# **BRAND ANALYSIS**

## BRAND PROMISE

Elegance is our love language. Good quality weave bundles that gives you a confidence boost to face your day.

## BRAND VALUES

Building Relationships

Great relationships are built on an understanding of the needs of the client, trust, mutual respect, fairness in dealing and treating all customers equally. Inflorenza Hair strives to ensure a great personal but professional relationship with all clients. In the hair industry, customer experience is key.

Integrity

Our entire workforce are people who are diligent, consistent and truthful. We act with integrity and could not care less for petty games, scams and quick fixes. We are committed to keeping our promise to our clients and pledge that our actions would forever be in their best interest.

Customer Satisfaction

Sometimes, clients are indecisive and we refuse to be mindless yes men but go the extra mile to offer consultancy services for all occasions and purposes. We aim to ensure that at least 70% of our clientele become return clients. Our strategic partnerships ensure that we are always abreast with trends and market needs as well as the specific needs of individual clients. This is to ensure that we always have our customers in mind.

## BRAND POSITIONING

Inflorenza is relatively new to the general market and can be said to be at the lower end of the market in terms of brand awareness and publicity.

We intend to combat this with aggressive marketing and the use of highly visual creatives.