## Economic Challenges

Rising costs of supplies and rent lead to higher service prices

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As neighborhoods gentrify, rising rents in business districts make it hard for barbershops to maintain lower prices while covering their higher overhead.

## Consumer Impact

Regular haircuts become unaffordable for low-income individuals and families, forcing them to reduce the frequency of haircuts

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Higher haircut costs create barriers for people with limited financial resources, potentially exacerbating social inequality

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Personal grooming is tied to confidence, and higher prices might prevent people from maintaining their appearance, affecting their self-esteem

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People may reduce how often they get haircuts, impacting personal hygiene and professional presentation.

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## Potential Solutions

Offer different levels of service, with basic haircuts at \$25 and premium services at higher prices

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Local governments or nonprofits could sponsor discounted haircuts for low-income communities.

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Offer membership plans where customers pay a flat monthly fee for a set number of haircuts.

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Provide affordable haircuts at training schools where aspiring barbers gain experience.

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Rent and utilities in urban areas continue to rise, making it harder to offer \$25 haircuts without losing profitability

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Salons and barbershops struggle to keep employees while offering competitive wages, affecting pricing models

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Increasing costs of hair products (e.g., shampoos, conditioners, oils) used during services put pressure on pricing

Salons could streamline operations to reduce costs, such as offering no-frills services that are quicker and less resource-intensive

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Leverage social media Create a referral or apps to promote loyalty program that affordable haircut rewards customers for options, offer discounts, bringing in new clients or and share testimonials for consistent patronage, increasing customer from satisfied customers. retention l wilson l wilson Collaborate with Sponsor local sports community centers, teams or community schools, or non-profits to groups provide discounted or sponsored haircuts to low-income individuals l wilson

Barber/Salon Operations

Outreach