

FIT Virtual Work Experience

By Barber 2



About us

- Razor Sharp is a barber in Blanchardstown Village, Dublin. It is a business that has been running for the past 4 years that has built a large local clientele.
- Our staff team consists of 12 talented individuals that specialise in many different hairstyles and haircuts.
- Every Sunday, we host a special day dedicated for children with disabilities, ensuring they feel valued and welcomed getting their haircut.





B2

CLOUD STORAGE

IT Infrastructure

As part of the making the barber shop more of an EBusiness Razor Sharp barbers is switching to cloud storage.

We decided to settle on Backblaze, because it is easy to set up and costs a reasonable amount costing 6\$ for a TB a month

On average a small business such as ourselves doesn't use more than 10 TB a month making it far more cost efficient than a physical solution



IT Infrastructure

We are upgrading the internet to gigabit fibre; we are switching to Eir on a 24-month contract for €45/ month, this package includes installation & activation fees. This includes the Eir F3000 fibre box for easy ethernet & Wi-Fi access

We are getting a new card reader that allows tap pay, it also includes an in-built receipt printer to modernize the store. Sumup was chosen because they charge a low transaction fee of 1.69%



It Infrastructure

We have also bought a smart TV to ensure entertainment for guests, we have chosen a smart tv because it is easier to put on YouTube videos for smaller children and music videos for more mature clients, this tv would be wall mounted

We have also gotten a Meta Quest 3, Which allows our clients a chance to play Shave n Stuff the VR game we have partnered up with.



Software

Booksy



One of the software we have decided to use is Booksy. Booksy has many features that are useful for creating bookings online.

- Tracks clients and bookings
- Handles your inventory and displays stock
- Payments available contactless
- Provides no-show protection

Google Analytics



Google Analytics is a great software to keep up to date with what your customers look at and gain feedback in return.

- Gaining feedback with what customers are interested in
- Makes reports on what customers are more interested in
- Keeps ROI spending in check and helps improve it

Xero



Xero is a great software to use for accounting.

- Manages bills and receipts
- Calculates tax after sale
- Connects to your bank
- Stores documents online

Company Website

- Made with HTML5 and CSS
- Prototype developed in Adobe Dreamweaver
- Then developed using HTML and CSS



CSS



HTML



Branding - Logo

- A circle in a logo represents unity, wholeness, and infinity. It's a shape without a beginning or end like a safe bubble, symbolizing continuity and harmony. In branding, a circular logo can convey a sense of community, inclusivity, and perfection. It's also seen as protective and nurturing.
- Blue in a logo signifies trust and professionalism.
- Red conveys energy and passion.
- Both colors create a balanced and dynamic visual contrast that can evoke a sense of dependability and excitement.



Branding- Uniforms

The uniform consists of a black or white Razor Sharp tee and Razor Sharp black aprons.



The **aprons** are made from black natural leather since they are comfortable, durable and easily cleaned.



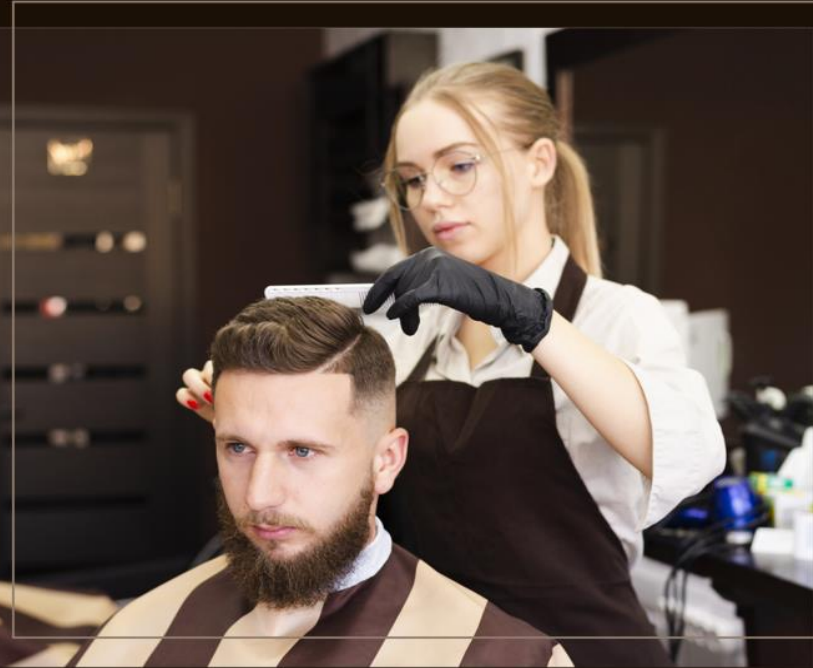
- We went with a simple **tee** design with our respected logo on the right side of the chest.
- Our proud slogan is printed at the back .



- These tees are made from organic cotton
- Eco friendly.
- Less carbon footprint and energy used on production.



Professional Haircuts.



Stylish.

Open Everyday from 10AM-7PM

Razor Sharp is a cutting-edge barber business that
prides itself on delivering top-notch grooming services
for men of all styles.

Razorsharp



Marketing & Awareness

Instagram

- As for marketing one of our main uses is our Instagram - https://www.instagram.com/razor_sharpbarber/
- On the account we can see our uniform

Marketing & Awareness – SHAVE n' STUFF x Razorshop

Coupon

- We have partnered up with the gaming company of the VR game 'SHAVE n' STUFF' to help advertise the game and our barber shop.
- We made certain tasks in the game to earn coupons in real life.
- They pick out of a lucky dip bowl once they show proof of the task being done.
- For example,
 - 1."Complete the haircut with 3 stars under 2 minutes".
 - 2."Gain 20 stars in game"



Marketing – Loyalty Card

FRONT



BACK

- To keep our customers coming back we made a loyalty card. We can offer them to our customers.
- It works by once getting your fade and it's time to pay we stamp the back to track how much times you come back.
- We thought since fades are high maintenance, as you get them every 2-3 weeks to look clean and fresh we made a reason to why they should come back.
- As on the 5th visit you get the haircut for free.



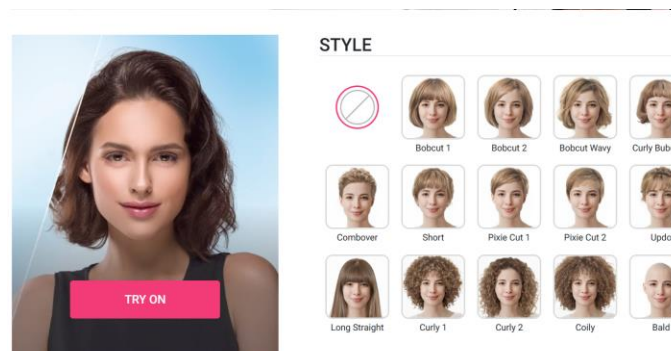
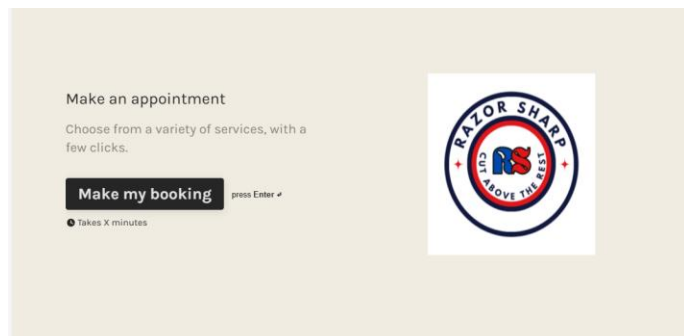
Marketing & Awareness – Toy Car

- We thought of a creative idea for changing one chair with a toy car specifically for the kids.
- As you know sometimes it's very difficult to give kids haircut, due to the sound of the razor or them not knowing what's happening causing them to fidget and move.
- So, with this toy car it should help with them to stay still and feel in a more kid friendly environment.
- Also paired with the TV we can put some Youtube kids on so it can help better.

Budget

- Our budget at the start of the project was €5,000 we spent a total of €3,734 of the budget.
- In our budget we got AI software, IT infrastructure support for the business to run.
- We also got car seats for kids that don't like getting their haircut. E.g kids that have a disability.

Product ▼↑	Cost	
Uniform	€ 145	
AI Software	€ 130	
Advertiser	€ 15	
IT Infrastructure	€ 45	
Card Machine	€ 120	
Website	€ 500	
Car seats	€ 1,058	
TV'S	€ 289	
Loyalty card	€ 75	
VR headset	€ 749.99	
Small TV	€ 280	
Razors	€ 205	
Scissors	€ 51.20	
Combs	€ 71.60	
Total	€3,734	



Implementation

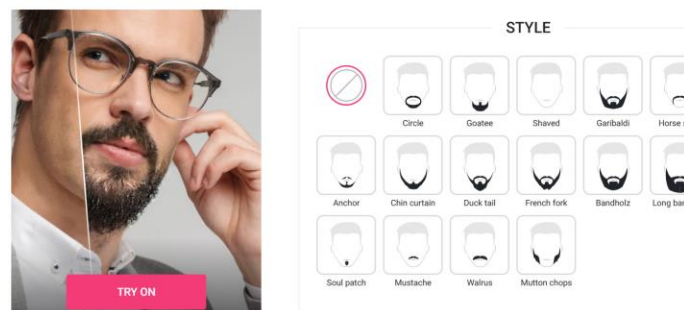
- Using AI to Automate daily task.

1. TypeForm Tool

- Collect user Queries and response before booking.

2. Virtual Hairstyle Ai

- Preview Hairstyle online. Making consumer satisfaction more consistently.



AI for Business Growth



Why Ai?



Challenges and opportunities