

Online Business & Marketing Proposal

Alexus Garcia | Mobile Salon

Size: 1 associate

Local: Dallas/Fort Worth area

Service: Unisex mobile hairdresser specializing in color and cut

Current website: None

Competitors:

<https://natashaclayton2.glossgenius.com/services>

<https://thebesttouch.wixsite.com/kimy>

<https://www.erinblair.com/>

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Analyzing the Business

Overview

The demand to keep your look updated and follow the latest trends is constantly a topic throughout the media. The latest post of a celebrity or influencer will have the public in large numbers to get the style or things they have. The hair industry has always been known to be in a salon, but with an innovative setup, salons can become mobile for those that seek a more private session than with an audience watching or for those that are unable to travel. This business overview address Alexis Garcia's Mobile Salon where she can take the service to you in the comfort of your own home.

Business Model

1. Value Proposition
 - a. Alexis Garcia| Mobile Salon aspires to be the most convenient salon in the Dallas/Fort Worth metroplex by bringing the salon to the client instead of the client to the salon. Alexis's mobile salon can beatify you in your own home with her innovative mobile setup, while maintaining privacy and comfort.
2. Revenue Model
 - a. Since the business is small, we will start with basic advertising by creating videos that explain the mobile salon. We will use social media platforms, Facebook, Instagram, YouTube, and TikTok.
 - b. Most revenue will be from hair services. Alexis's salon will offer a range of payment types such as cash, all major credit cards, Venmo, Zelle, and Cash App.
 - c. Products used on client will be made available for purchase at the time of service or requested at a later time and shipped to the client.
 - d. Clients who refer Alexis's salon will receive discounts
3. Market Opportunity
 - a. Our target audience will be women ages 25 – 60 years old
 - b. Women who are apprehensive about salons or may be uncomfortable with social engagements
 - c. Men who have full-time jobs and family that may not have the ability to leave the house comfortably due to childcare or other reasons
 - d. People with disabilities that cannot travel
4. Competitive Environment

- a. Salons in the metroplex are our competitors. Most salons are not mobile, but people do enjoy the calming environment of a salon if clean, tranquil, and could provide a spa-like environment.
 - b. Pricing will be adjusted to be as competitive as possible, however, with the mobile service, it is intended that the prices will be slightly higher due to the uniqueness of the service. This would be similar to ordering food and picking up versus ordering online and someone else brings the food to you. These clients pay a delivery fee for this service because convenience outweighs the cost.
5. Competitive Advantage
- e. Differentiation: The service is not common but once marketed, the public will be able to see the feasibility and convenience of the service. This unique service and set up adds curiosity to the public and has them seek more information as to how this service operates and if it's something they may consider.
 - f. Positioning: We will strive to create a desired image for clientele that may be interested, curious, or determined that this service is a proper fit for their lifestyle. Our social media stories and posts will focus on the ease of the process and demonstrate the feasibility to ease the minds of those seeking this unique service.

SWOT Analysis

- *Strengths:* Mobile salons are not known, so Alexis's salon would be a unique service to advertise and spark interest.
- *Weaknesses:* Not all clientele will have the ideal residence set up such as ample space for equipment, adequate lighting, distractions, cleanliness.
- *Opportunities:* Build mobile hair washing station that hooks to kitchen or bathroom sink and is able to drain water into sink.
 - Alexis is the only hairstylist at the moment. If business expands, she will not be able to keep up with the demand or may need to hire additional associates to distribute the workload.
- *Threats:* Salons. Clientele may prefer the salon environment as it may be a limited opportunity to maintain their hair.

Marketing Strategy

1. Affiliation: Market other brands' products and promote while providing services; seek sponsorship or advertising from hair care business such as Sally Beauty Supply.
2. Viral Marketing: TikTok is a major game player in quick-to-the-point stories that can capture an audience in 60 seconds. Short videos demonstrating the mobile salon process will allow the general public to like and share this story with thousands at a time.
3. Social Media Marketing: We will create a Facebook page and Instagram that captures the innovativeness of the mobile salon along with before-and-after pictures to capture the feasibility and quality of the service.
4. Search Engine Optimization (SEO): We will utilize common features within the website design and HTML coding to increase the ranking. We will include inbound links and strong keywords.
5. Marketing Objectives: Alexis Garcia's Mobile Salon will increase profits by 50% by the end of 2024.

Website Features

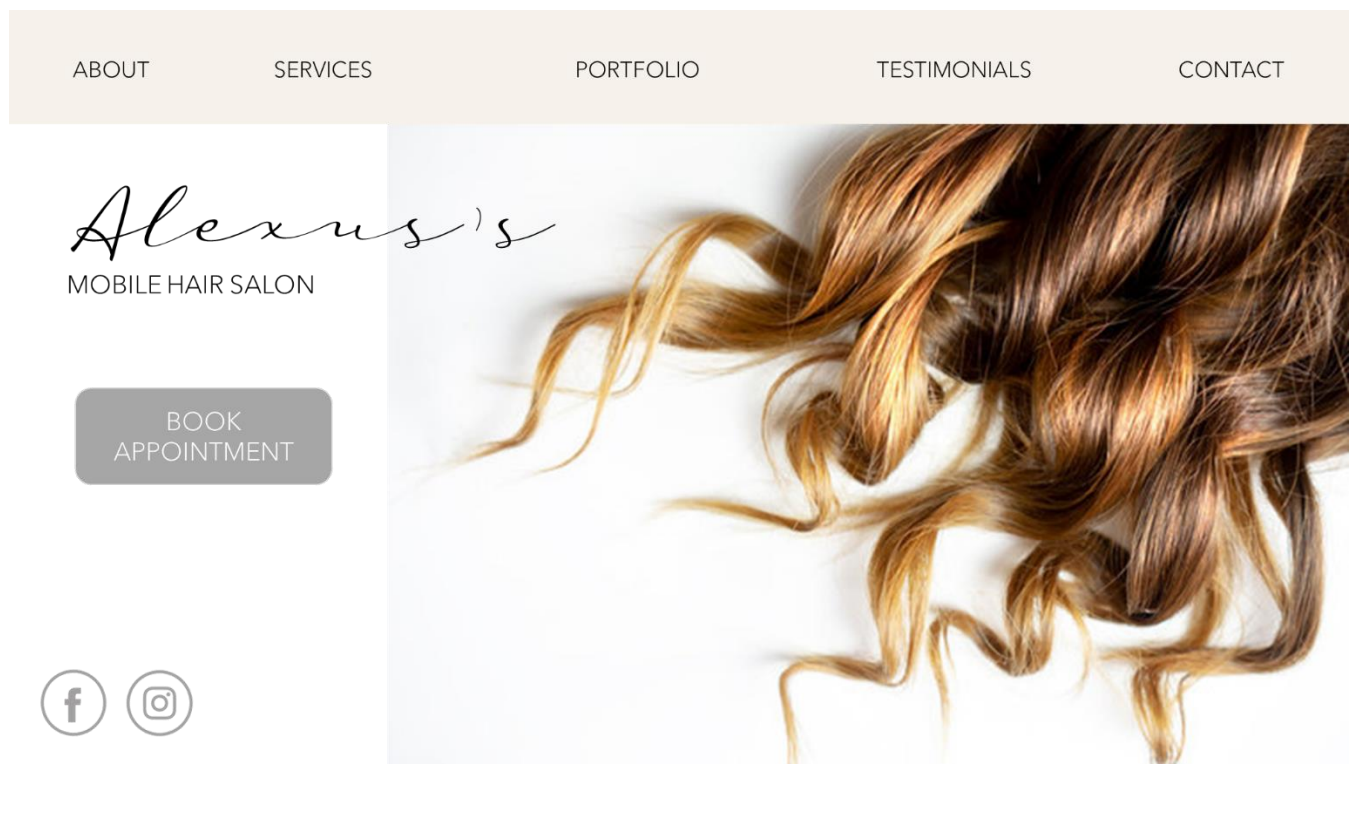
The theme of Alexis's website will be sleek and simple. It should resonate with the overall vibe of a salon. Since safety is also a concern, the look of cleanliness and sanitation will be portrayed through the overall look.

Professional pictures will be added of Alexis and models before and after the final result.

A landing page that communicates the service's value to users and provides a simple path to purchasing that service can translate to higher sales (Go, 2022.) The homepage can have a section with a slogan related to Alexis's value proposition (convenient hair services in the comfort of the client's home.) The call-to-action (CTA) button can prompt the user to book an appointment or shop services.

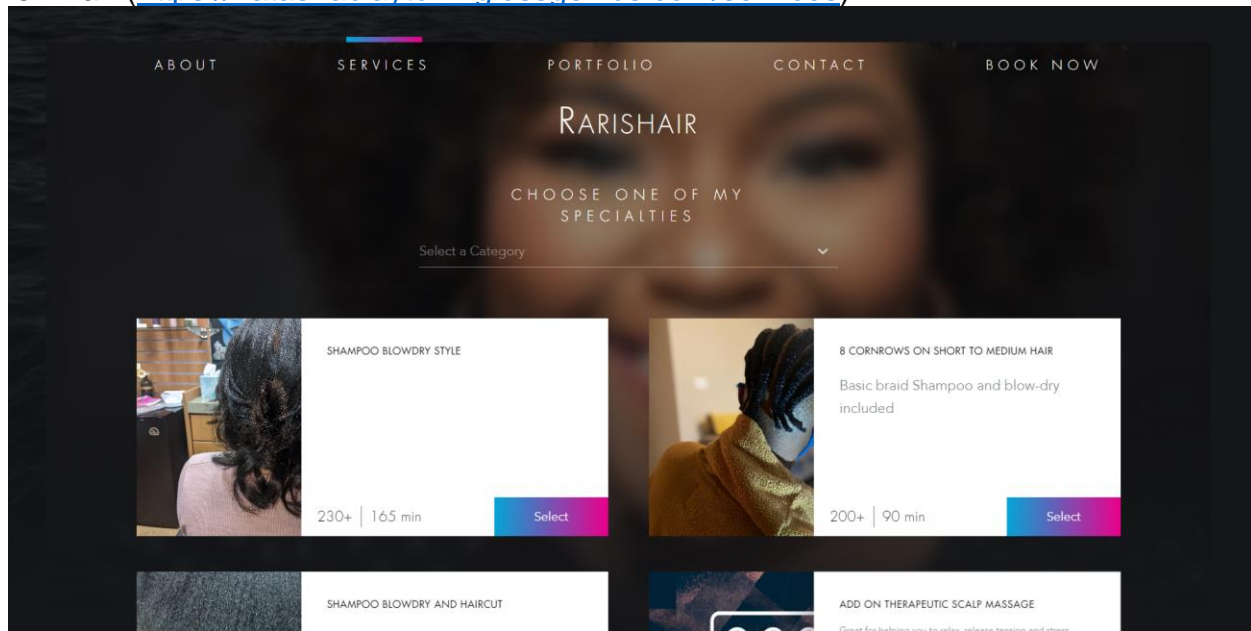
A content blog or frequently asked questions section that utilizes keywords will help SEO rankings. Content marketing particularly interests people if it informs them (Strauss & Frost, 2014), so articles or answers can educate them on aspects of Alexis's services, such as what a mobile salon is.

Since travel fees add to the client's cost, a free pricing estimator based on the client's location and desired services might make users more receptive to trying Alexis's services. The estimator can be part of the booking process or be included as a CTA labeled "Get an Estimate" on the homepage.



Analyzing Competitors

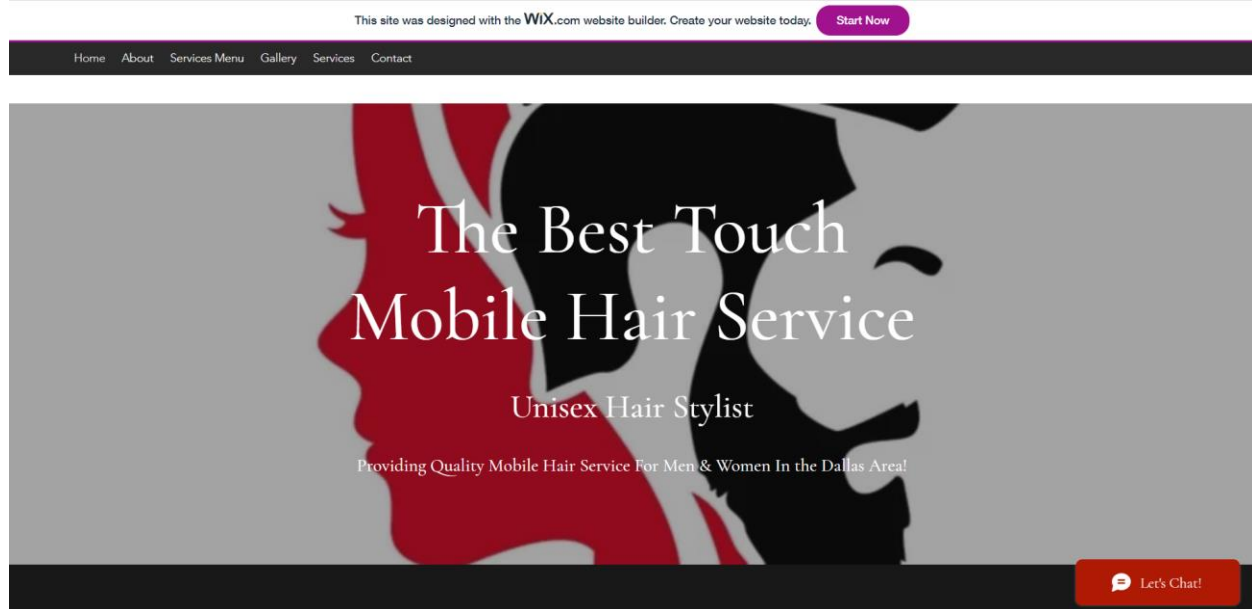
Rarish Hair (<https://natashaclayton2.glossgenius.com/services>)



1. Value Proposition: Providing at-home hairstyling services that will help clients' hair reach its full potential.
2. Revenue Model:
 - a. No website advertising
 - b. General Styling (Shampoo, Braiding)
 - c. Conditioning Services (Addons to hair styling) such as hot oil and steam (\$30-\$45)
 - d. Color Enhancing (\$180)
 - e. Men's Haircuts and Beard Trims (\$10-\$40)
 - f. Smoothing Blowout Treatments (\$400)
 - g. Virtual Consultations (\$30), Instruction (\$200) - Instruction/Education
 - h. Outside Hours service fee (pay to see her when she is usually closed) - Convenience/Emergency
 - i. Gift Cards can be filled out and purchased online
 - j. Cancellation Fee (50%)
3. Market Opportunity:
 - a. Segmentation
 - i. Geography – DFW
 - ii. Demographics – All ages, unisex, African American hair
 - iii. Benefit – people who want professional insight onto styling their hair, people who desire convenience (she comes to you)
4. Competitive Environment: The Best Touch, Erin Blair
5. Competitive Advantage
 - a. Differentiation
 - i. Service - Clients don't have to travel for most treatments – they remain in their home and the stylist comes to them.
 - ii. Niche/ Specialization – The stylist specializes in working with African American hair.
 - b. Positioning
 - i. Remote Service Benefit
6. Website Features

- a. Book Now call to action on homepage
- b. Gift Card purchase link on about
- c. Some pics provided with services, that can be ordered thru online shopping cart
- 7. Social Media Strategies
 - a. No links to social media pages

The Best Touch <https://thebesttouch.wixsite.com/kimy>



1. Value Proposition: "Providing Quality Mobile Hair Service For Men & Women In the Dallas Area!"
2. Revenue Model
 - a. Hairstyling (cuts/trims \$25-\$65, color \$45-\$140, highlights)
 - i. Straightening (\$45-\$100) and Deep Conditioning Treatments
 - ii. Add-ons (roller curls, blowout)
 - iii. Fee for thickest hair
3. Market Opportunity
 - a. Segmentation
 - i. Geographic – Dallas and surrounding cities
 - ii. Demographics – Unisex, all hair types, all ages
 - iii. Lifestyle – They have had some celebrity clients
4. Competitive Environment
 - a. Rarish Hair
 - b. Erin Blair
5. Competitive Advantage
 - a. Differentiation
 - i. Service – Mobile hair service
 - b. Positioning
 - i. Targets unisex
6. Website Features
 - a. Created with Wix.com, which is advertised at the top of the webpage.
 - b. Images are not professionally done and have the image name visible.
 - c. Incorrect capitalization
7. Social Media Strategies

- a. No linked social media

Erin Blair <https://www.erinblair.com/>



1. Value Proposition - "Providing luxury, on-site beauty services in the DFW area"
2. Revenue Model
 - a. Wedding Day Hair and Makeup (begins at \$500 for Saturday weddings, discounted for other days)
 - b. In-studio hair and makeup for special events and portrait sessions: \$250
 - i. Hair or makeup only (no portrait): \$195
 - c. On-location corporate events and photo/video shoots
 - i. \$125/hour (2 hr. minimum)
 - ii. \$500 half day rate
 - iii. \$850 full day rate
 - iv. Travel fee for locations outside DFW
3. Market Opportunity
 - g. Segmentation
 - i. Geographic – DFW
 - ii. Demographic – adult women, upper middle class, professionals, predominately White
 - iii. Benefit – want to look their best on an important day
4. Competitive Environment – The Best Touch, Erin Blair, other bridal hair services
5. Competitive Advantage
 - h. Differentiation
 - i. Service - Focus on bridal and portraits, offers to travel to site
 - i. Positioning
 - i. Formal hair styles
6. Website Features
 - a. "Book Phone Consultation" action button on home page (further down)
 - b. "Request a Quote" action button on home page (further down)
 - c. List of celebrity clients and magazines featured in on home page (increase prestige)

- d. Link to social media pages (at the bottom of pages, small)
- e. Content Marketing – Blog posts discussing things related to preparing for wedding day
- 7. Social Media Strategies
 - a. User Content Creation: Clients share their looks on their Facebook page, and these are reposted by Erin Blair
 - b. Instagram – Erin Blair posts clients onto their page

Sources:

Strauss, J., & Frost, R. (2014). E-Marketing (Seventh). Pearson.

Go, R. (2022, December 8). 10 stunning product landing page examples that convert (and why). Shogun. Retrieved from <https://getshogun.com/learn/product-landing-page-examples/>

Seobility, (2023) Version 1.7.9. <https://www.seobility.net/en/seocompare/>