

# MAGAYON SALON

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## **Introduction:**

The Magayon Salon is an establishment that provides a diverse range of services for its clients, both men and women. The salon currently has two (2) employees and is located at Tiangge 202 Space Rental, next to 101 Department Store, Stall number 3, where the business commenced its operations on November 5, 2022.

Among the services available are haircuts, hair coloring, hair treatments, hair and make-up services, hair perming, a variety of complete packages, and many more, with costs ranging from 50 to 3000 pesos. In addition, Magayon Salon offers home services for special occasions like birthdays, marriages, graduations, pre-debuts, pageants, and other events. The salon's dedication to excellence and customized care has strengthened its position as a must-visit location for individuals seeking not only aesthetic transformations but also a pleasant and professional environment in which they can enjoy themselves.

This proposal aims to drive the salon's expansion by increasing awareness of its services and pricing among potential clients. The primary objective is to highlight the convenience of accessing these services remotely, eliminating the need for in-person visits. To attract customers, the proposal recommends emphasizing the availability of home services, catering to those who prefer personalized beauty and grooming experiences in their own space. The salon intends to strategically showcase these remote service options to tap into a wider market and build a customer base that values flexibility and convenience.

A crucial aspect of this proposal involves boosting the salon's online presence to strengthen its connection with customers. By implementing effective digital marketing strategies and optimizing the salon's website, the aim is to enhance online visibility, making it easier for potential clients to discover and interact with the business.

## **Client Overview:**

Magayon Salon is a modern, full-service salon. It has been in business for almost a year and is owned and operated by Mr. Billy Brojan, an experienced stylist. The salon's staff are highly trained and experienced in providing excellent customer service. The salon has a modern, inviting atmosphere with contemporary decorations and comfortable seating. Each seat has a mirror in front to let the customers look into the process or outcome of a certain service they acquire. The ambience of the salon is also relaxing and fresh, with a white interior and a touch of mustard, making it eye-pleasing for the customers.

The Magayon Salon is open seven days a week, and it offers a variety of discounts to its customers. The salon also offers special packages for weddings and other special occasions. Magayon Salon is dedicated to providing its customers with the highest quality services and products, and it strives to create a welcoming and comfortable atmosphere for everyone. The salon offers an experience that is sure to leave customers feeling pampered and satisfied.

The salon is encountering several challenges, one of which is the task of finding and retaining talented staff. It requires time and effort to identify and interview suitable candidates for the job. Once hired, the owner must focus on keeping their staff motivated and engaged. This may include providing professional development opportunities, establishing a supportive and inspiring work environment, and offering competitive compensation and benefits. Another challenge is dealing with customers who have doubts about the staff's ability and are irritable. This is dealt with by the salon by constantly providing the intended results, remaining professional in the face of unpleasant words, and being open to constructive criticism. Effective communication with clients is encouraged in order to improve cooperation and effectiveness.

## **Project Overview:**

### **I. The Purpose and Goals of the Website**

The platform of the website has been carefully designed to appeal to those individuals who are interested in salon services, with the purpose of quickly providing each client with all information and services. The website, which functions as a virtual hub, allows clients to effortlessly book appointments whether they are across the salon or at home, and it also provides a comprehensive description of all salon services. Users may instantly have access to information about the salon, such as operating hours, location, contact information, and any active discounts. The website is designed to be informative, user-friendly, and aesthetically pleasing, resulting in a smooth and attractive user experience.

### **II. Target Audience**

The website's target audience consists of the salon's loyal customers as well as potential customers who are interested in contracting with them for a certain event. This includes people who are interested in beauty services of all ages, genders, and backgrounds. The website is designed to appeal to a wide range of customers, with language and images that are inclusive and welcoming.

### **III. User Personas**

The website is intended to meet the needs of different customer personas. These personas include the following:

- The busy professional - this persona is typically a working adult who is looking for convenient and efficient ways to schedule and manage appointments.
- The budget-minded customer - this persona is focused on finding the best deals and discounts for salon services.
- The newcomer to beauty services - this persona is relatively new to beauty and spa services and may feel a bit overwhelmed by the choices available. They are looking

for guidance, recommendations, and perhaps introductory offers to help them explore different services.

- The beauty enthusiast - this persona is interested in learning more about the latest trends in beauty and spa services.
- The event preparer - this persona is preparing for a special event, such as a wedding, party, or photo shoot, and is seeking comprehensive beauty packages to look and feel their best for the occasion.

### **Scope of Work:**

As the business continues to grow its services, it is important to ensure that it remains responsive to the needs and expectations of its customers. One way to achieve this is by creating a well-designed salon website that allows customers to browse online for their services.

HTML, CSS, and JavaScript serve as tools in the design of the salon website to produce an eye-catching homepage with easy navigation. The website is simply a single tab with various pages, yet it can be scrolled to easily access different details. Simplified and necessary information can be found on the homepage. The services area can be browsed like a virtual catalog. By enabling customized styles for specific occasions, an events pane boosts user interaction. The contact area facilitates quick interactions and appointment scheduling. The about page gives depth and enhances the content by including information about the owner and the history of the salon. Accessibility is ensured with responsive design, and navigating is made easier with a user-friendly menu.

### **Objectives:**

The objective of this website is to suggest and formulate ideas that will improve and boost the target business's customer satisfaction and service quality, which will help the business cover its gaps in the area of ICT. Specifically, this strategic plan aims to:

- A. Bring improvements to the business's customer service;
- B. Evaluate the business and find gaps in its management and technological operations;
- C. Present a website that will help the company cover its ICT-related gaps.
- D. To enhance internet visibility and revenues.

### **Features and Functionality:**

The website prioritizes an exceptional user experience through a meticulously designed homepage, serving as the main entry point. Its intuitive interface, coupled with scrollable functionality, ensures easy navigation and access to a variety of information. The services section offers a variety of service choices along with corresponding prices, and the events page showcases different occasions like weddings, graduations, and birthdays, detailing the desired styles or looks for each event. Additionally, there's a contact section

providing links to the owner's or handler's Facebook account, mobile number, and Gmail address. This section also allows users to book appointments by submitting their personal information. Lastly, the about section furnishes details about the store, business history, owner information, and more.

Essentially, this website excels at the typical online presence by carefully combining aesthetically pleasing design with functionality that meets a wide range of user demands. Every component has a specific function in promoting an engaging and enhanced experience for customers, ranging from comprehensive information and concepts for events to efficient communication routes and a glimpse into the company's history.

### **Design and User Experience:**

The website strives to be easy to navigate, aesthetically pleasing, and informative in order to assist clients in choosing the service in which they are interested. By grabbing customers' attention through the website design, the website may be a powerful tool for entertaining customers and increasing revenue. The website's design will focus on the salon's main theme, which is black and gold, but to improve it, the website will focus on these colors: black, dark gray, gold, and white. These color variations make it more eye-pleasing, instead of irritating bright colors.

Customers are guaranteed a positive experience with this website, given its focus on being informative, enjoyable, and accessible. The user-friendliness of the website is crucial, as it aims to attract a broader audience, ensuring a seamless transition for individuals who may not be heavily invested in technological advances or are new to beauty services. The website's layout aids users in exploring services, which is particularly beneficial for those initially hesitant or nervous about visiting the salon, including those seeking the price list before making a visit. Its structure is designed for simplicity, allowing customers to effortlessly locate the necessary information.

### **Website Layout/Prototype:**



Image 1, Home

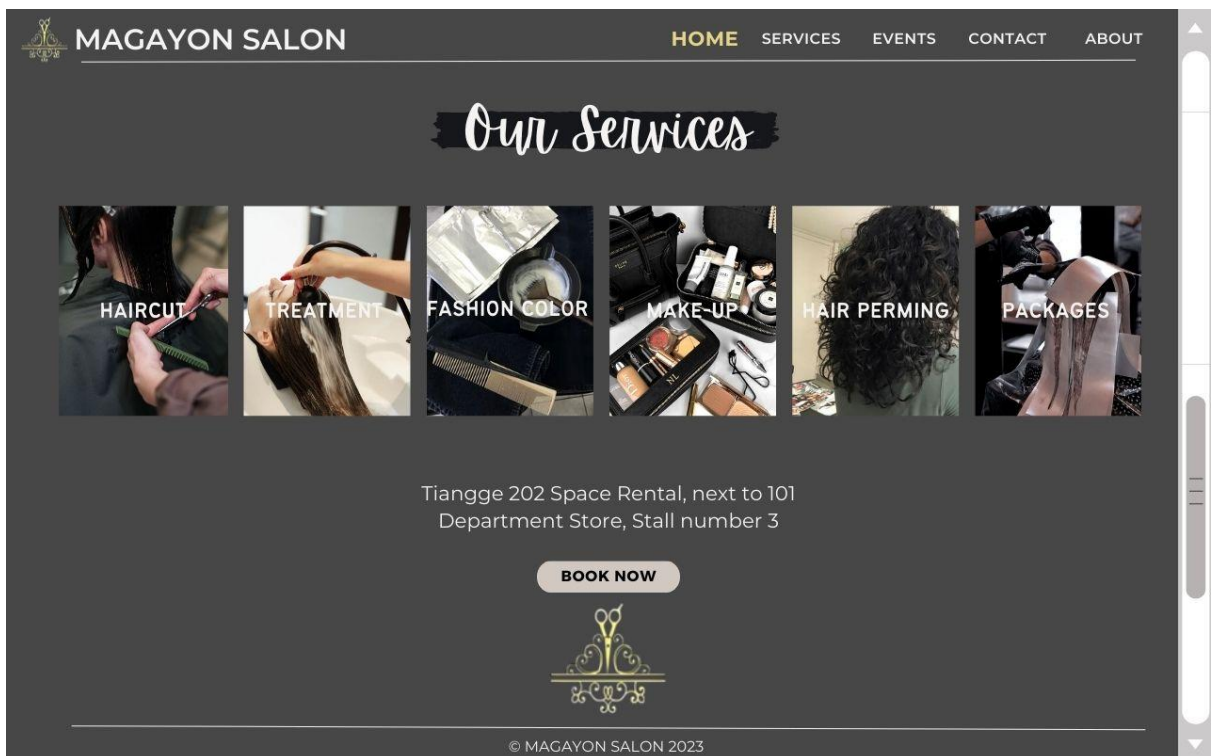


Image 1.1, Home

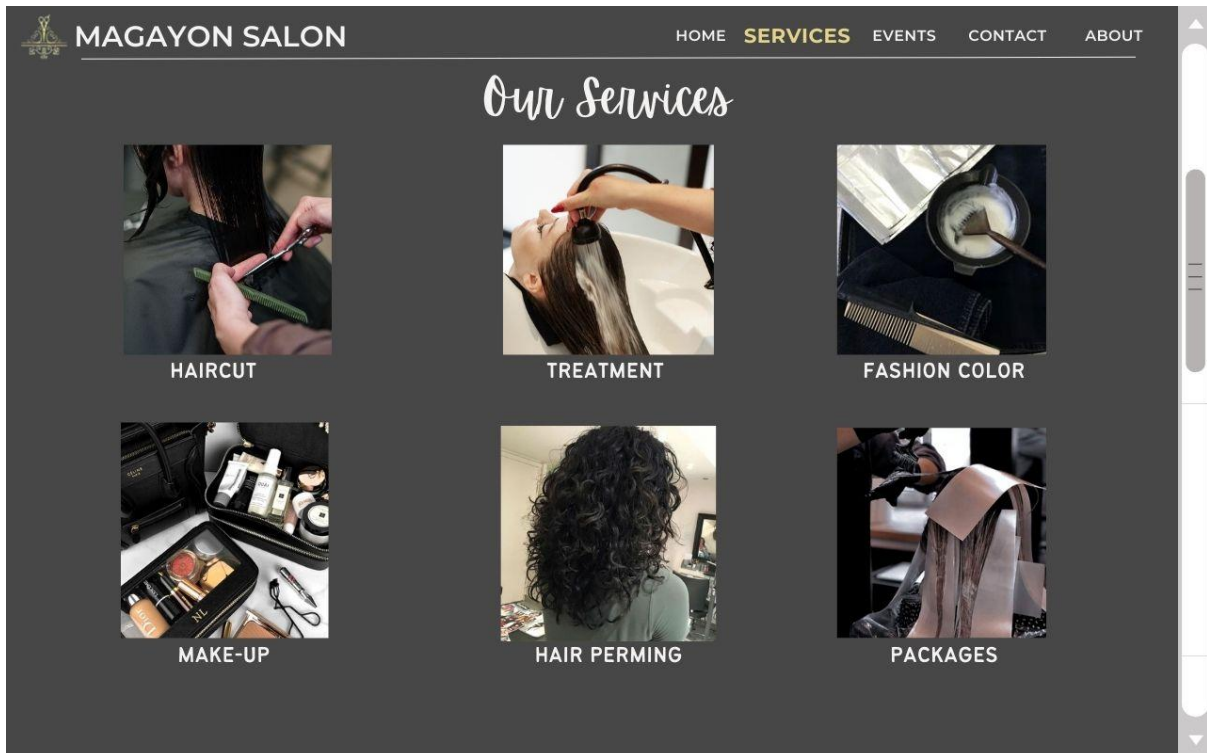


Image 2, Services

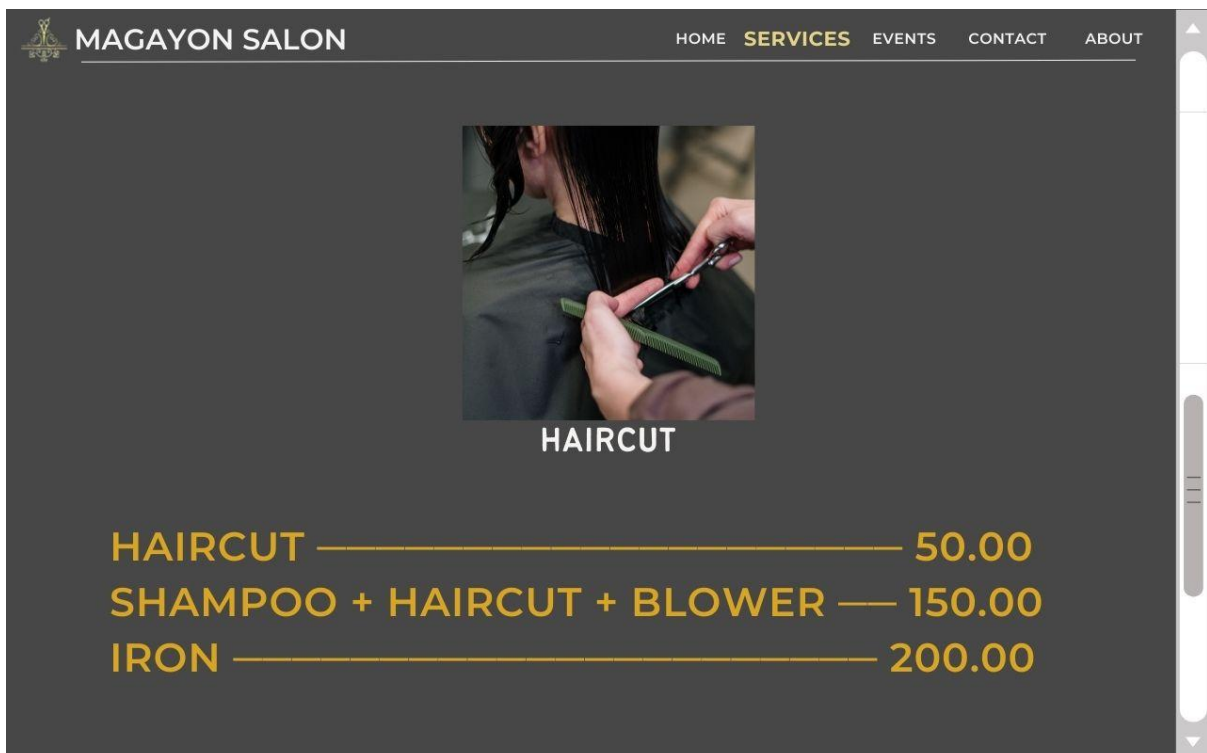




Image 2.1, Services


**MAGAYON SALON**

[HOME](#)
[SERVICES](#)
[EVENTS](#)
[CONTACT](#)
[ABOUT](#)



TREATMENT


### HAIR TREATMENT

HAIR SPA	300.00
BRAZILIAN BOTOX	600.00


### 4 IN 1 TREATMENT

(HAIR REBORN + COLLAGEN + KERATIN + BOTOX) — 1,000.00

Image 2.2, Services


**MAGAYON SALON**

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FASHION COLOR

### COLOR (ONE TONE)


SHORT	300.00
MEDIUM	500.00
LONG	800.00

### FASHION COLOR


SHORT	500.00
MEDIUM	1000.00
LONG	1500.00

Image 2.3, Services




MAGAYON SALON


HOME
SERVICES
EVENTS
CONTACT
ABOUT




MAKE-UP

HAIR AND MAKE UP
500.00

Image 2.4, Services


MAGAYON SALON

HOME
SERVICES
EVENTS
CONTACT
ABOUT




HAIR PERMING


**HAIR PERMING**

SHORT	300.00
MEDIUM	500.00
LONG	800.00

Image 2.5, Services


**MAGAYON SALON**

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**PACKAGES**

CLASSIC REBOND	1,000.00
CLASSIC REBOND+BRAZILIAN BOTOX+HAIRCUT	1,500.00
CLASSIC REBOND+4 IN 1 TREATMENT (HAIR REBORN COLLAGEN+KERATIN+BOTOX)	2,000.00
AHGLow REBOND	1,500.00
AHGLow REBOND+BRAZILIAN BOTOX	2,000.00
AHGLow REBOND+4 IN 1 TREATMENT (HAIR REBORN COLLAGEN+KERATIN BOTOX)	2,500.00
<b>GOLDEN PACKAGE</b>	
CLASSIC REBOND+ONE TONE COLOR OR FASHION COLOR+4 IN 1 TREATMENT (HAIR REBORN COLLAGEN KERATIN BOTOX HAIR-CUT)	2,500.00
<b>DIAMOND PACKAGE</b>	
AHGLow REBOND+ONE TONE COLOR OR FASHION COLOR+4 IN 1 TREATMENT (HAIR REBORN COLLAGEN KERATIN BOTOX+HAIR-CUT)	3,000.00

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Image 2.6, Services


**MAGAYON SALON**

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## Welcome to Magayon Salon's Exclusive Events Page!

At Magayon Salon, we believe that life's special moments deserve to be celebrated in style. Our Events Page is dedicated to commemorating joyous occasions such as birthdays, marriages, graduations, pre-debuts, pageants, and various other memorable events. We understand that each moment is unique, and we are here to help you look and feel your best for every celebration.

**DISCOVER THE MAGIC OF MAGAYON SALON'S EVENTS:**

**Birthday Bliss:** Celebrate another year of life with a pampering experience at Magayon Salon. Our skilled stylists and beauty experts will make sure you shine on your special day.

**Wedding Elegance:** Whether you're the blushing bride, a bridesmaid, or a cherished guest, our salon offers tailor-made services to enhance your beauty for the big day.










Image 3, Events

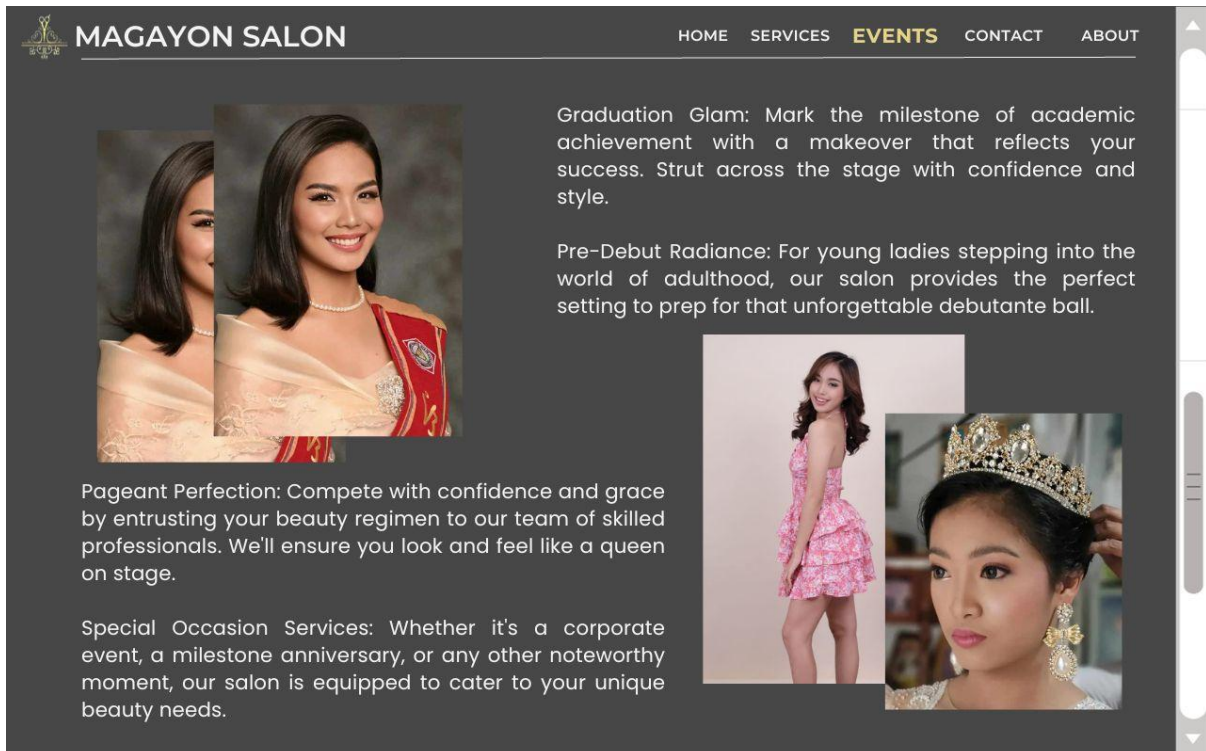


Image 3.1, Events

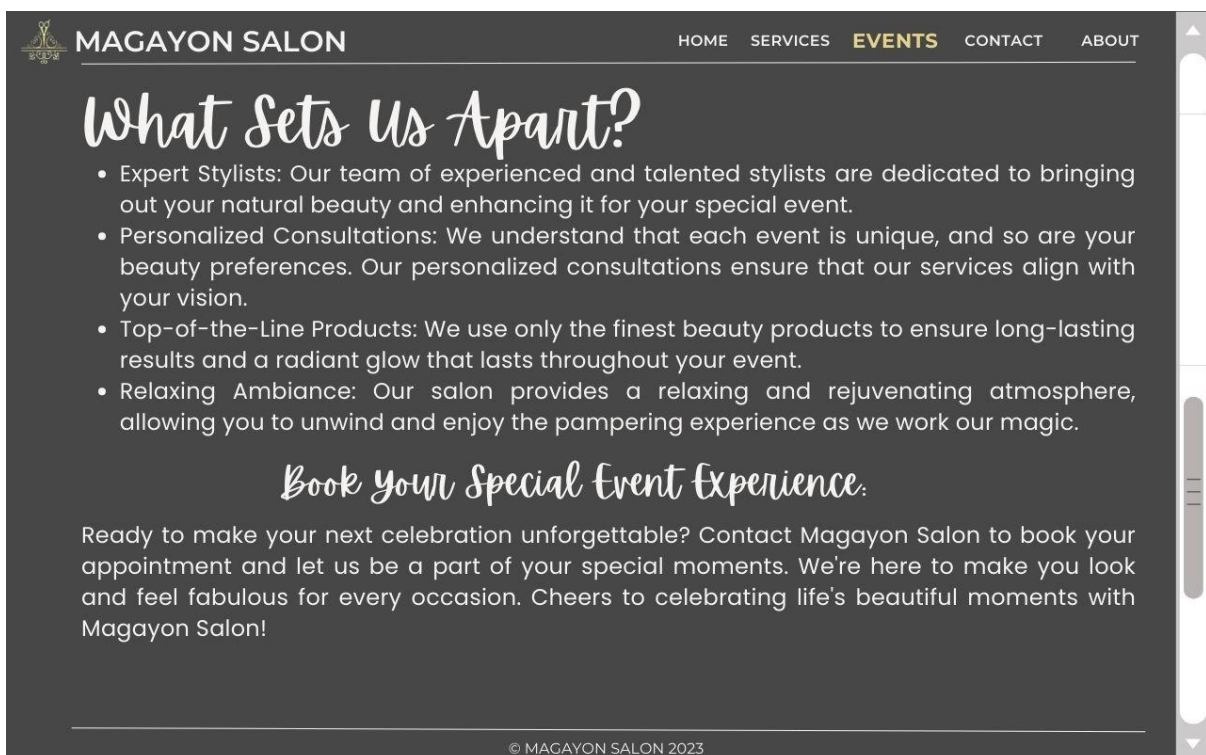



Image 3.2, Events





MAGAYON SALON

HOME SERVICES EVENTS CONTACT ABOUT

## Contact

Welcome to Magayon Salon, where beauty meets precision and every detail matters. We are thrilled that you are considering reaching out to us. Whether you have questions about our services, want to book an appointment, or just want to say hello, we are here to assist you.

**E-mail:**  
magayon\_salon@gmail.com

**Visit Us:**  
Tiangge 202 Space Rental, next to 101 Department Store,  
Stall number 3

If you prefer face-to-face interaction, our doors are open. Drop by during our operating hours, and our friendly staff will be happy to assist you.

**Connect on Social Media:**  
Facebook Account: Billy Brojan

Stay connected with us on social media for the latest updates, promotions, and a glimpse behind the scenes. We love hearing from our clients online too!

**Feedback and Suggestions:**  
magayon\_salon@gmail.com

We value your feedback. If you've recently visited us, please take a moment to share your thoughts. Your insights help us continually improve our services.

If you have a general inquiry or would like us to contact you, please fill out the form below.

NAME

E-MAIL


SUBJECT

MESSAGE

SUBMIT

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Image 4, Contact



MAGAYON SALON

HOME SERVICES EVENTS CONTACT ABOUT

welcome to

# Magayon Salon

Where Beauty Meets Excellence!

At Magayon Salon, we believe in the transformative power of beauty and the confidence it brings. Our salon is more than just a place to get a haircut; it's a sanctuary where self-expression is celebrated, and each client is treated like a work of art. Allow us to share our story and the values that set us apart on our About page.

Founded in 2022, Magayon Salon emerged as a vision to create a haven where beauty, artistry, and personalized care converge. With a team of passionate and skilled professionals, we've cultivated an environment that goes beyond the traditional salon experience. Our journey is marked by a commitment to enhancing the natural beauty of our clients, one transformation at a time.

At Magayon Salon, our mission is simple—to empower individuals to embrace their beauty, inside and out. We strive to be more than just a salon; we aim to be a destination where every client feels valued, heard, and leaves with newfound confidence. Our team is dedicated to staying at the forefront of industry trends, ensuring that you receive the latest techniques and styles.

Image 5, About



## What Sets Us Apart?

- **Exceptional Talent:** Our team of stylists and beauty professionals are not just experts; they are artists passionate about their craft. With continuous training and a keen eye for detail, they bring creativity and precision to every service.
- **Personalized Approach:** We understand that beauty is personal. Our consultations are not just about your hair or nails; they're about understanding your lifestyle, preferences, and aspirations to create a look that's uniquely you.
- **Community Focus:** Magayon Sal is not just a salon; it's a community. We value building lasting relationships with our clients, creating a supportive space where you can express yourself and feel part of something special.

As a salon committed to excellence, we prioritize the use of top-quality products, maintain a clean and inviting environment, and stay dedicated to the satisfaction of our clients. Your experience at Magayon Salon goes beyond beauty; it's about feeling confident, empowered, and celebrated.

We invite you to experience the Magayon Salon difference. Book your appointment and let us embark on a journey of beauty, self-discovery, and empowerment together. Welcome to a salon where every visit is an opportunity to unveil your most beautiful self!