

# Loyalty Tracker: Revolutionizing Barber & Salon Customer Retention

We address the critical problem of customer attrition in the barber and salon industry by providing a smart solution that turns infrequent visitors into loyal, repeat customers. Current methods are manual, cumbersome, and ineffective, leading to revenue loss and missed opportunities for customer engagement.

## Problem

- Salons & barbershops struggle to track repeat visits.
- Lack of effective loyalty programs leads to customer churn.
- Missed opportunities for personalized marketing & engagement.

## Solution

- Mobile loyalty tracker via phone number or QR code.
- Automated rewards system based on visit frequency.
- SMS marketing & CRM tools for personalized communication.

## Target Market

Independent salons & barbershops

Chains of salons & barbershops

## Market Size

Estimated \$20B market

Growing demand for loyalty solutions

## Competitive Advantage

- Superior tech.
- SMS marketing
- Monetization (Rands 200/month per shop)
- Sell branded QR codes
- Upsell SMS marketing

## Go-to-Market Strategy

- Direct sales to salons & barbershops.
- Partnerships with beauty supply distributors.
- Digital marketing campaigns.

Our ask is \$500k to scale the platform, grow our sales team, and expand marketing efforts. Led by Wenzel Molomo, our team has deep experience in beauty, marketing and SaaS.