

SALON-ON-WHEELS

"BEAUTY IS NOT DEFINED BUT DERIVED"

GROUP 3

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EXECUTIVE SUMMARY

The marketing strategy enclosed outlines the launch of 'Salon-On-Wheels,' a mobile salon company that aims to serve students and working people in and around Richardson, Texas's University region. Through well-trained employees, thorough planning, and a keen awareness of the industry, the start-up will build a loyal and robust client base.

We discovered via market research that the expanding population, good job prospects, and high disposable income of people in the Richardson region are conducive to spending discretionary expenditure on services like ours, Salon-On-Wheels. Our only aim is to provide the best possible service to the students and working professionals of Richardson, Texas. Because we are a one-of-a-kind mobile salon right now, we have potential to develop with the market with other salons in and around the area owing to the population density per square mile and the region's increasing expansion.

Our position prioritizes safety while emphasizing a superior client experience. All of the inventory utilized is safe and complies with federal regulations. By obtaining the necessary safety certificates, the start-up will ensure that all employees are well-trained. "Beauty is derived, not defined," says our positioning statement. This positioning statement was carefully considered since each person has the option to define their own beauty standards, regardless of what society suggests or demands.

Our well-defined marketing model emphasizes the creation of an Instagram profile with hashtags, referrals, and traditional marketing tactics such as pamphlet distribution, social media blogging, and more. We utilize CRM software to track and chase possibilities in and around the area, as well as to monitor and update available inventory. Furthermore, our website and mobile app are designed to assist with reservations in a more efficient manner and expedite the whole process. This app, therefore, provides consumers with real-time updates and an ETA that we manually enter, and we hope to cooperate with Uber or Lyft in the future to expand the company.

Our pricing approach will be market penetration pricing, with low prices designed to attract a large number of customers. The estimated first year's sales total \$32,916.00. We will begin purchasing numerous vehicles, to grow our brand and transform it into a full-fledged business. Using social media, referrals, and personal selling, it is possible to achieve the expected sales targets and income estimates by altering the marketing mix. We are convinced that our consumers will like our start-up as much as we do since our services are second to none. Our features and services to give door-to-door salon services in the Richardson region of Texas are appealing, as they are a personally provided service to our clients' demands.

We are well funded and are equipped to market the resources we have to promote the Salon-On-Wheels brand name gain name recognition while building our brand with a loyal customer base. We aim to provide low cost Salon prices and excellent services for every individual, as beauty is not defined but derived.

SITUATION AND ENVIRONMENT ANALYSIS

Who are our Competitors?

By examining the current situation and surroundings, the best possible options for the company's marketing development and success must be discovered. Analyzing the existing situation will reveal how the company's marketing and strategy might be improved. "Salon on Wheels" as we have come up with a unique and a safe way of treating yourself with different self-care services amidst the pandemic with utmost hygiene. With respect to the service that we have come up with, the ease and comfort of getting your salon services at your doorstep, it differentiates us with the traditional saloons existing nearby our locality. Our major competitors nearby in the same industry are Tangerine salon, Salon di Lasso, Anedena Salon, Supercuts which have been in the market since a long time now and have their own different services. Since they have been in the market for a long time now, they have their own customer base of loyal customers who are happy with their services.

The haircare sector is financially secure. However, as disposable income rises, our market share rises with it. Industry trends demonstrate that as people's time is becoming more limited, they demand services that are faster, easier, and more affordable all in one place. Customers are much more educated and expect higher levels of service. Richardson is included in our market area. Thinking from a customer's point who face difficulty in getting their hair done from one location since the traditional boutiques do not provide all under one roof, we have come up with a unique way to target are potential customers and stand out from the competition. All the traditional salons listed above do not focus on all aspects of services a customer desires when it comes to self-care. How we stand out is by providing multiple services at their doorstep keeping a clean and isolated atmosphere as the key safety factor. As a mobile hair salon company, our objective is to build a very successful and profitable – all-around mobile hair salon business that provides quality hair styling in our community, and to set the bar for an ideal mobile hair salon business.

Economic Factors

There are several economic factors to consider like the prices of our services should be considerable enough and pocket friendly since it's the first time a service so unique is starting in town. To gain the trust of our consumers is utmost important and also to compete with the existing traditional ones. Unlike many other industries, the beauty sector is relatively immune to economic downturns. Customers become more price cautious, deciding to purchase only what they require for existence, but that's not the point. Beauty goods have become as essential as food and a roof over one's head. People will always feel compelled to keep shampoo and soap on hand in their bathrooms.

However, the beauty business in the United States earned nearly \$56 billion in 2015, with hair care leading the way¹. Hairdressers, barbers, manicurists, skin care specialists, and massage therapists are among the roughly one million individuals employed in this business. From then, the numbers are just going to rise. Skincare came in second, with sales expected to exceed \$11 billion this year. It isn't just women who are spending more of their money on products to clean their acne and remove scars; males are as well. Giving several incentives is another way to market and it's important to develop an economic strategy to attract more people. The aggregate demand and aggregate investment in an economy are determined by macroeconomic factors such as inflation rate, savings rate, interest rate, foreign exchange rate, and economic cycle. Micro environmental elements such as competition standards have an impact on the firm's competitive advantage.

We are currently in an economic downturn, which can have a significant impact on the quantity of commercial activity. The amount of business could expand, exit, or stay in its existing state depending on whether the good given by the firm is a necessity good, a common good, or a luxury good. A hair salon is expected to fall under the normal good category. This indicates that during recessions, business activity may face a slight reduction, but this type of firm is unlikely to experience a significant change.

Getting their hair done and purchasing makeup and other beauty products are high on most women's priority lists. As a result, certain commodities and services are regarded as essential. Inflation factor is also to be considered as it rises the running cost of the company gets affect from products to artists. We also must make sure the artists are willingly and happily ready to work for us. Equipment cost, different beauty products and new technical machines involve some cost which can affect the running of business which eventually leads to satisfying a client. Even in difficult economic times, it is expected that most individuals will have their hair done. When compared to an individual's income, beauty costs are generally minimal, although this varies depending on the services and items they are willing to purchase. As a result, it is projected that some people may reduce their use of certain items. Businesses in the salon industries are attempting to save costs. They also have the option of doing their own hair and styling at home. Most people, on the other hand, lack the necessary knowledge and expertise to perform as well. As a result, despite the recession, most customers are projected to continue to use services that our mobile salon will be able to provide. Due to the recession, it's probable that consumers of other salons are looking for alternatives or looking for a better deal. This current economic slowdown presents an excellent opportunity to recruit new customers and catch the attention of potential clients.

Customers buy, but in general, customers will services that are within their budget. With the possibility of a commercial slowdown, it's also crucial to keep an eye on the future that could be avoided at non-value-added costs. When a business can't simply expand it should seek for ways to minimize expenditures in order to increase income. This will assist a business in surviving the recession. It's a slow period. Now is an excellent time to sell things that add value to the consumer's life. Helping as customers become more satisfied for their money, the current client base will grow. Personal care service industry is also a taxable industry since it involves providing services.

¹ https://pestleanalysis.com/pestle-analysis-in-beauty-industry/#Political_Factors_Strict_guidelines

Increase in taxes can lead to decrease in profit margins or increases in price of services which the customers are always unhappy about.

Cultural/Social Trends

Social media platforms are a one way where society follows the daily changes in trends and follow. Fashion is an evolutionary term that keeps changing with time as the trend follows. This greatly impacts the salons and puts up a challenge in-front of the owners to be up to date with the current hair trends and fashion. Lifestyle is constantly changing, and people are willing to spend more day by day to look or feel better. If a client notices a new hairstyle or similar service he/she may want to try it as well. Many social media influencers play a vital role in influencing the people that also changes behavior of the people around. Hair cutting and style are both important aspects of the beauty industry. And if you step into any of the salons, you'll see dozens of services that are practically identical. Customers will try a variety of services until they find the one that suits them best. But what happens after that? They come to a halt. They become brand aficionado. Brand loyalty can also be spread horizontally. Someone locates their favorite stylist from Company A, only to discover a new hairstyle created by the same individuals. They purchase the service because they enjoy their current hairstyle. It's not a stretch to believe they'll enjoy another service offered by Company A. And the list goes on and on.

That is why new cosmetic brands are always vying for attention. The culture of a society and its method of doing things has an impact on the culture of an organization in a given context. Changes in taste and preferences, fashion, cultural ideas, customs, and likes and dislikes are all socio-cultural elements to consider. ²

The majority of people seek what is fashionable in the hair salon market, which is why salons have sprouted up in all major cities. Everyone desires ideal hair because it is one of the aspects that contributes to our sense of self-worth. Hair salons also provide a central location for women to take care of their appearance, socialize with other women, and exchange information. A hair salon can serve as a support network, a respite from ordinary life, and a platform for political change, among other things. Different people, races, tribes, genders, and faiths value different haircuts and products, which necessitates the salon business, and these changing demands have resulted in new hair salon business chances.

² <http://fernfortuniversity.com/term-papers/pestel/nyse4/3232-ultra-beauty--inc-.php>.

Impact of Technological changes

Technology has played a vital role in any business venture today. Being technologically up to date is utmost important to reduce workload and save time. Social media has changed the scenario of marketing in our everyday lives. We will focus of using different platforms to market our services and make people of the locality aware of new unique service right at their doorstep. In the salon industry, technology is critical. It has a significant impact on the business because it changes over time. It's also expensive, and previous technology have become obsolete. To keep up with the current fashion and trends in the industry, new machines and equipment are required so that they may compete with the other competitors in the hairstyling industry on an equal footing market. Employees must also be instructed on how to use new technologies. With the use of cutting-edge technology, the company will be able to deliver excellent service to its customers so that they get the most out of their money. Across the board, technology is rapidly disrupting numerous businesses. The transportation business is an excellent example of this. Over the last five years, the sector has changed at a breakneck pace, leaving established players with little time to adapt. Uber and Lyft have dominated the taxi sector in recent years. The automotive industry is rapidly heading toward automation, with internet companies such as Google leading the way, and production is being disrupted by Tesla, which has declared an electronic car revolution. A company should not only do a technological analysis of the industry, but also determine the rate at which technology disrupts it. Slower speeds allow for more time, whilst faster speeds allow for less time for a company to cope and remain profitable. Different technical products will give a different experience to our clients so investing in the same will affect the rating of our business like a massager or a steam machine used in different process of self-care. Also, providing a convenient way to make payments and providing feedback will help us understand our clients and improve our services to satisfy our customers will have a positive impact. Cash is no longer in use and has been replaced by digital payment methods to the clients today which will also be considered for the convenience of our customers.

Political / Legal Factors

Political analysis is concerned with a country's government change and political stability. The government frequently establishes new regulations and guidelines in the industry, which might have a negative impact on our operations. Because of the procedures and processes that must be followed throughout implementation, the policies may be costly and time consuming. The government has been helpful and cooperative on numerous issues; as a result, government authorities and departments responsible for the industry have been involving all stakeholders in conversations, discussions, and consultations in the event that new rules and policies are to be established. There has been no major political challenge as a result of government support, but when the country's leadership changes after a general election, new guidelines, ideologies, and policies are introduced, and the company is forced to follow them; thus, it may be forced to close

if it cannot meet those requirements. These are usually directives, and refusal to follow them may result in the firm's trading license being revoked by the government.

In the United States, product safety is a heated topic. Because cosmetic products are created for skin-to-skin contact, it is more openly discussed in the beauty industry. The FDA can now take a more "hands-on" approach to assuring product safety thanks to a measure dubbed the Personal Care Product Safety Act. Ingredient declarations, recalls, and manufacturer registration will all be required. Furthermore, many companies in this field either import ingredients from other nations or sell directly to customers on foreign soil. They must adhere to all political and legal restrictions in whatever country they are visiting, which might be difficult. Over 500 cosmetic components have been prohibited out of a total of 1328. If any of these substances are present in the product, it will not be permitted to enter the border. The FDA faces a significant challenge in ensuring the safety of all ingredients. Political variables have a big part in establishing what aspects can affect long-term profitability in a country or industry. There are many political or legal factors that can affect a business at least in the early stage of while setting up a new business. Getting permissions from the government could be a tedious task for a portable business. The community should also allow the same if in case a client requests for a service in a community. To start a beauty salon, you'll need a business license, as well as building code compliance and health inspection certifications displayed clearly where clients can see them.³ All cosmetologists at the salon must keep their licenses on them at all times. Keep in mind that some cosmetology licenses are specific to hair, skin, or nails, therefore each employee must ensure that the appropriate qualification is conspicuously displayed. Taxation is another major issue which is subject to change anytime. Government rules and regulations must be followed. Since it's a first of its kind service, many protocols must be followed like registration of the business, generating documents, legal paperwork and many other hurdles to come over before starting the venture and even after it has been setup many things will be there to look after.

Natural Environment

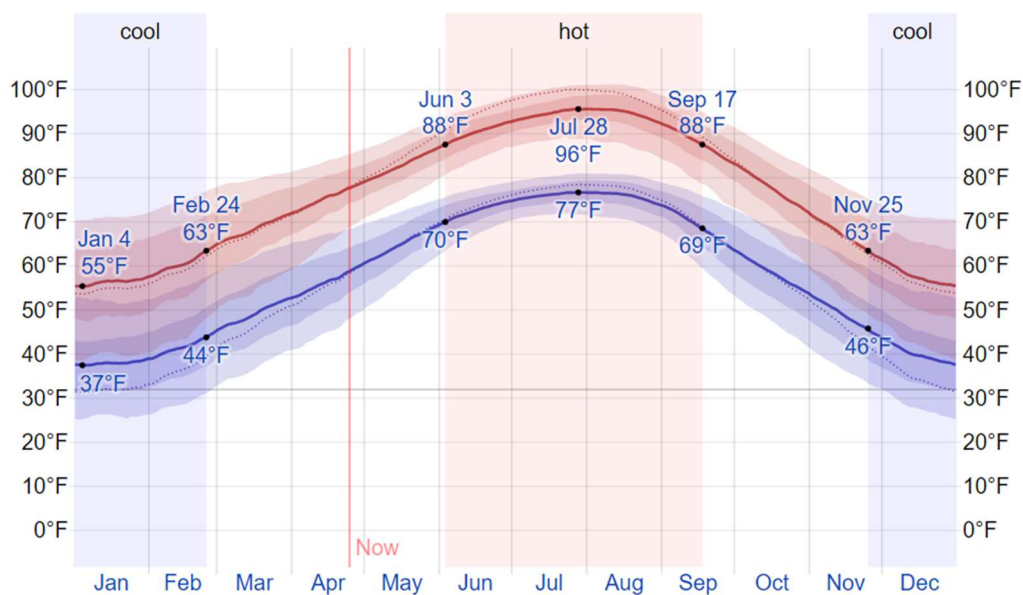
Varying markets have different norms or environmental regulations, which might have an impact on a company's profitability. Even within a country, states can have disparate environmental and liability legislation. In the United States, for example, separate liability terms apply in the event of mishaps or environmental disasters. Before entering new markets or starting a new operation in an existing market, a company should thoroughly assess the environmental criteria that must be met in those markets. Weather, climate, and climate change are examples of environmental elements. Furthermore, as people become more conscious of climate change, it has an impact on how businesses operate and the products they offer, creating new markets but also reducing or eliminating current ones. By using organic and natural cosmetics, the salon can figure out ways to dispose of their products in a more environmentally friendly manner. The most significant distinction between organic and chemical hair salons must be in the hair coloring they use. Herbal or henna hair dyes are frequently used instead of chemical dyes in organic hair salons. Even if you're simply getting a regular haircut, the shampoos, conditioners, and hair styling products you

³ <https://smallbusiness.chron.com/checklist-cleaning-salon-44989.html>

use might include harsh chemicals that dry out your hair and scalp over time and may cause allergic responses. Not to mention the fact that you'd be spending an hour in an environment where employees are forced to retire early. Hairdressers may be less likely to retire early owing to work-related health difficulties if they work in a green environment.

Sanitation will also be considered. The salon establishes a policy for proper trash disposal. The main objective of coming up with this idea was to give our clients a clean and hygienic environment. So, the focus of our company will be a clean, sanitized and an environmentally friendly atmosphere so that they can have a pleasure of our service and feel relaxed. We also focus on using environmentally safe products and have a good wastewater disposal technology on our Salon-on-Wheels business venture. The cosmetics business is putting more emphasis than ever on going "green." For reduced environmental stress, their packaging is becoming progressively eco-friendly. However, there is still a developing problem with excessive plastic use in the cosmetic and skin care industries. The types of compounds used in everything from shampoo to spray deodorants can have a negative impact on the environment, even if they aren't used in skin care. Even though companies are taking steps to mitigate the negative consequences, there will still be a long way to go before we see results. Also, our business will be affected if weather changes are there while proving services. The hot season lasts for 3.5 months, from June 3 to September 17, with an average daily high temperature above 88°F. The hottest month of the year in Richardson is August, with an average high of 96°F and low of 77°F. The cool season lasts for 3.0 months, from November 25 to February 24, with an average daily high temperature below 63°F. The coldest month of the year in Richardson is January, with an average low of 38°F and high of 56°F.

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Weather Report of 2022

⁴ <https://weatherspark.com/y/8846/Average-Weather-in-Richardson-Texas-United-States-Year-Round>

SWOT ANALYSIS

A mobile hair salon business is one of many businesses that may quickly create revenue with no worry if they are effectively positioned and equipped to carry out their services. For any business, a SWOT analysis is necessary. We are establishing a standard mobile hair salon with a variety of services we have decided to conduct a SWOT analysis of our business concept.

Strengths:

- First mobile salon in the area of Richardson.
- Richardson's growing student population and residents make a wide target market.
- Professional Stylist with at least 2 years of experience and an existing customer database.
- Accessibility as we come to you, so it is entirely more accessible than a traditional brick or monitor location.
- Low pricing Strategy.
- First movers' advantage of not having any direct competitors.
- Using both traditional and inbound marketing strategies.

Weaknesses:

- First movers' disadvantage to create a loyal and regular customer base.
- Limited-service line.
- Customers might prefer well known competitors.
- One client at a time so it limits the number of customers per day.

Opportunities:

- There are no standard and well-equipped mobile hair salon services that students could afford in the area where ours would be stationed.
- There is limited public transport in Dallas, our salon services are more beneficial to students as they couldn't afford to spend dollars of money on cabs. The nearest salon is roughly 8 miles away from Richardson.
- The ever-evolving hair trends and styles.
- Introducing new hairstyles and styling methods can attract clients.
- Partnerships with premium stylists can give us more clients.
- We also would like to collaborate with Uber or Lyft where the customers can book appointments through them as well.

Threats:

- Higher taxes, fees, and greater regulations can affect the business.
- Seasonal fluctuations can affect the business.
- The emergence of new competitors within the same location where our target clients are located.
- The emergence of new competitors with lower prices is a threat.
- Cost of having the best stylists and technicians.

DETAILED SWOT ANALYSIS:

The SWOT analysis identifies the critical aspects that directly influence the business. Internal elements, such as strengths and weaknesses, are most likely within the control and are now tied to everyday operations. Whereas opportunities and threats are external events that are out of control but can be managed to some extent in the future. Identifying these elements in our salon will allow the business to build the strengths, seize the opportunities, and restrict weaknesses, making our salon less exposed to external threats.

After a thorough SWOT analysis and strategic planning for the company, we plan to turn our weaknesses into strengths and our threats into opportunities. As we are a startup, we have well established competitors, we need to do an advertising campaign to educate potential customers. We need to gain recognition with good publicity that includes flyers distributed at the university premises and community events, social media advertising, publishing on our blogs, collaborating with various influencers and possibly some local television advertisements. As we have a limited budget, we only have one truck available. We are planning to expand based on the first year's sales and profits analysis.⁵

We could extend our working hours till 10 p.m. on Sundays since we only take a limited number of appointments per day, allowing us to serve few more customers. We can organize a promotion night once a month in the evening hours to provide half-price on our new blow-dry service as well as complimentary small snacks and champagne. It is essential for us to exceed customer expectations because they are such a key part of our business. Making them happy and content leads to new customers; word of mouth is an excellent way to learn about a business, so encourage friends and family to promote this mobile hair salon. A good business strategy is to engage clients to do this for you by giving those discounts and offers once in a while.

To convert the threats to opportunities, we should pay taxes regularly and follow the government guidelines to ensure there is no threat to the business from the government. Having seasonal fluctuations is common and due to which the services can be delayed, keep your clients informed with the weather reports and adjust their appointments to their convenient times. We can grab the customer's attention by offering them unique services which include personalized on-spot discounts based on the events, and promoting the content based on client's segments. For example, sending people relevant content emails or messages who are thinking to change their look and mentioning to them the services we offer. By hiring the best stylists, we can introduce new hairstyles and styling methods that can attract our clients with the evolving hair trends and styles.⁶

⁵ <https://www.fda.gov/cosmetics/cosmetic-products/hair-products>

⁶ <https://moroccanoil.com/blog/beauty/salon-spotlight-teddie-kossof-salon-spa-il/>

MARKETING OBJECTIVES

Increase brand awareness-

Our primary target customers are Richardson locals, therefore distributing flyers, placing advertisements outside of Tom Thumb, and hosting college events would be the most effective ways for us to raise knowledge of the city's new unique offering. We also intend to extend to other cities, such as Plano, in order to broaden our consumer base and reach new markets⁷.

Customer Satisfaction-

Customer satisfaction is the most essential factor that influences a company's performance. Customer input will be of the utmost importance to us, and we want to receive more than 80% positive feedback. However, improving and optimizing will finally assist us in achieving and improving client experience.

Demand Creation-

Starting a one-of-a-kind service for people's convenience, such as providing doorstep self-care services, makes us stand out, and building demand is critical for bringing people's attention to the new business in town. We hope to serve at least 500-600 consumers in the first quarter, which will lead to positive word of mouth concerning our services among their friends and family.

Introducing New Services-

We plan to introduce more services, such as nail art and manicure, in the next several quarters, to help us reach new markets and provide numerous services under one roof. It will also assist us in growing our business, generating more cash, and promoting our brand more effectively.

Retain current customers-

Providing special incentives and offers to our regular customers, will help us retain our regular customers which eventually leads to increase customer lifetime value and will also help us boost the revenue. Customer retention also helps us build strong relationship with our customers and gain the trust of our clientele.

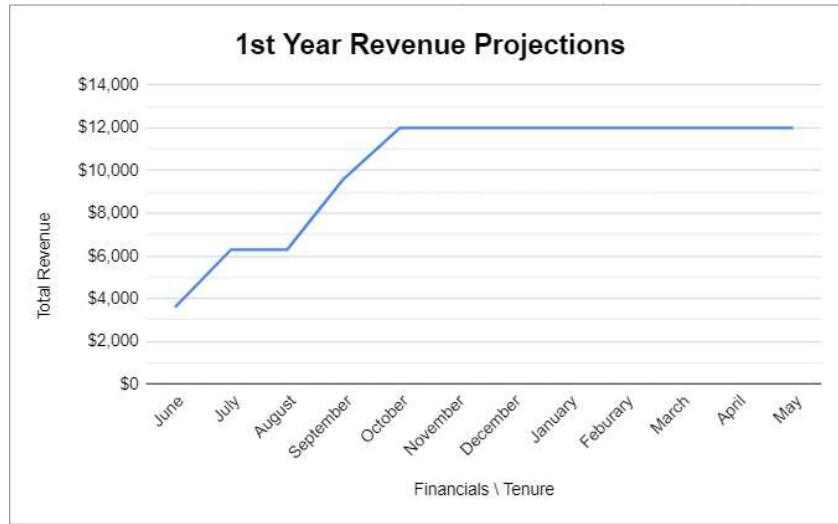
Measurable Marketing Objectives-

- We aim to reach a total revenue of \$200,000 by the end of the year.
- We aim to maintain at least 10 customers on a daily average for our hair salon after our first quarter.
- We're working on a smartphone app that will make customers' lives easier by allowing them to book appointments in advance at our salon, which we aim to launch by the end of December, 2022.
- Our goal is to achieve a 15% growth in quarterly revenue over the first two quarters.

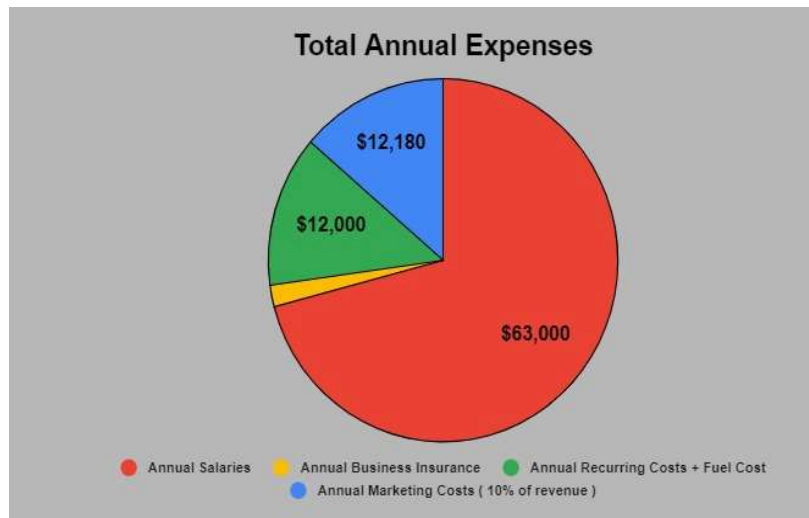
⁷ <https://www.cyberclick.net/numericalblog/en/marketing-objectives-definition-10-examples>

- We also intend to work with Uber or Lift following the introduction of our mobile app (perhaps in the third quarter of 2023), so that clients may schedule appointments through them.
- We also want to expand our services to the surrounding districts of Richardson once we have made a profit of 20% of our overall sales.

The estimated first year projections and the expenses chart can be found below-



Estimated First Year Revenue Projections



Annual Expenses

TARGET MARKET

By focusing on building an audience first and defining products and services second, an entrepreneur can change the rules of the game and significantly increase the odds of financial and personal success. Once a loyal audience is built, one that loves you and the information you send, you can, most likely, sell your audience anything.⁸ Richardson, TX is a very promising area for the Salon Business as per the Demographics⁹. The population is about 125, 658 people and the average household income in Richardson is \$107,143 with a poverty rate of 10.83%. There is a steady growth rate of 26.64 % and the median age in Richardson is 35.6 years, 34.5 years for males, and 36.5 years for females. This makes it ideal for launching the Salon-on-Wheels as most of the students of a University live in and around this area, including working professionals.

Our competitive advantage is Flexibility, Speed and Time, Low Pricing. And also, that we are a conventional mobile hair salon with a plethora of other business services that may readily aid us in drawing consumers within our mobile hair salon's operating radius. A mobile hair salon business is a simple to start and does not require a large initial investment; anybody with the necessary abilities may start a mobile hair salon business. It implies that there's a good chance that mobile hair salon firms will grow up in the area where our mobile hair salon is located. We can certainly state that the location of our mobile hair salon company will undoubtedly be a plus for us in comparison to any rival who may open a mobile hair salon business in the same area as ours.

Education Attained	Count	Percentage
Less Than 9th Grade	3,243	4.18%
9th to 12th Grade	2,803	3.62%
High School Graduate	9,989	12.88%
Some College	15,276	19.70%
Associates Degree	4,934	6.36%
Bachelors Degree	26,458	34.13%
Graduate Degree	14,823	19.12%

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In addition to volume usage, other behavioral variables are benefit expectations, brand loyalty, and price sensitivity. ¹¹We chose the Richardson market because of the growing economy and demographics of the number of students in the area due to the presence of a university. We target the psychographic variables due to the interest of everyone looking presentable and the need to groom, irrespective of your gender. It makes people confident and orderly. Because our season

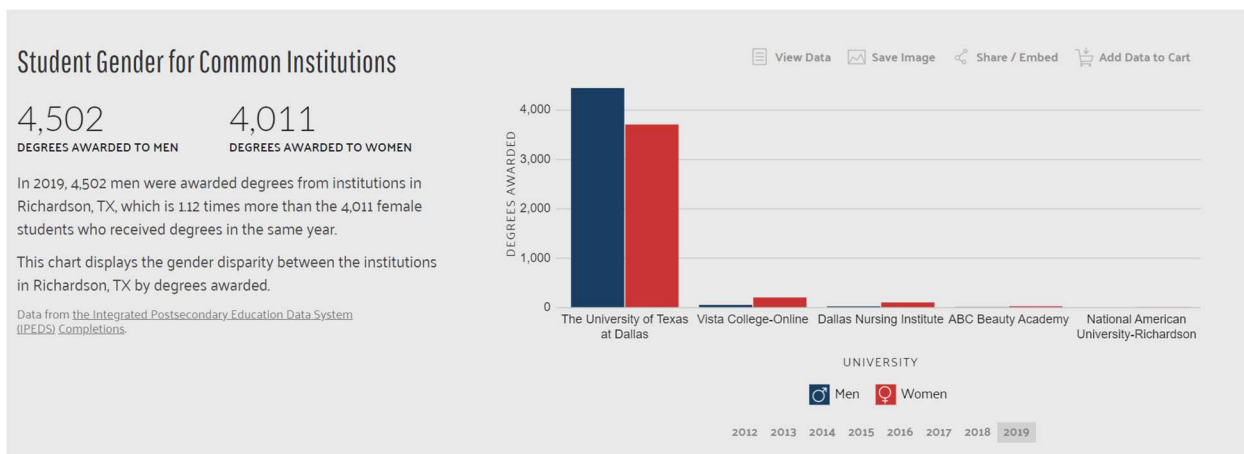
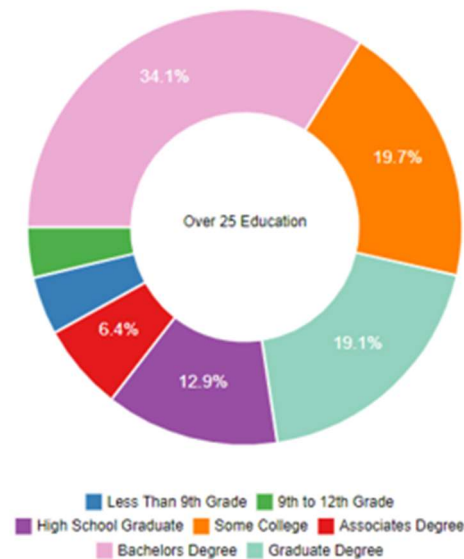
⁸ Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses, by Joe Pulizzi

⁹ <https://worldpopulationreview.com/us-cities/richardson-tx-population>

¹⁰ <https://worldpopulationreview.com/us-cities/richardson-tx-population>

¹¹ Pride, W. M., Ferrell, O.C., 2015, p. 122

pass and refer a friend program stimulate repeat business and creates our loyal client base, it was simple to identify the behavior and use characteristics to market to.



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From the above data we can see that a lot of people attend the University in this area, hence, this a valid conclusion for it being our target market.

¹² <https://datausa.io/profile/geo/richardson-tx/>

POSITIONING

"The entire hairstyling process, from start to end" our positioning statement states emphatically. Our team is consistent in their performance and our prices are fair. You are properly taken care of; the formula is simply being consistent. With market penetration pricing strategy, we aim to gain market share. Customers appreciate low prices, therefore it's easy to see how our low prices promote our customer satisfaction. Our positioning statement, which emphasizes the customer experience, is incorporated on all advertising materials, along with our tag line "Beauty is not defined but derived". Our message is delivered both digitally through our website and our social media handles including our blogs, YouTube, and Instagram, and personally through our sales and marketing specialists. We value the health and well-being of our customers. We follow all Covid-19 protocols and sanitize the facility after every use. It's challenging to work in an environment where you must make people feel safe. But feeling safe is one thing; we took it a step further and created a system to track client traffic, temperature checks, and sanitary procedures. Booking appointments through our website allow customers to access our online scheduling services anytime they desire. Our personal networking activities also support our positioning objective by creating a safe and a positive entertainment experience. Our professional and friendly staff will guide you through the entire process even before you step into the salon. We are on time and provide you a place which is a premium on ensuring that our customers are secure and satisfied. Salon-On-Wheels should be positioned itself as a one-stop shop for mobile hair salons.

SERVICE

Distinct and Unique Services

Everyone, regardless of gender or age, can enjoy from Salon-On-Wheels' wide range of salon services. This is unique because we care about our customers' best experience. We want you to be able to concentrate on yourself by making you look worry-free. If you make a reservation with us, we will arrive and set up on time. Our products and services are of the highest quality and reliability.

Our commitment to you is that your safety comes first. We exclusively use FDA-approved¹³, top-of-the-line products for the services like Dyson Hair Styling kit, and products from Moroccan oil, TRESemme, etc. This means you may focus solely on appreciating your new self. "You can't focus on the dollars you generate as a stylist"¹⁴said by Teddie Kossof, Founder of Moroccan oil. Our primary focus is on providing the best services to customers. If we provide a good experience, the clients will come back then will refer their family and friends, and the dollars will be there to support your business.

¹³ <https://www.fda.gov/cosmetics/cosmetic-products/hair-products>

¹⁴<https://moroccanoil.com/blog/beauty/salon-spotlight-teddie-kossof-salon-spa-il/>

The services we offer everyday are:

- Haircuts
- Blow-Outs
- Hair Coloring
- Foils

Our focus is on the customer, and we genuinely care about you. We are sincere in this core belief and seek to develop long term relationships with each of our clients to serve them now and in the future. We share questionnaires for feedback and customer satisfaction.

Accessibility Statement

Accessibility, diversity, and inclusion are fundamental to us. As part of that commitment, we are working to ensure that our customers, especially those with disabilities, have an accessible user experience. We hope to do this by adhering to all applicable accessibility laws, including the Americans with Disabilities Act (ADA). We are dedicated to following the W3C Web Content Accessibility Guidelines 2.1 to guarantee that our websites and online services are accessible to everyone (WCAG 2.1 Levels A and AA standards).

PRICE

Startup Expenditure: (BUDGET)

In setting up a mobile salon business, we must keep in mind the amount. The startup expenditure can be low or high depending upon the goals and aspirations we set up for our business. To set up a mobile salon business, we need a considerable amount of capital. The start-up capital for a mobile salon business might fall between 2000\$-5000\$. The first step in establishing our business is to rent a van and the step is to buy the materials and the equipment that is nearly the same cost everywhere, and any difference in prices would be minimal and can be overlooked.

The cost depends on the approach and the factors we undertake and what is obtainable in the salon line of business. The pricing strategies may vary from customer to customer depending on the services the customers would want to take. We do not intend to charge more but the customers who opt for customized and premium services may be charged a bit higher than the customers who take up regular services in our salon-on-Wheels. Depending upon the place, the price may vary. To stand out in the market from the other competitors, we have special offers for our customers with referrals. The prices for the services we offer are reasonable, acknowledging the fact that home services charge higher compared to what the conventional salons would charge.

Payment options

We are quite aware that different customers prefer various modes of payment methods. The payment options available for the clients are:

- Payments through POS machine
- Payments are done through bank transfer and digital wallets
- Payment through QR code scanning
- Payments through cash
- If the customer has a coupon code, customer can use them to pay for the services.

The cost of starting a basic hair mobile salon in the United States of America is broken out below

- The Total Fee for Registering the Business in Richardson – Dallas - **\$500**
- Legal expenses for obtaining licenses and permits – **\$700**
- Marketing promotion expenses- **\$1218 (10% of the revenue)**
- Insurance (general liability, workers' compensation, and property-casualty) coverage at a total premium – of **\$1700**
- Salaries of employees – **\$5250**
- Recurring costs and Fuel costs- **\$1000**
- Cost for the purchase of equipment and furniture (Hand dryers, comps, hair washing kits, towels, phone) – **\$2500**
- Cost for the purchase of utility truck / mobile hair salon and the furniture – **\$28000**
- Inventory and CRM Software's to track the monthly expenses- **\$200¹⁵**

Here is the list of the pricings for the services we offer:

We offer services like Blowouts, Hair coloring, Haircuts, and foils.

SERVICES	PRICING
BLOWOUT-SHORT	\$15
BLOWOUT-LONG	\$25
BLOWOUT-SPECIAL	\$35
COLOR-REGROWTH	\$50
COLOR-ENDS	FROM \$45
COLOR-SEMI PERMANENT	FROM \$75
CUT-SHORT	\$15
CUT-LONG	\$25

¹⁵ <https://www.profitableventure.com/mobile-hair-salon-business-plan/>

CUT-SPECIAL	\$35
CUT-MEN'S	\$30
CUT-KIDS	\$15
FOILS - ¼ HEAD	\$45
FOILS-1/2 HEAD	\$90
FOILS-3/4 HEAD	\$120
FULL HEAD	\$150

PROMOTION

Salons are traditionally walk-in businesses. It is important to choose the right location, a lot of the market comes from choosing a proper location to having a regular business. Being a mobile hairdresser is not easy and need to work twice harder on marketing to yield good results. We should focus on pull strategies to gain a customer by advertising, using promotional tactics that entice customers through rewards and discounts. The push strategies can be implemented by creating a stylish salon aesthetic and having regular follow-ups with advertisements and sales promotions.

In order to attract the clients, it is imperative that we make ourselves available during the most productive business hours and be willing to work 'out of hours' for special occasions such as weddings or proms, Mother's Day, or for the Christmas. The seasonal jobs are the ideal ways to generate business with multiple clients, as family members and groups of friends will want to look their best.

You can also think about who is likely to be at home during the day times. It is usually the shift workers who often have their shifts at night times and the retired people. With correct marketing approaches we can likely to make money by servicing these people with the skill set.

By creating a dedicated Instagram and Facebook pages to our mobile hair salon business, we are creating an opportunity to reach a wider audience and attract a larger number of potential clients.

The ways to promote the business are¹⁶

¹⁶ <https://billez.in/ideas-to-boost-the-sales-of-your-salon-spa/>

To make full use of social media

Create a friendly user website and post regular updates on it. Be active on social media- post stories, posts, and new services updates. Run ads on FB, and Instagram pages for awareness. It is important to connect with your clients and market your services. Have attractive salon packages on the menu. Social media nowadays is an effective and inexpensive tool for marketing. Post some good stuff on social media and ask people to share the post as much as they can and give. Be active on social media- post stories, posts, and new services updates.

Be intentional and consistent with your branding

Branding is not just about the logo of the salon or the décor, it is about how different we are from other competitors and what unique services we provide to the customers. Our brand tagline- is “**BEAUTY IS NOT DEFINED BUT DERIVED.**” Use appropriate hashtags to promote the salon experience. Take reviews from customers, your brand boosts up the word of mouth. To attract the customers, make customized visiting cards to promote the brand, ensure them with seasonal discounts, offer free services to upcoming bloggers, and influencers, and offer gift cards and seasonal discounts. We provide free haircut services for children aged below 5 years.

A mobile Application- “The salon on-wheels” is designed for the customers to make early bookings and look for updates on the unique services we provide.

Use traditional ways to promote the business

Use traditional methods like leaflets, and newspapers ads to promote the business until we can get by with word-of-mouth advertising.

Referrals

To ensure your customers are satisfied, **STAY IN TOUCH.** Send referrals to the customers via email and ask the, to refer another customer. If the customers are satisfied with the service, they will surely spread the word in their respective circles. In this way, we can target new customers and generate higher revenues.

Drive sales by supporting seasonal Events

Seasonal events are very effective in increasing the business's sales. Seasonal events are easy to plan and highlight the different services offered in a relevant context throughout the year.

The seasonal events can be –

1. Easter Weekend
2. Halloween
3. Valentine’s day
4. Mother’s Day
5. Black Friday sale
6. Christmas

PLACE (Distribution)

Salon-on-Wheels brings the salon to you wherein a truck will carry all the equipment and will provide its services in Richardson to families and students from the University of Texas at Dallas. This area of Dallas, Texas was majorly chosen due to the student population and families. The competitive advantage of Salon-On-Wheels is centered on exceptional customer service. Salon-On-Wheels understands how difficult it can be to stand out in the congested hair cutting/styling salon. Salon-On-Wheels will be able to do so by giving exceptional customer service. Because margins are lower and the purpose of a rapid salon is to crank through a high number of appointments each day, this is especially crucial in the Richardson area, which Salon-On-Wheels works in. Initially the company will rent a truck and setup the salon products. Customers can schedule appointments through a website or dedicated business phone line. Direct marketing to customers via our website allows them to make appointments online and provides convenience by having things available whenever the customer needs them. Once scheduled, the salon will arrive at your doorstep where we will provide you with services booked. As the company's revenue increases instead of renting, we will shift to owning a personal salon truck and providing our services to other areas as well. Students tend to go to salon often and with mobile salon they don't have to travel to go to salon instead they can schedule an appointment with us which will save their time which is essential as students. Salon-on-Wheels will devote time and resources to training to ensure that the customers have the best possible experience, making it simpler to transition them into long-term customers. Salon-on-Wheels will be able to compete with and outlive larger chains and independent salons by providing superior customer service with the mobile salon services we provide. Salon-on-Wheels message will be that the entire family can be served efficiently, professionally, and with exceptional customer care at affordable prices.

IMPLEMENTATION

QTR. 1 Marketing Calendar June	We will talk to family and friends and explain to them the business and distribute business cards so that they can pass it on to others. In this way, we will target families. An Instagram page will be created to promote business and we will tell families to like and share the posts. Later, we will promote our company by distributing flyers in the University. We can also set up our salon in university where we can provide them with our services at cheaper prices and give student discounts initially if they tag and share the posts of our Instagram page to gain the attention of potential customers. Because establishing loyal clients early on is critical, a strong emphasis on word of mouth will be placed.
July	On our website, we will provide offers on first haircut appointment and promote it through YouTube ads. Once customers start booking appointments and enjoying our services, we will request them for reviews and suggestions. Advertising by word of mouth and distributing business cards will continue. We will post the reviews and suggestions from customers on our Instagram page and along with that keep posting content at least 3 posts per week.
August	The peak summer is here, and people usually prefer to stay indoors rather than travelling. Since everyone enjoys being at home and having their own time in the summer, we have come up with some exciting ways to promote our business. We will distribute pamphlets at our customers' doorstep with a discount coupon. First ten customers are eligible to avail our discount coupon - "Hurry-up, GRAB the DISCOUNT...LIMITED TIME ONLY". We travel to our customers and provide them with the door services in our salon truck
QTR. 2 September	Now that September is here, and students are back to their schools and universities, there are events and fests happening around the university for which they would need to look groomed. Since students are active on social media, we can ask the students to promote our business on their Instagram handles and we will provide them with a quick blow dry. We will continue running normal marketing activities like YouTube ads, Instagram post and handing out business cards.

October	From this month we will have more appointments compared to other months because of the beginning of the holiday season. This month people celebrate Halloween day, and we will provide additional service of Hair styling for their Halloween costumes for only this month. We will promote it on Instagram and request our clients to post their pictures and tag us and we will continue distributing business cards.
November	This is the Thanksgiving season, and the weather is chilly, but many family gatherings take place this month and so to boost our revenue we will give them thanksgiving coupons. We will continue running normal marketing activities like YouTube ads, Instagram post and handing out business cards.
QTR. 3 December	We'll promote our winter sale and holiday celebrations like Christmas and Hanukkah. We'll focus on Christmas because people enjoy getting together as a family for the holidays. We can also focus on grooming for the Christmas celebration with hairstyles and haircuts. YouTube advertisements, Instagram posts, publishing on Christmas Day, and handing out business cards are all ongoing marketing operations.
January	This will be the lowest revenue month because of the peak winter season and some snow days which will affect our business as driving will be difficult and services will be delayed. We may have to stop our services when it's snowing and adjust appointments to keep our client satisfied. To keep the business running we will offer our customers a head massage free if they book an appointment for haircut and hair styling. We will focus on Instagram content and YouTube Ads to promote our business.
February	It's February and we would love to have referrals! Each friend you refer, you earn a reward, when your friends to take up the services from our salon. We will also provide a Valentine's day discount to couples. Additionally, we encourage our clients to give feedback to our salon so that we know what our clients feel about our services and wouldn't miss a chance to know their salon experiences. The clients can post their experiences on their respective Instagram handles and tag us.

QTR. 4 March	With spring break this month, people relax and plan to go out of town and they want to look their best so this will be the highest revenue month. We will continue promoting through Instagram and YouTube ads and spreading the word through in person networking and handing out business cards. This is a good time to get loyal customers and brand recognition from giving the best service possible so that the customers are satisfied, and our salon gets more customers through word of mouth.
April	This is the Easter month and there will be lots of festivities happening and we will have discounts for the same. We will promote it on YouTube Ads and Instagram posts. We will reach out to local bloggers to promote our Salon – On – Wheels on their page. We will also make short videos of them experiencing the services of Salon – On – wheels and their views on it, which will help us get more customers.
May	The weather is unpredictable and there are chances of heavy rains as they tend to flood the roads and bridges, making it difficult to drive and reach the destination late. Our main agenda during this time of the month is to focus on providing the best and reliable services to the customers. Additionally, It's the mother's month and just like how our client celebrate it we also celebrate Mother's Day with special services at our salon for every Child and Mother booking appointments with us on that day where we provide them with combo offers. We will also promote this on our Instagram handle.

DETAILED FINANCIAL PROJECTIONS OF COSTS AND REVENUES FOR THE FIRST 12 MONTHS

Financials \ Tenure	June	July	August	September	October	November	December	January	February	March	April	May
Avg Bookings per day	4	7	7	8	10	10	10	10	10	10	10	10
Avg Revenue per booking	\$30	\$30	\$30	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40
Total Bookings	120	210	210	240	300	300	300	300	300	300	300	300
Total Revenue	\$3,600	\$6,300	\$6,300	\$9,600	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Recurring Expenses												
Salaries	\$5,250	\$5,250	\$5,250	\$5,250	\$5,250	\$5,250	\$5,250	\$5,250	\$5,250	\$5,250	\$5,250	\$5,250
Business Insurance	\$142	\$142	\$142	\$142	\$142	\$142	\$142	\$142	\$142	\$142	\$142	\$142
Recurring Costs + Fuel Cost	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Marketing Costs (10% of revenue)	\$360	\$630	\$630	\$960	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
Total Expenses	\$6,752	\$7,022	\$7,022	\$7,352	\$7,592	\$7,592	\$7,592	\$7,592	\$7,592	\$7,592	\$7,592	\$7,592
Net Profit	-\$3,152	-\$722	-\$722	\$2,248	\$4,408	\$4,408	\$4,408	\$4,408	\$4,408	\$4,408	\$4,408	\$4,408
Setup Cost for 1 Container	\$28,000											
Licensing and permit fees	\$700											
Registration of Business	\$500											
Total 1st year income out of 1 container	\$3,716											
Totally annual income out of 1 container after 1st year	\$32,916											
Total 2 year income of 1 container	\$36,632											
Total 2 year income of 5 containers	\$183,160											

Annual Salaries	\$63,000
Annual Business Insurance	\$1,704
Annual Recurring Costs + Fuel Cost	\$12,000
Annual Marketing Costs (10% of revenue)	\$12,180
Total Annual Expenses	\$88,884

We plan to launch our new venture around the beginning of June, with an average of four bookings per day in the first month. We expect a total revenue of \$3600 if everything goes according to plan and we use a good marketing strategy. After serving approximately 120 customers, we anticipate an increase in our daily bookings in the following month as a result of our services, marketing strategy, and feedback from our customers served during the first month of the venture. Despite the fact that we will suffer losses at first.

After the first few months of service, we anticipate 10 bookings per day, assuming each customer requires an hour of service including travel time because it is a Salon-on-Wheels. We expect a monthly revenue of \$12000 beginning in October, assuming that each customer spends \$40 on average at our salon, for a total revenue of \$12000.

Our one-time investment is quite large: purchasing a container vehicle, which will cost around \$28000, including interior setup costs such as furniture and equipment, which is a fixed cost and one-time investment, also considering the cost of licensing and registration of the business. Apart from that, we have many recurring expenses, such as salaries, which we have decided for two of our artists to be \$15 and \$20 for the start, totaling \$5250 monthly and fixed for each month.

We anticipate that the cost of beauty products, vehicle fuel, cleaning, sanitation, and maintenance will total \$1000 per month on an average. And, of the revenue generated, we are allocating a lump sum of 10% of our revenue for marketing and promotion purposes which is equally important to make the people aware of our services. We will also have a business insurance cost of \$142 monthly which is to safe-guard our business in any circumstances.

We anticipate a profitable year for the company as a whole, with a profit of \$3716 after all expenses and investments. Because the container vehicle is a one-time investment, we anticipate an overall profit of around \$32916 after the first year. If we make a good enough profit in the first few years, we can plan on expanding our business by purchasing more vehicles and hiring more artists. The profit from 5 containers in 2 years is expected to be around \$183160.

EXPLANATION AND CALCULATION OF NUMBERS

ITEM	PRICE	SOURCES
Registration Fee	500\$	http://txrules.elaws.us/rule/title16_chapter83_sec.83.78
License and Permits	700\$	https://www.tdlr.texas.gov/cosmet/salons/apply-mobile-shop.htm
Insurance	1700\$	general liability, workers compensation, Liability insurance
Marketing through pamphlets, In-store and front store displays, Revenue, YouTube Ads.	1218\$(10% of the revenue).	To run the YouTube and Facebook Ads on average costs 15\$. We can start with 5\$ a day, which yields us around 10-35\$cents per click on an average. The printing costs for about 10,000 -20,00\$ flyer quantity which includes pamphlets, visiting cards, gift vouchers, referrals, etc. can cost us around 500\$-600\$ on an average.
Purchases-Furniture	3000\$	The furniture purchase is a one-time investment.
Hair styling kit	600\$	Branded Hair Styling Kit
Shower spray	50\$	Shower
Lounge Backwash Unit	600\$	Lounge Backwash Unit
Towel Set	100\$	Towels
Salon Grooming set	50\$	Hair Grooming kit
Spray Bottles	50\$	Spray Bottles
Hair care kits taken in bulk.	300\$	Hair care kits
Hair Trimmers	90\$	Trimmers
Autoclaves sterilizers	110\$	Sterilizers
Servicing and maintenance	50\$	The services and maintenance for truck includes items break adjustments and replacements, coolant system repairs, fuel system repairs, engine repairs.
Truck sanitization	50\$	The truck sanitization include Vacuum cleaners, cloth fibers, gloves, and Mopes, Wash mitt, truck wax, glass cleaners, Interior Cleaners, Tire Cleaners.
Salary of Employees	5250\$	The salary of employee is projected for one month.
Fuel	950\$	On an average we travel 7 .5miles a day, the fuel costs us 2.63 a day.
Utility Truck	25000\$	The purchase of the utility truck
Inventory and maintenances	200\$	The inventory includes CRM Software's to track the monthly expenses
Total	40,568	The total expenses estimated for one year.

EVALUATION AND CONTROL

We anticipate a low revenue in the first quarter due to the launch of our new service in the city. Our primary focus will be to capture the market, raise awareness of the new service, and, due to the high cost of investment, our revenue forecast will be lower than in the second and third quarters. We anticipate a total revenue of \$16200 because it will initially cost us a reasonable amount to establish the brand and service. The first quarter will not be profitable because our entire focus will be on establishing image and capturing customers, and we may incur some losses in the process. It will be difficult to raise awareness and earn customer trust because this is a unique and first-of-its-kind service in the city, but by believing in ourselves and the service we will provide, we are likely to captivate and satisfy our clientele.

Based on the first quarter's performance and feedback, we're focusing on customer input and market response in the second quarter. We anticipate sales of \$33600, which is higher than the first quarter. We expect to receive numerous consumer feedbacks after the first three months on the market, and we plan to work on service optimization as a result. Customer feedback is critical to the growth and success of any business, and if we don't meet their expectations, we'll improve and enhance our services to earn their trust. Another method would be to increase marketing and promotion spending when the first quarter statistics confirm what we projected, and if we do not meet our targets.

Our primary goal for the third quarter will be to sustain the sales and profit levels achieved in the second quarter. Our revenue target for the third quarter will be \$36,000 or more, and we will continue to focus on evolving our services, continually focusing on marketing and promotional activities, or making any required modifications to maintain and improve our brand image, as we did in the first and second quarters. We focus on keeping consistency in the third quarter because our service is a frequency-of-use business, and we believe that consistency is the key.

For the fourth quarter we plan to continue maintaining our sales and evaluate the market response. We would also continue to evaluate the market stability in terms of sales and revenue. If the stability exists then we would take a step further to expand and reach more customers outside Richardson. If the market doesn't seem to be stable for our venture then we would go back and plan different strategies and figure out what is lacking from our end. Lastly, after a thorough market analysis and response throughout the first year, we may decide to focus on setting higher milestones for ourselves and achieving the same.

VISION STATEMENT

- Our vision is to develop a salon where everyone feels at relaxed and welcome
- Our commitment is to provide exceptional service to every client from the moment they walk into, to the time they leave
- We want our customers to love us so much that they'll refer us to their friends, family, and even random strangers in the mart
- We pledge to support our employees' personal and professional development.
- Our goal is to keep our clients and employees happy.
- When people feel good about themselves, they distribute a general sense of well-being and enjoyment
- Giving back and serving our community are two ways we hope to inspire others
- We hold ourselves to high standards, not only in terms of the services we give, but also in terms of the products we use and how we conduct ourselves as a company

MISSION STATEMENT

We celebrate everyone in their most raw and honest self, regardless of gender or age, who believes in themselves and is ready to step into the style they appreciate. Our primary focus is on providing each client with the finest quality of customer service possible, resulting in a long-term partnership built on trust and dedication. Our abilities and expertise enable us to give the best possible aesthetic experience to our clients!

APPENDIX

Salon-On-Wheels Opening Soon Poster



Salon-On-Wheels Menu



Salon-On-Wheels

S E R V I C E S

BLOWOUT		COLOR	
SHORT	\$15	REGROWTH	\$50
LONG	\$25	ENDS	from \$45
SPECIAL	\$35	SEMI-PERMANENT	from \$75

CUT		FOILS	
SHORT	\$15	1/4 HEAD	\$45
LONG	\$25	1/2 HEAD	\$90
SPECIAL	\$35	3/4 HEAD	\$120
MEN'S	\$30	FULL HEAD	\$180
KIDS	\$15		

Call us for bookings.

469-314-7890

FOR MORE INFO, VISIT US AT WWW.SALONONWHEELS.COM OR FOLLOW US ON SOCIAL!
FB: @SALONONWHEELS // IG: @SALONONWHEELS

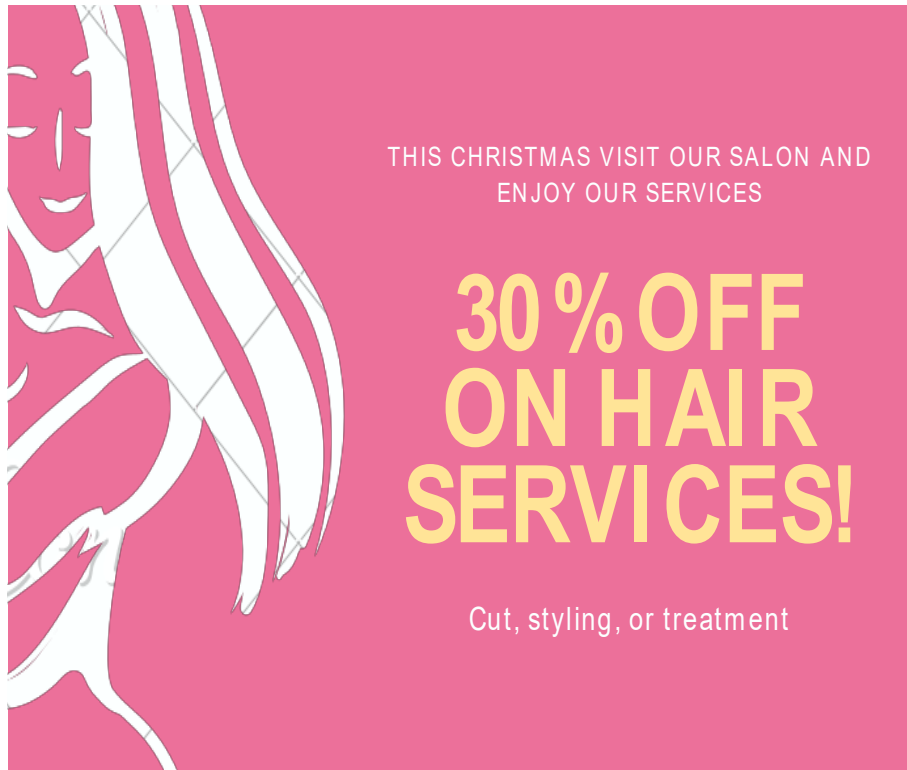
Promotional Coupons



Promotional Coupon for the Easter Weekend



Promotional Coupon for Mother's Day



Promotional Coupon for Christmas



Promotional Coupon for Valentine's Week



Personalized Vouchers



Promotional Coupon for Halloween



Promotional Coupon for Black Friday



Premium Voucher for Regular Customers

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