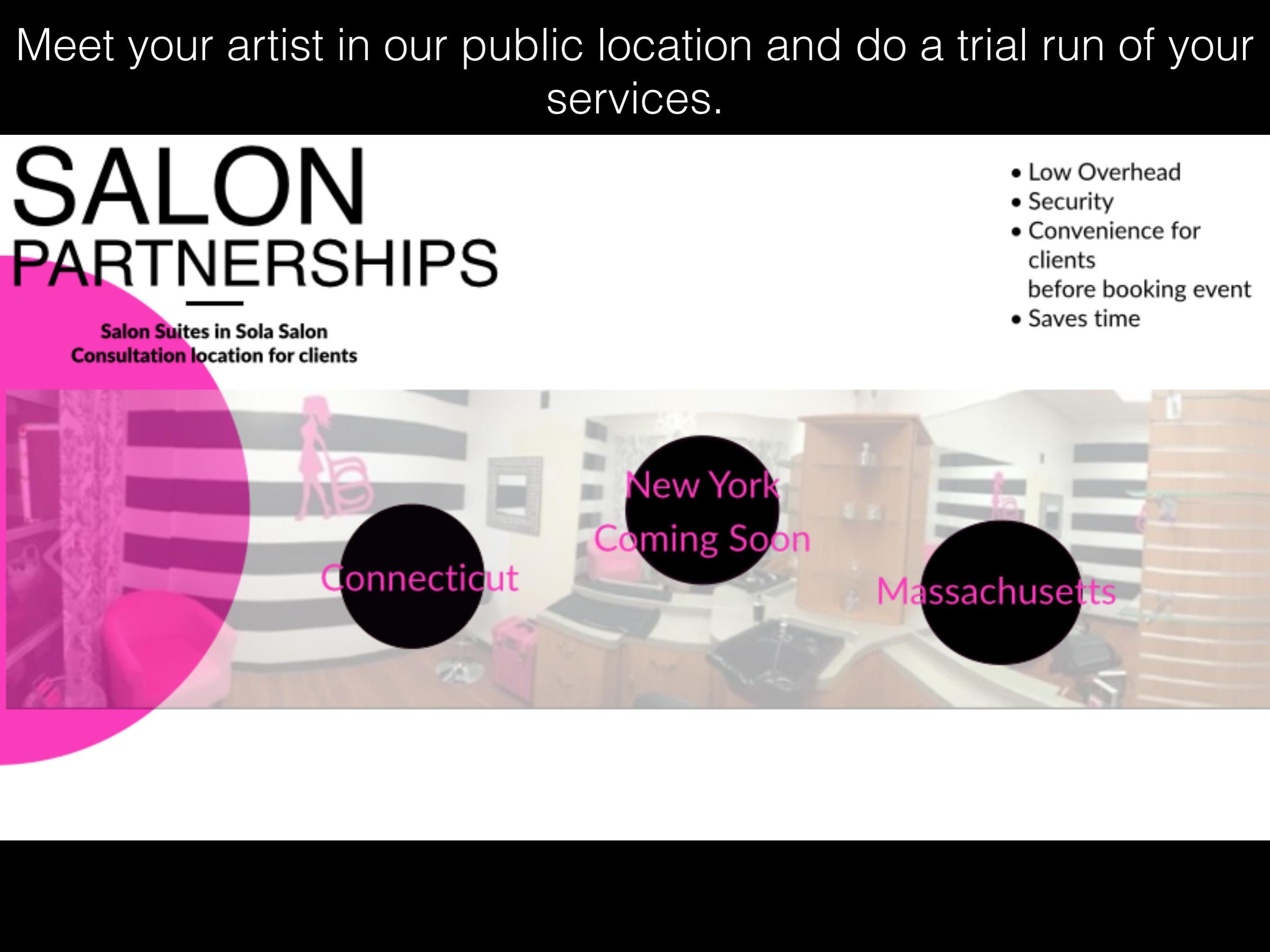
**Demand:** Targeting metropolitan cities and the suburbs surrounding them

Meet your artist in our public location and do a trial run of your services.

# SALON PARTNERSHIPS

Salon Suites in Sola Salon  
Consultation location for clients

- Low Overhead
- Security
- Convenience for clients before booking event
- Saves time



Connecticut

New York  
Coming Soon

Massachusetts

# Additional Stream of Revenue Products



Styling products, cosmetics, and tools used by the artists open up opportunity for Beauty Entourage to not only recommend to our clients but, also fulfills a need for our artists to have access to items at wholesale pricing or at a steep discount they can't otherwise receive.

- *Beauty Entourage has secured relationships and accounts with 4 of the industries top suppliers and manufacturers for brand name cosmetics, tools, and supplies.*



Available exclusively through Beauty Entourage

# Be Educated

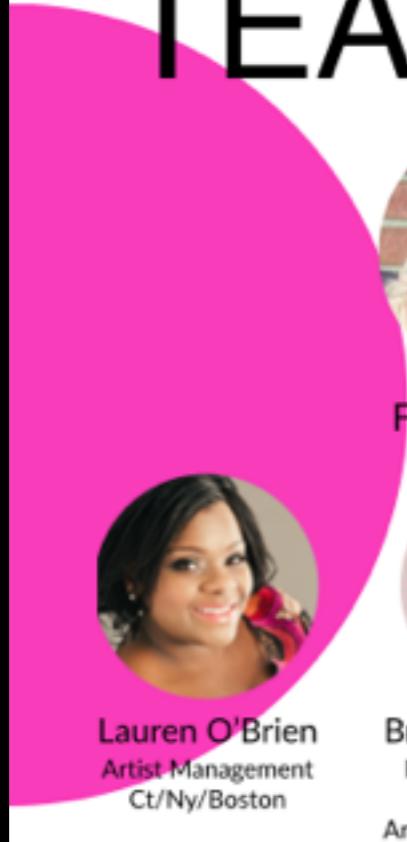
As professionals it is our job to stay abreast of the latest techniques and to educate our clients on the right products to give them superior results.

**Vetted Artist:** All artists go through an extensive recruiting process that includes portfolio and resume review, Interview, audition of services, and background checks.

**Training:** 40 hrs of training. Hair stylists are taught our unique styling blueprint. This allows our styling to be consistent and to be completed in 25-50% less time than the average service time for updos. Make up artists are given additional training and support with airbrush make up application.

RECRUITING

## OUR TEAM

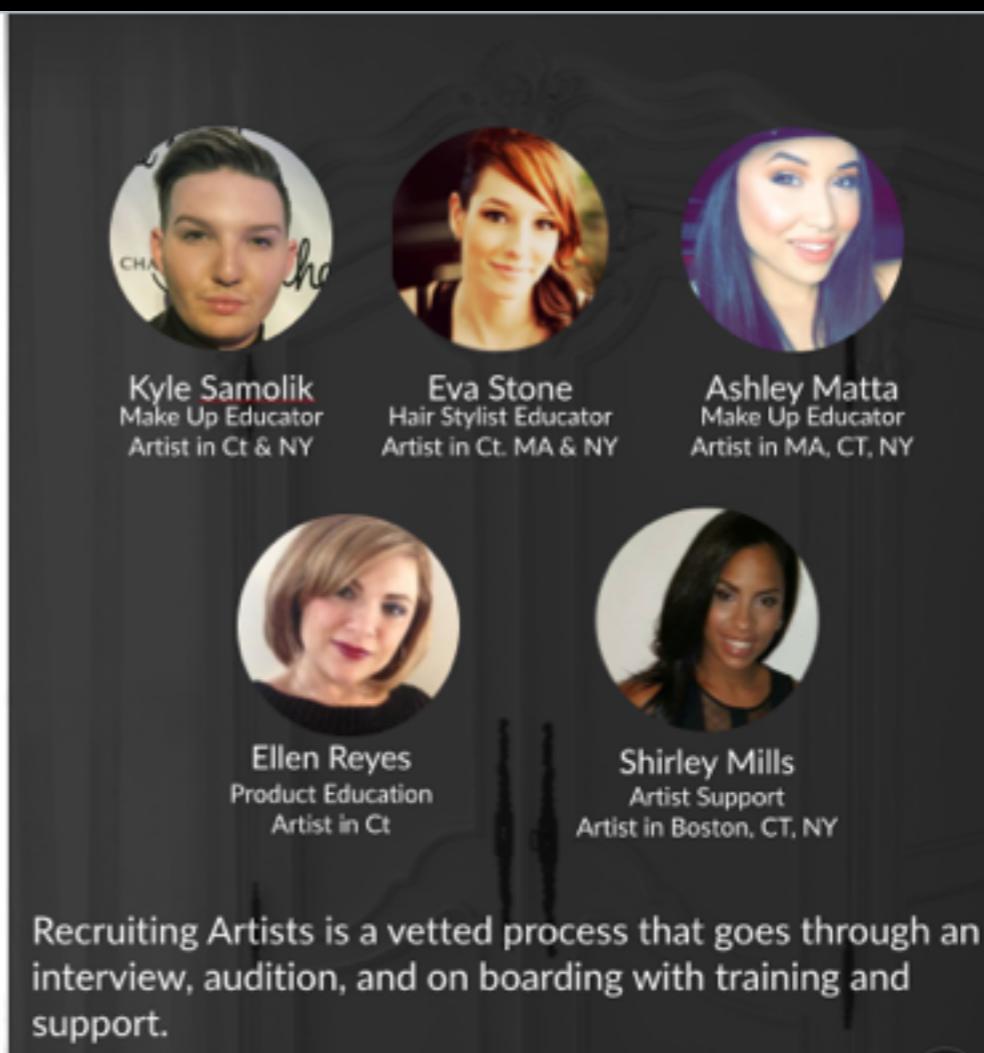


**Founder/CEO**

**Lauren O'Brien**  
Artist Management  
Ct/Ny/Boston

**Brittany Backman**  
Recruiting Manager  
New York/Boston  
Artist in Boston, Ct. NY

**Melissa Hayes**  
Artist On Boarding  
Artist in Ct & Boston



**Kyle Samolik**  
Make Up Educator  
Artist in Ct & NY

**Eva Stone**  
Hair Stylist Educator  
Artist in Ct, MA & NY

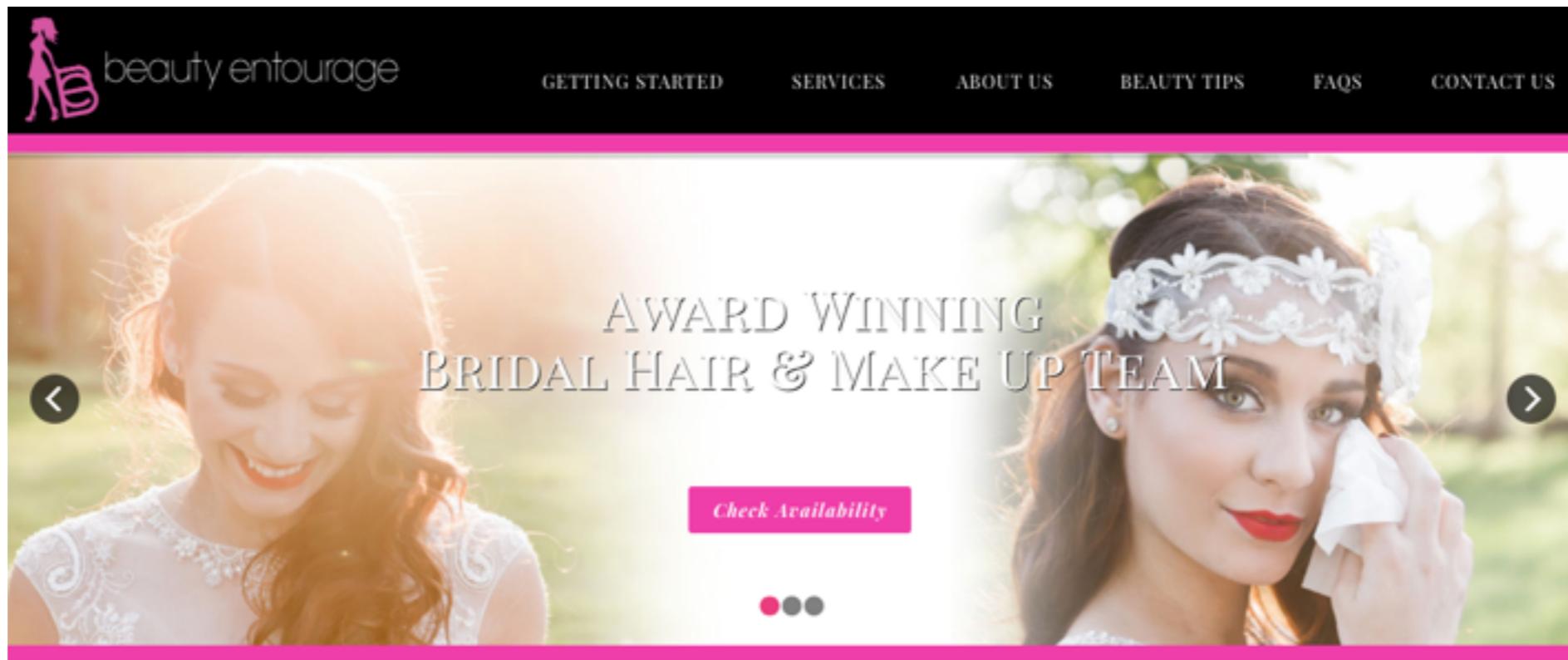
**Ashley Matta**  
Make Up Educator  
Artist in MA, CT, NY

**Ellen Reyes**  
Product Education  
Artist in Ct

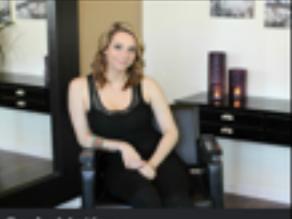
**Shirley Mills**  
Artist Support  
Artist in Boston, CT, NY

Recruiting Artists is a vetted process that goes through an interview, audition, and on boarding with training and support.

# The Website



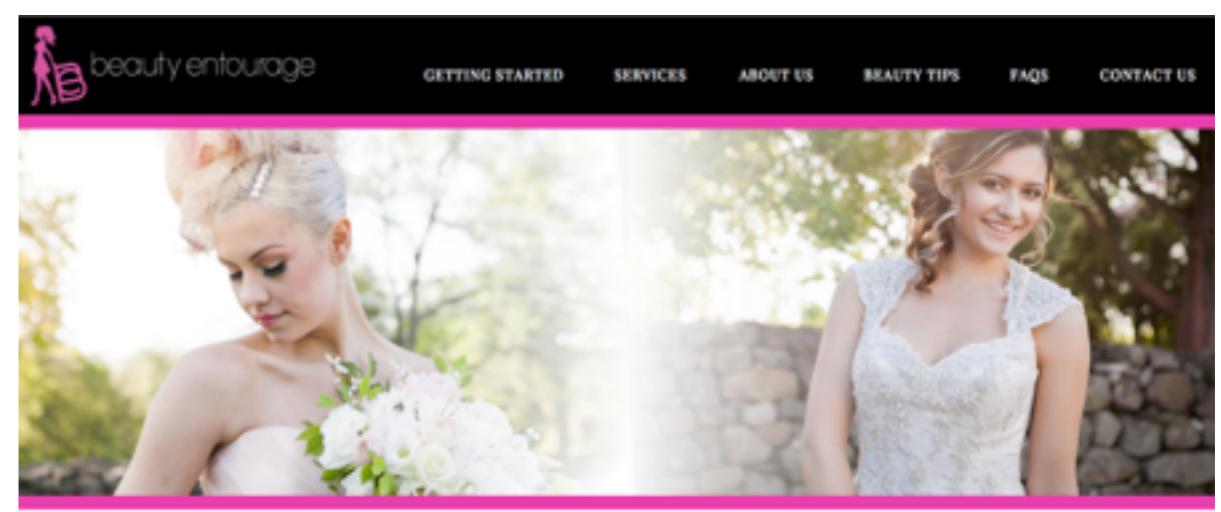
## Meet the Team



**Ashley Stone**  
CEO/Celebrity Hair Stylist  
*Hair Stylist and founder of Beauty Entourage. Ashley has been in the Beauty Industry for 14 years. With a love for Fashion, Art, and making people feel good, she has had a sincere passion as a career stylist. Her work can be seen on Say Yes to the Dress, Manhattan Bride Magazine, Oxygen Network, Elle Magazine, NBC, ABC, and FOX.*

**Carly McKay**  
Artist Management/ Lead Hair Stylist  
*Carly has been with Beauty Entourage since the beginning of her beauty career 6 years ago. Working alongside Ashley, she has become one of the most requested Artists on our team. She is also the manager behind the scenes with bookings and artist*

**Kyle Samolik**  
Lead Make Up Artist/ Educator  
*Kyle also began his career with Beauty Entourage as a newer stylist and make up artist 6 years ago. He has grown to be one of our top requested Make Up artists and our lead educator. His work has been featured in National Publications and major networks. He also is a main contributor to our YouTube channel and Beauty*



## Story of Origin

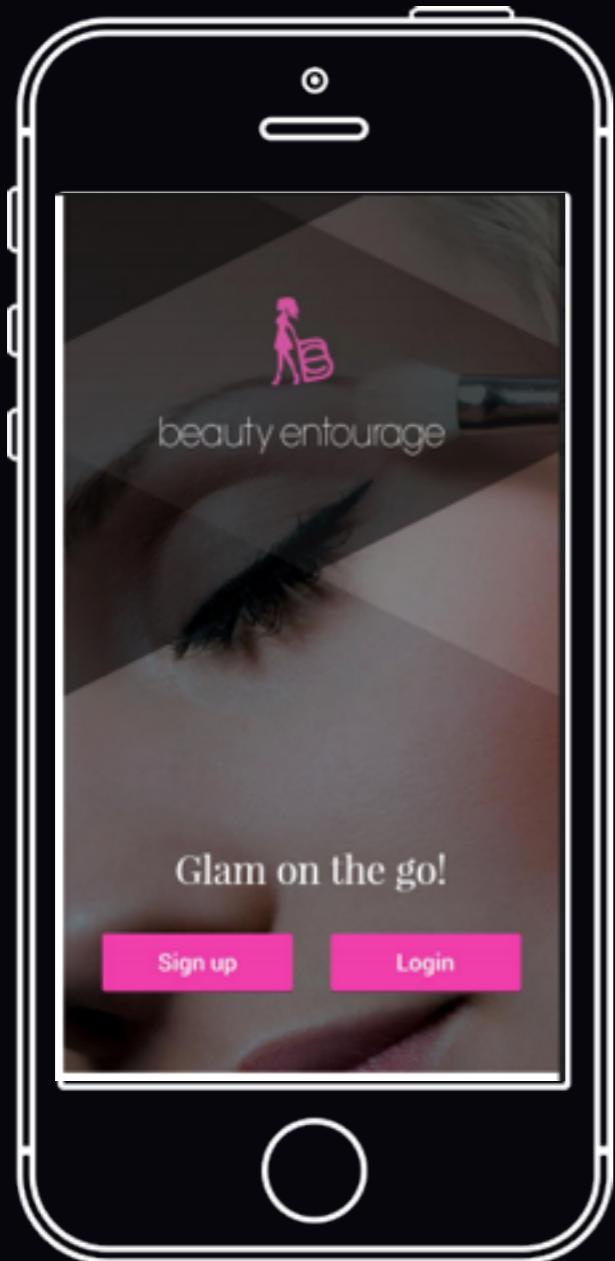
As a Stylist you would think hair and make up would be my last worry on my wedding day. I styled hair for hundreds of clients and waited last minute to even plan my own beauty needs for such an important milestone in my life. I didn't do a trial and come wedding day, I was left disappointed.. My hair extensions were falling out, my head piece was the wrong one for the style I



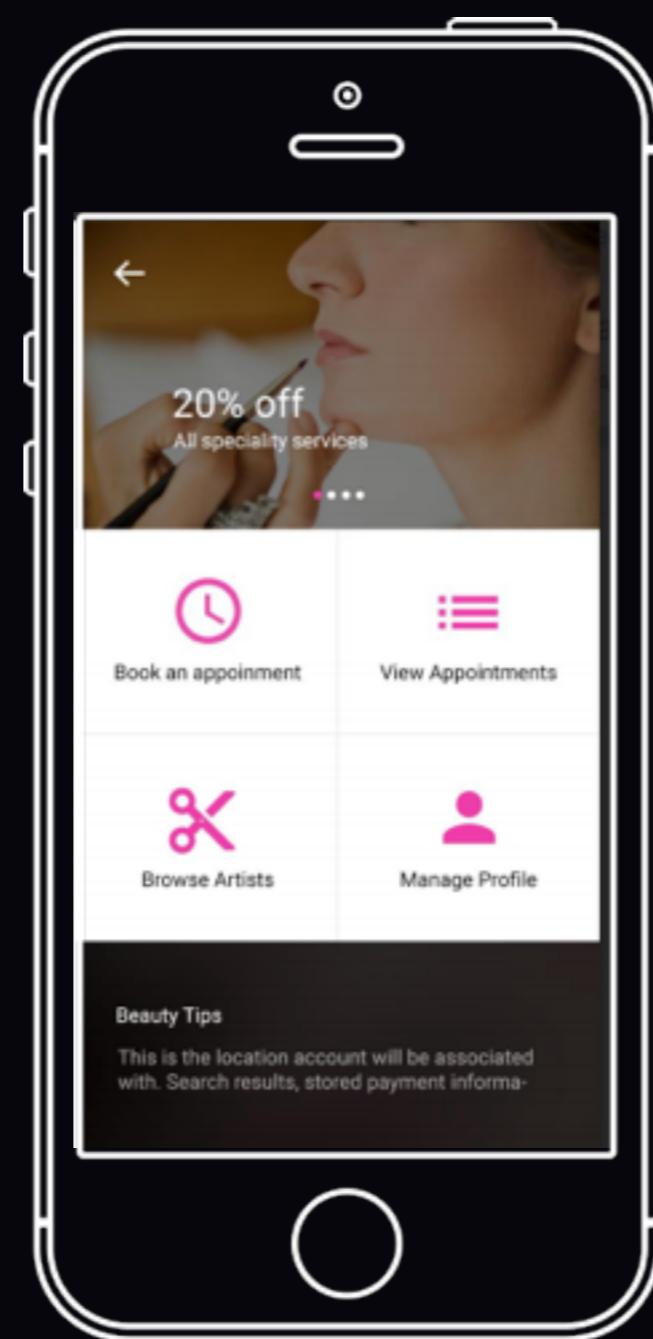
Client, Artist, & Admin Portals through the website. The entire system works on a platform in a cloud.

## THE MOBILE APP

Launching in 2016  
on IOS & Android



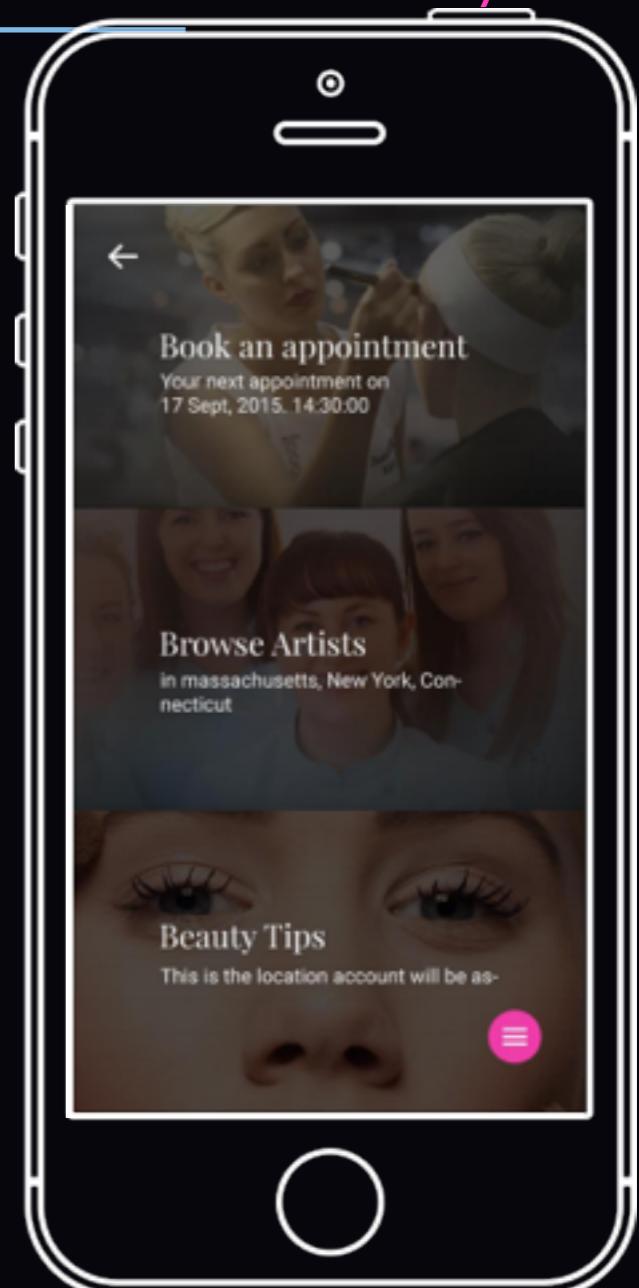
- Virtual consult to better recommend artist



- Access Apps and details

- View Available Artists.

- Schedule event dates or check availability



- Beauty Advice & Prep info

# FUTURE



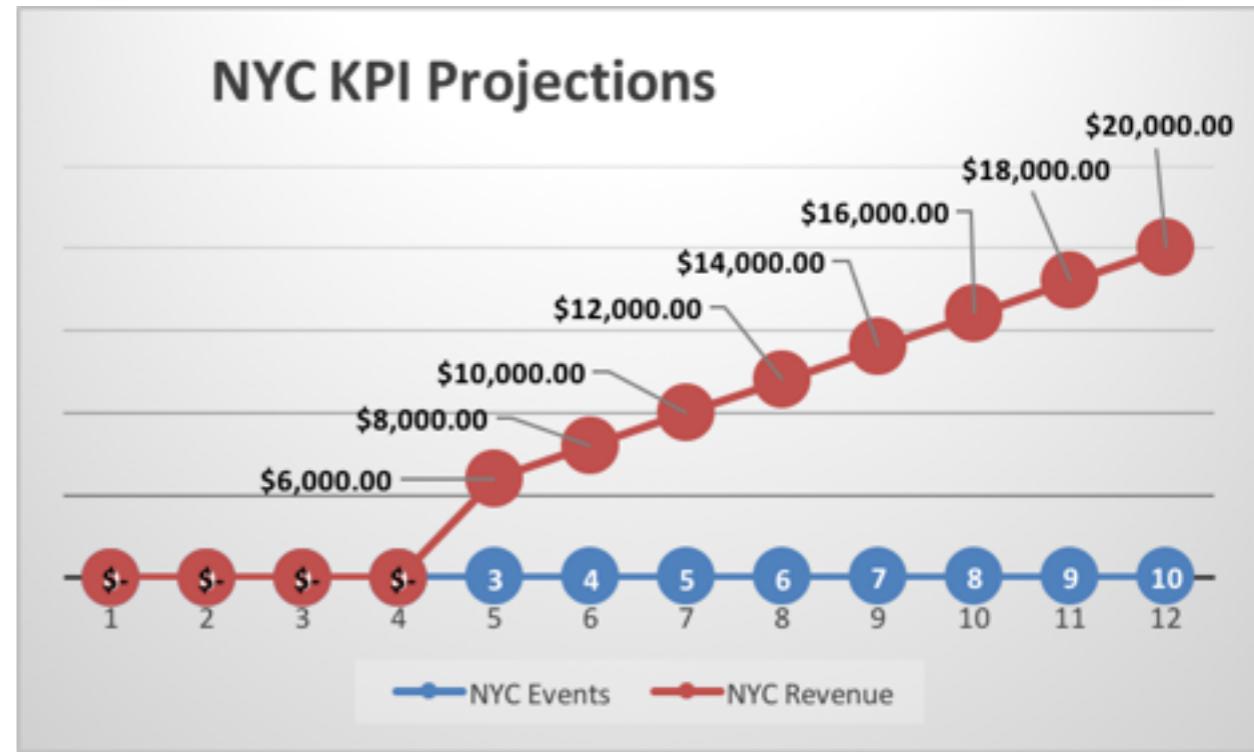
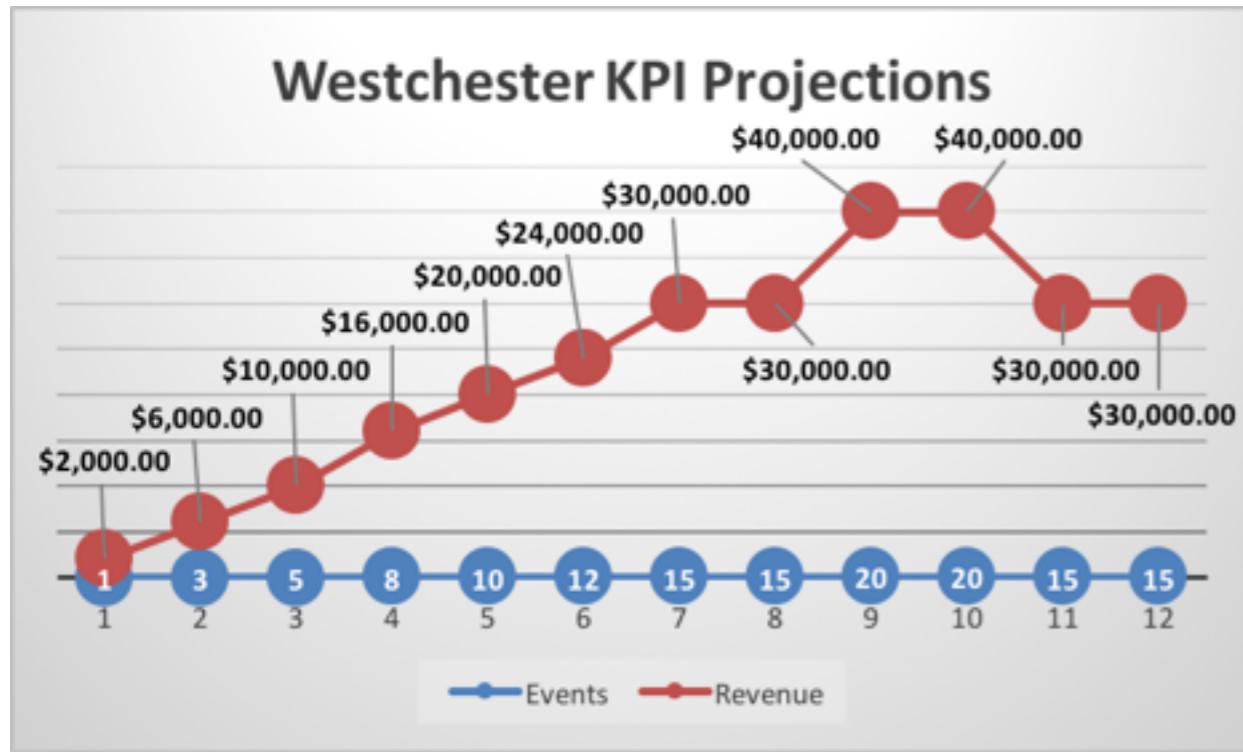
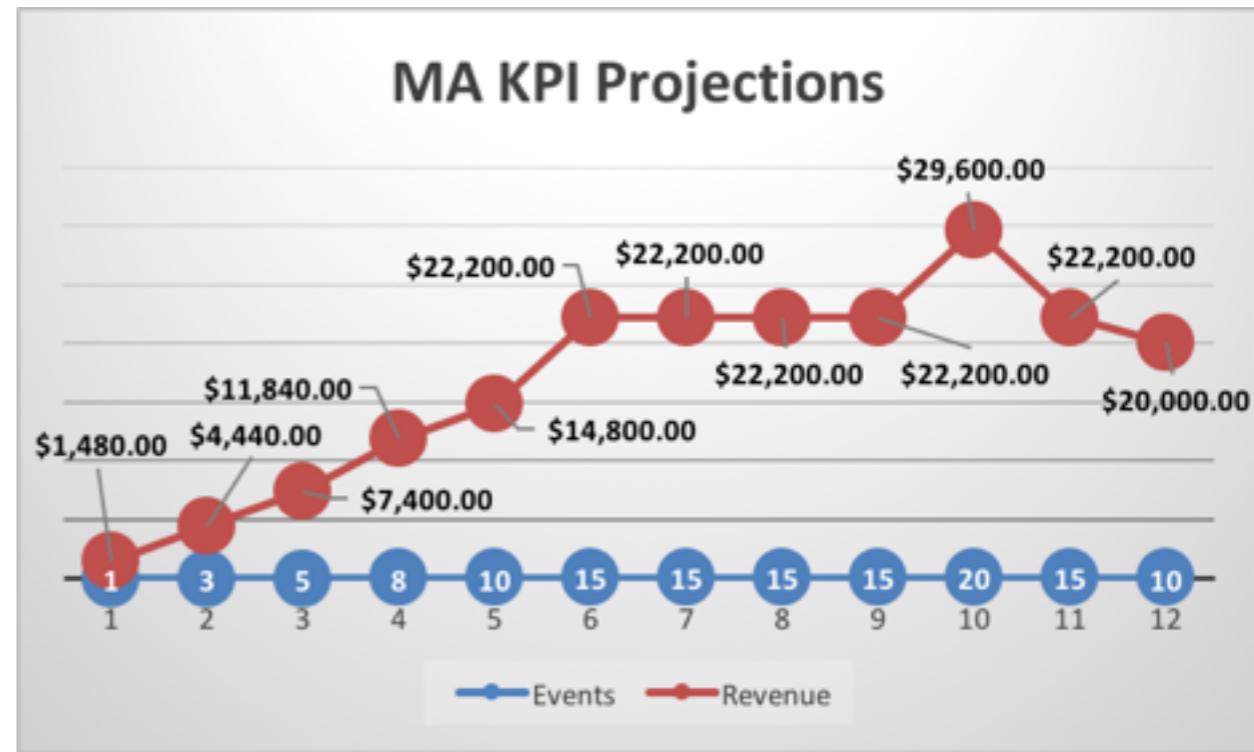
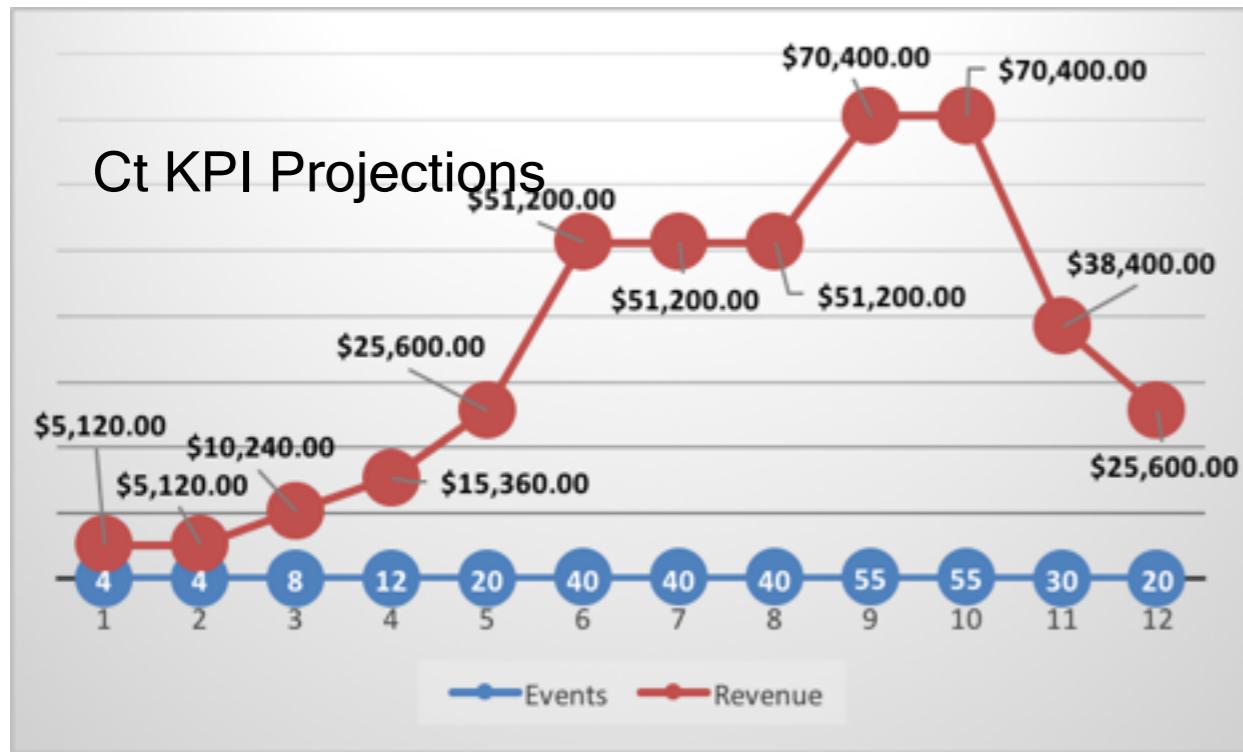
# Beauty Entourage has booked over 2200

- Originated as a DBA in 2006 alongside my salon I opened in 2007.
- Beauty Entourage began as additional source of revenue to the salon but, outgrew the salon business.
- 2012 I created it's own LLC and separated the two businesses.

year	Revenue	COGS	Net
2015	350,000	\$134,000	\$100,000
2014	\$190,000	\$72,000	\$76,000
2013	\$99,000	\$54,000	\$23,000
	Events	Services	
2015	360	3400	
2014	405	2200	
2013	270	1360	

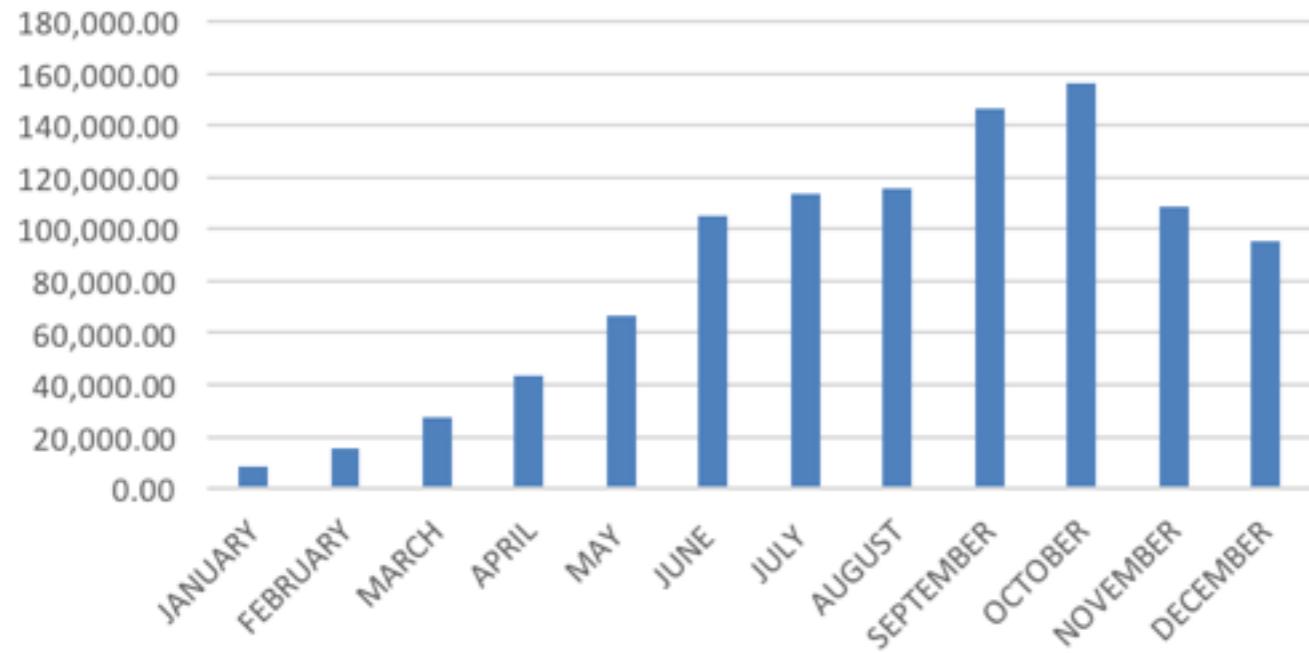
Projecting \$350,000 by the end of 2015  
Based on 2 locations, Ct & Boston

Event Bookings are based on history and bookings in the pipeline.  
Average party size is 8 per group.



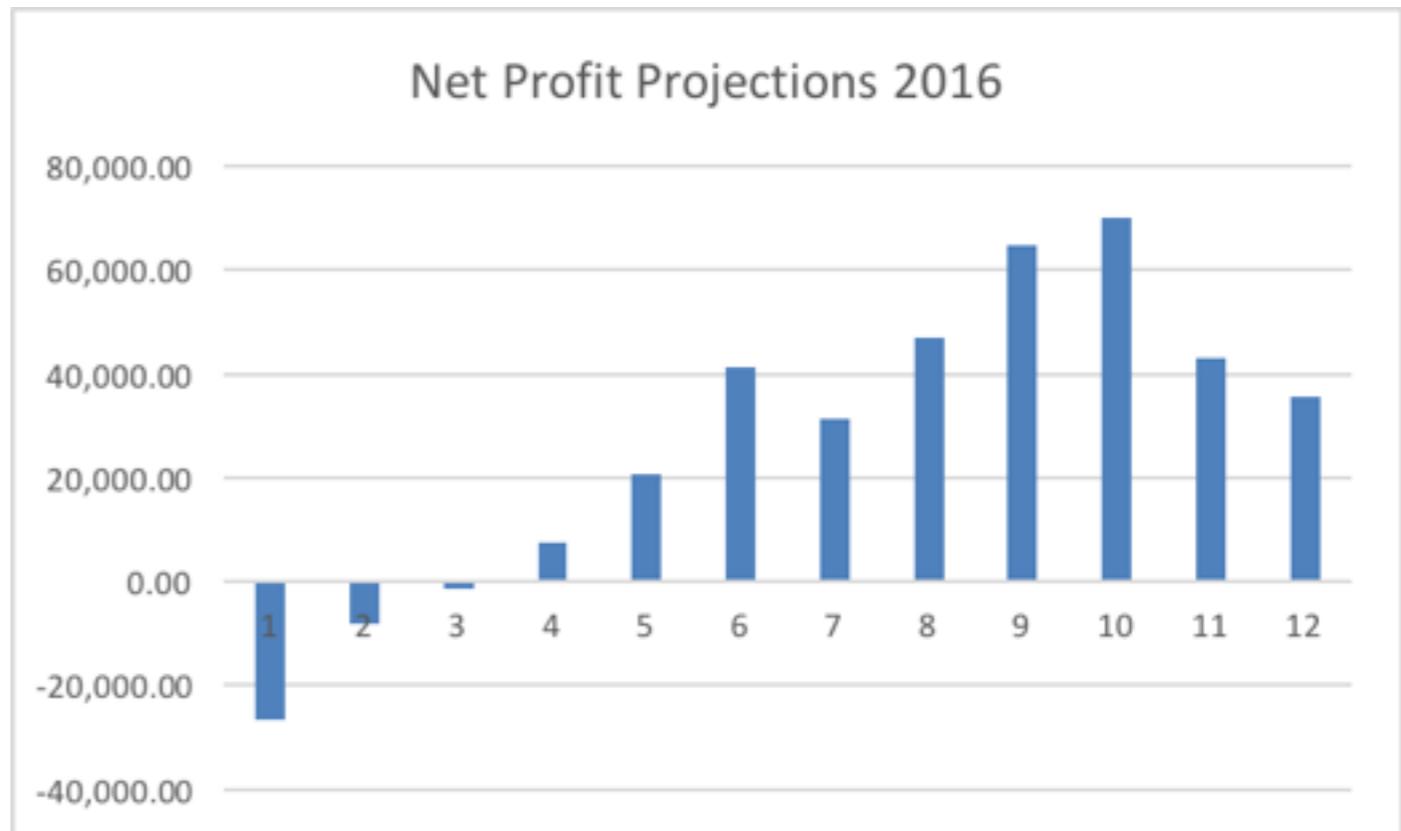
2016 includes our expansion into Westchester & NYC

Projected Sales for 2016



Service Sales Total  
\$1,002,400.00

Net Profit Total  
\$324,868.00





Ashley Stone  
Founder/ CEO



Renee Beyor  
Financial Management



Mark Matlosz  
Tax Advisor



beauty entourage



Joe Barone  
Business Advisor



Joe Waxman  
Business Advisor



Nick Meagher  
Technology Advisor

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## CONTACT

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Ashley Stone

Founder

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