

Grandes Ligas Barber Shop

Business Proposal

Prepared by: Grandes Ligas Management Team **Date:** February 2026 **Location:** 3-A 2nd St, Framingham, MA 01702

1. Executive Summary

Grandes Ligas is a premium barber shop located in Framingham, Massachusetts, delivering expert grooming services for the modern gentleman. With a team of four highly experienced barbers and a combined 45+ years of expertise, Grandes Ligas offers classic cuts, contemporary styles, and full grooming transformations in a welcoming, bilingual (English/Spanish) environment.

Our mission is to provide an exceptional grooming experience that blends traditional barbering craftsmanship with modern styling techniques, creating a destination where every client leaves looking sharp and feeling confident.

2. Business Overview

Detail	Information
Business Name	Grandes Ligas Barber Shop
Address	3-A 2nd St, Framingham, MA 01702
Phone	(508) 872-5556
Email	info@grandesligas.com
Website	https://www.grandesligas.com
Industry	Men's Grooming & Barbering
Languages	English & Spanish

3. Hours of Operation

Day	Hours
Monday - Friday	9:00 AM - 8:00 PM
Saturday	9:00 AM - 6:00 PM
Sunday	Closed

Walk-in clients are welcome at all times during business hours. Appointments can also be booked online through the website or by phone.

4. Services & Pricing

Classic Haircut - \$30

Duration: 30-45 minutes

Traditional cuts with precision and style. Includes:

- Personal consultation with your barber
- Professional shampoo and conditioning
- Precision scissor and/or clipper cutting
- Detailed edge work and line-up
- Premium styling products
- Complimentary beverage during service

Our Classic Haircut is the foundation of traditional barbering excellence. Whether you're looking for a timeless business cut, a clean fade, or a stylish taper, our expert barbers will craft a look that suits your personality and lifestyle.

Premium Cut & Style - \$45

Duration: 45-60 minutes

Complete styling with premium products. Includes:

- In-depth style consultation
- Luxury shampoo and deep conditioning treatment
- Expert precision cutting
- Professional blow-dry and styling
- High-end styling products application
- Scalp massage
- Hot towel treatment

This comprehensive package combines expert cutting with advanced styling techniques to create a sophisticated, polished look. Every step is designed to exceed expectations.

Beard Trim & Shape - \$25

Duration: 20-30 minutes

Expert beard grooming and maintenance. Includes:

- Beard consultation and design
- Precise trimming and shaping
- Edge definition and cleanup
- Beard oil or balm application
- Styling and grooming tips
- Hot towel finish

Our skilled barbers understand the art of beard sculpting, working with natural growth patterns and facial structure to create a shape that enhances your features.

Full Grooming Package - \$65

Duration: 60-75 minutes

The ultimate men's grooming experience. Includes:

- Complete style consultation
- Premium haircut with styling
- Professional beard trim and shaping

- Luxury hot towel treatment
- Scalp and facial massage
- Premium product application
- Complimentary beverage
- Grooming recommendations

This is more than just a haircut and beard trim - it's a full grooming transformation designed for special occasions or when you want to treat yourself to the best.

5. Our Team

Carlos Martinez - Classic Cuts Specialist

Experience: 12 years

A master of timeless styles, Carlos brings precision and artistry to every classic cut. His attention to detail is unmatched, making him the go-to barber for clients seeking traditional, clean looks.

Miguel Rodriguez - Modern Styles Expert

Experience: 8 years

Miguel stays ahead of the latest trends, delivering fresh and innovative looks that turn heads everywhere you go. He specializes in contemporary fades, textured crops, and trending styles.

Juan Hernandez - Beard Specialist

Experience: 10 years

Juan is the go-to expert for beard grooming. From sharp lineups to full beard sculpting, he crafts the perfect look for every client's facial structure and style preference.

Diego Santos - All-Around Master

Experience: 15 years

With over a decade of experience, Diego excels at everything from classic fades to full grooming transformations. His versatility and depth of knowledge make him a trusted barber for any style request.

6. Market Opportunity

Target Market

- Men aged 18-55 in the Framingham, MA metropolitan area
- Professionals seeking premium grooming services
- Spanish-speaking community members (bilingual service is a key differentiator)
- Walk-in and appointment-based clients

Competitive Advantages

- 1. Bilingual Service:** Full English and Spanish support creates an inclusive, welcoming environment for the diverse Framingham community
- 2. Experienced Team:** 45+ combined years of barbing experience across four specialists
- 3. Extended Hours:** Open until 8:00 PM on weekdays, accommodating working professionals
- 4. Walk-In Friendly:** No appointment required, reducing barriers to service

5. **Specialized Expertise:** Each barber has a distinct specialty, ensuring clients receive expert service for their specific needs
6. **Premium Experience:** Complimentary beverages, hot towel treatments, and scalp massages elevate the grooming experience beyond a standard haircut
7. **Modern Digital Presence:** Professional website with online booking, service details, and team profiles

Location Advantage

Framingham, MA is a diverse, growing community with a significant Hispanic/Latino population. Grandes Ligas is strategically positioned to serve this community with culturally relevant, bilingual services while also appealing to the broader market seeking premium grooming.

7. Revenue Projections

Service Price Summary

Service	Price	Duration
Classic Haircut	\$30	30-45 min
Premium Cut & Style	\$45	45-60 min
Beard Trim & Shape	\$25	20-30 min
Full Grooming Package	\$65	60-75 min

Revenue Model Assumptions

- 4 barbers operating simultaneously
- Average service price: ~\$41 (weighted average)
- Average services per barber per day: 8-10
- Operating days per year: ~305 (Mon-Sat)

Conservative Annual Revenue Estimate

Scenario	Daily Revenue (4 barbers)	Annual Revenue
Conservative (8 clients/barber/day)	\$1,312	~\$400,000
Moderate (10 clients/barber/day)	\$1,640	~\$500,000
Optimistic (12 clients/barber/day)	\$1,968	~\$600,000

8. Digital Presence & Technology

Website Features

- **Responsive Design:** Mobile-first, works on all devices
- **Bilingual:** Full English and Spanish versions
- **Online Booking:** Appointment scheduling with email confirmations via EmailJS
- **Service Details:** Comprehensive service pages with pricing and descriptions
- **Team Profiles:** Individual barber showcases with photos and specialties
- **Photo Gallery:** Showcase of work and shop atmosphere
- **Google Maps Integration:** Easy location finding for new clients

- **Contact Form:** Direct messaging capability

Technology Stack

- React 18 with TypeScript
 - Vite build system
 - Tailwind CSS for styling
 - Hosted on GitHub Pages
 - EmailJS for booking notifications
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9. Growth Opportunities

1. **Online Booking Expansion:** Integrate with scheduling platforms (Square, Booksy) for automated appointment management
 2. **Loyalty Program:** Implement a rewards system to increase client retention
 3. **Product Sales:** Retail premium grooming products (pomades, beard oils, shampoos) for additional revenue
 4. **Social Media Marketing:** Leverage Instagram and TikTok with before/after transformations
 5. **Community Events:** Host barbershop workshops or community grooming events
 6. **Additional Locations:** Expand to nearby towns with similar demographics
 7. **Mobile App:** Develop a dedicated app for booking, loyalty points, and push notifications
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10. Contact Information

For inquiries regarding this proposal or partnership opportunities:

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Grandes Ligas - Premium barbershop experience for the modern gentleman. Classic cuts, contemporary styles.