Mahi’s Styling Business

# OVERVIEW

My business is an online boutique concept store that offers home styling services and home décor items including Tiles, PVC, Faucets, Glassware and Home accessories. It is specialized in providing finishing, furnishing and styling interior needs to each client.

# THE MAIN CONSUMER PROFILE TO BE TARGETED­­­

1. Basic age range 25-60
2. Medium/high income
3. Well-educated
4. She loves her space whether it’s her home/store/work area
5. She has an eye for detail and seeks perfection & appreciates change
6. Consumer classification:
   1. A (stay at home) mom with an eye for detail that likes to move things around and spice things up in her home every once in a while à loyalty cards, newsletters, updates new products and discounts 30+ years old.
   2. newly weds finishing stage àneed a one stop shop
   3. Young female home enthusiastlooking for trendy accessories to impress every guest in her new home.
   4. artsy human work always seeking different!

# STRATEGIC GOAL/VISION

to become the biggest online boutique store in the region that provides the finishing, furnishing and styling interior needs in a unique way with a high focus on personality and style

# STATUS OF THE BUSINESS

The business is a startup that is currently going through the market research & branding phase

# COMPETITION

My business may be considered a pioneer in the local market having insignificant direct competitors. However, indirect competition is vast and presents a big challenge to the business as it includes interior designers, home-ware stores and big home-ware retailers like X,Y and Z.

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# BUSINESS NEEDS

1. Reliable & affordable software provider
2. Marketing needs (freelance marketeer, social media coverage…)
3. An expanded list of home-ware suppliers
4. UI/UX designer
5. …

# STYLING SERVICE BUSINESS PROCESS STEPS

1. The potential client is asked to fill in

a request on the website

and a questionnaire to identify

his/her specific needs

1. Then this questionnaire is

assessed by the stylists

1. This step depends on the clent’s

decision of which package of the

three offered (silver, bronze and gold)

he/she’s interested in

1. If it’s the silver package,

the styling team starts working on

delivering mood boards, items list and 2D

designs for the designated living space.

If it is the bronze package, the stylists do the

same in addition to scheduling a virtual

styling session with the client to provide

the help needed. If the golden package

was chosen by the client, the added feature

would be scheduling a physical visit to the

client’s space and providing a face-to-face

session there.

1. After the service gets delivered,

there exists a follow up with the

client to ensure their satisfaction.