



Magic

Beauty 

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Our Mission

Our goal is to connect customers near and far to the tools they need to achieve their desired beauty standard.



Management Plan



Business Structure

- Beauty Supply Store
- Specialty Beauty Products
- Limited Liability Corporation
 - Owner Control
 - Flexibility

Management Team

Owner and Store Manager (FT)

- Branding and Marketing Decisions
- Stock and External Relationship Building
- Payroll
- Oversee and Assign Tasks

● Assistant Manager (FT)

- Scheduling and Hiring
- Assess Stock Reports
- Set Displays and Signage

● Shift Leader (PT)

- Oversee Associates
- Training and Development
- Associate Recognition

Management Compensation

- Owner = \$1500/monthly
- Store Manager = \$15/hour
- Assistant Manager = \$13/hour
- Shift Leader = \$10/hour

Personnel Compensation

- Sales Associates = \$8/hour
- Hours Allocation
- Employee Discount
- Primary Tasks and Responsibilities



Communication

- Employee Group Chat
- Manager Group Chat
- Employee Manual
- Quarterly Store Meetings
- Monthly Manager Meeting
- Bulletin Board



Merchandising

Merchandise Description & Unique Characteristics

- Hard to Locate Brands
- Products:
 - Natural Hair Care
 - Natural and Organic Hair and Beauty Products
 - Virgin Hair Extensions and Wigs
 - Value Makeup Brands



Merchandise Assortment

Hair Products	45%	Shampoos, Conditioners, Styling Products, Braiding Hair and Accessories
Beauty Products	30%	Makeup, Nail Polish, Skincare
Hair Tools	10%	Flat Irons, Curling Irons, Accessories
Virgin Hair	15%	Straight, Deep Wave, Curly, Body Wave

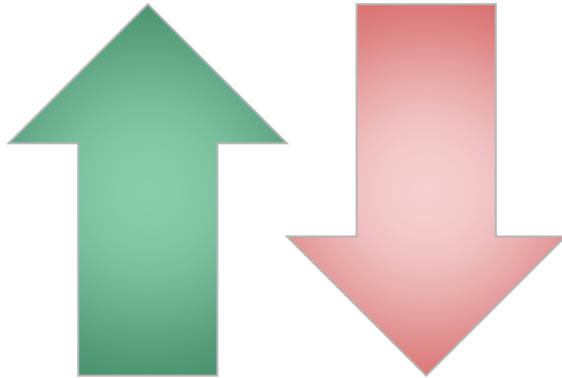
Market Trips

- 2 Market Trips per year

Texas International Hair and Trade Show Expo (Mesquite, TX)	June	Buy Stock for Fall/Winter/Spring
Bronner Bros. International Beauty Show (Atlanta, GA)	August	Buy Stock for Summer/Fall

Markup and Markdown Policies

- Markup will start at 300% on all items.
- Markdowns will occur at the end of every month.

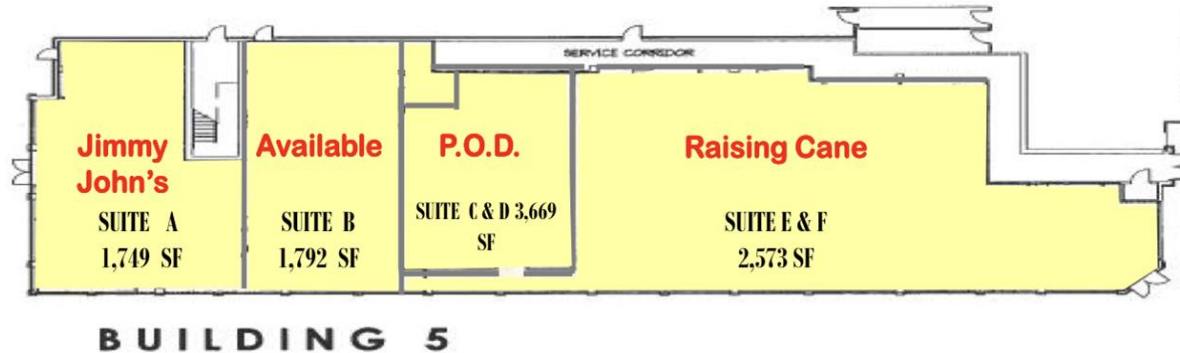




Location

4106 Monarch Way, 1st Floor, Suite B

- 1792 Square Feet
- \$21/ sq.ft. / year = \$3136/mo

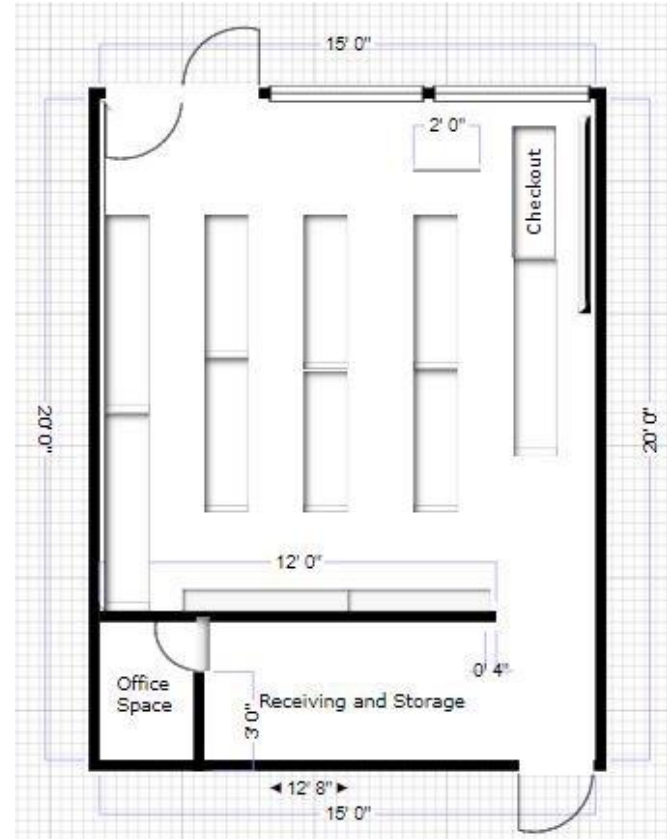


Floor Plan

Selling Space: 1400 sq. ft.

Storage/Processing Space:
300 sq. Ft.

Office Space: 92 sq. ft





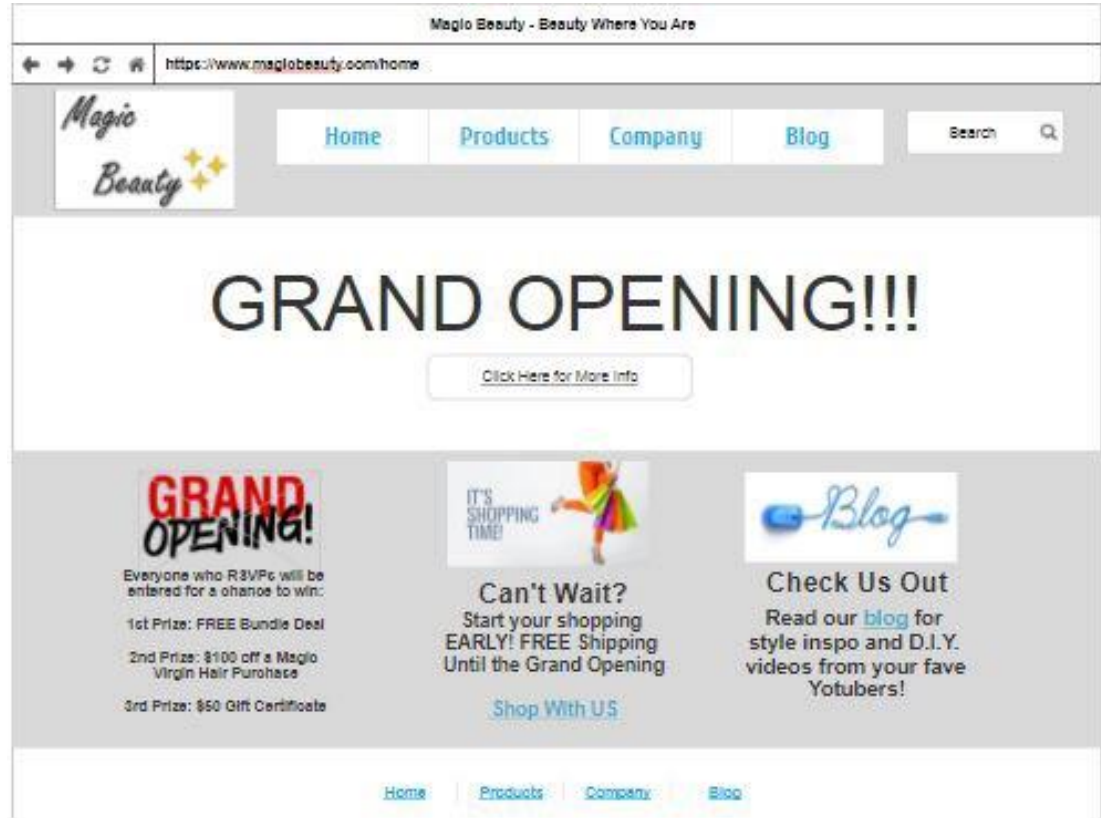
Web Plan

Launch Date: December 18, 2018



Overview

- Brand Image
- E-Commerce



Internet Strategies

- Blogging
- Social Media
- Email List

Online Marketing Strategies

- Online Giveaways
- Youtube Videos
- Social Media Relationships
- Search Engine Optimization

Developing and Hosting Costs

- Domain: \$11.99
- Hosting: \$29.99/mo
- Email Marketing: \$9.99/mo
- Search Engine Optimization: \$6.99/mo

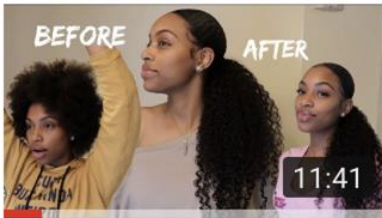




Marketing

Industry Profile

- Current Trend: D.I.Y. Hairstyles and Makeup
- Online Beauty Supply Stores
- All-Natural & Small Brands



How To: Sleek Low Ponytail w/ Weave on Short Natural Hair

Chrissy Cousin

267K views · 2 months ago

Market Analysis

- Target Market
 - Female College Students
 - 17-26 Years Old
 - \$5000< Annually
- No Specialized Beauty Supply Stores Nearby
- Future Markets

Competitive Analysis

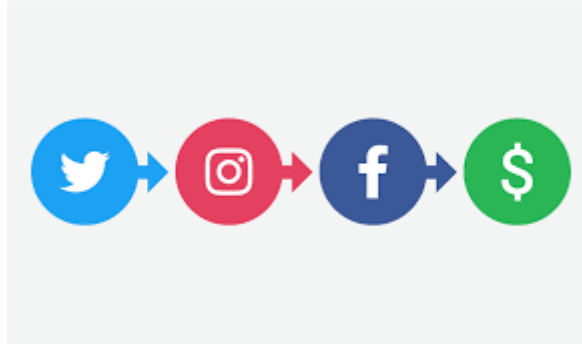
- High Fashion (2.2 miles)
- G&S Beauty Supply (1.5 miles)
- CVS (0.7 miles)

Pricing Structure

- Low-to-Mid Range Pricing
 - \$4 - \$300
- Return and Exchange Policy

Market Penetration

- Social Media
 - Word-of-Mouth
- Publicity Events
- Direct Mail
- Billboard



Publicity

- Local News
- Social Media
- Sponsor Events
- Local Radio

Promotional Events

- Grand Opening
- Anniversary Sale
- "Look-N-Learn"
- Campus Events



Evaluating Marketing Efforts

- Receipt Surveys
- Coupon Codes



Financial Plan



Cash Requirements

Requesting Loan of \$120,000 and Line of Credit of \$15,000

Inventory

- Beginning: \$50,000
- Average Stock: \$72,000

Taxes/Licenses

- Business License & Legal Filings: \$150
- Property Tax: \$1,031

Cash on Hand

- \$10,000 Equity Injections

Security Deposits

- Rent: \$3500
- Telephone: \$300
- Utilities: \$600
- Insurance: \$650
- Other: \$500

Professional Fees

- Accounting: \$300
- Consulting: \$200
- Legal: \$500
- Legal Filings: \$150

Cash Requirements

Marketing

- Advertising (Pre-Opening): \$5,000
- PR and Promotions: \$7,500
- Printing: \$500

Capital Expenditures

- Computer Equipment: \$1,500
- Signage: \$2,750
- Fixtures: \$20,000
- Leasehold Improvements: \$10,000

Year-End

Ending Cash Balance
\$95,195

Year-End Income
\$29,809

Year-End Balance Sheet

- *Assets: \$140,109*
- *Liabilities: \$99,228*
- *Equity: \$73,809*

Ratio Analysis

- *Gross Margin: 78%*
- *Break-Even: \$279,666*



Retail Operations



Reporting Policies

Store Incident Report must be completed before the end of the shift that the incident occurred.



Employee Development

- Surveys
- Unofficial 1-on-1 Touchbases
- Training Meetings (Quarterly)

Employee Philosophy

ALL employees are responsible for making the customer happy.

- Positive and Fun Environment
- Open-door Policy
- Recognition and Appreciation

Staffing Levels

- One Manager AT ALL TIMES
- Two Person Sales Floor Coverage (Non-peak)
- One Shipment Shift

Operating Hours

7 Days a Week

Monday - Saturday: 10AM - 9PM

Sunday: 9AM - 6PM

Inventory Control

- Physical Count: 2x per year
- Opening Manager Verifies Inventory

Security Systems

Incoming Shipments

All shipments **MUST** be checked in by a manager before being processed.

- Opening Manager Verifies
- Shipment Associate Recount
- BOTH employees sign off

Employee Purchases

Employee sales must be completed by a manager.

- Managers must purchase before the opening manager leaves for the day.

Employee Personal Items

- All employee personal items must be **LOCKED** for the duration of their shift.
- All bags must be check prior to exiting the store.

Security Systems

External Theft

- All bagged merchandise will be tagged with sensors.
- Employees will be trained on how to handle situations involving theft or robbery.

Alarm System

- Closing Manager must set alarm before leaving store.
- Closing Manager and Associate must exit the store at the same time.

Documentation

- Orders must be verified by a manager.
 - Verification Form: signed by both manager and associate.
- Bank Deposits
 - Double counted and signed off by two managers.
 - Owner will make mid-day deposits every Monday and Friday.

Product Availability

- July Market Trip
- Two Market Trips every following year.

