



JCTURNER CONSULTING GROUP LLC

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Business Plan: Luxe Glow Beauty Salon

Prepared for: SBA Funding Consideration
Owner: [Owner's Name]
Business Type: Beauty Salon (Hair, Skin, and Nails)
Location: Gwinnett County & Metro Atlanta, Georgia
Business Start Date: [MM/YYYY]
Prepared By: [Owner's Name]

1. Executive Summary

Business Overview:

Luxe Glow Beauty Salon is a full-service beauty salon dedicated to serving the diverse beauty needs of African American and multicultural clients in Gwinnett County and the broader Metro Atlanta area. Founded by [Owner's Name], a licensed cosmetologist and entrepreneur, Luxe Glow offers hair styling, coloring, natural hair care, skincare treatments, and nail services in a welcoming and professional environment.

Mission Statement:

To empower our clients to look and feel their best by providing culturally inclusive, high-quality beauty services in a modern, clean, and comfortable salon environment.

Vision Statement:

To become the leading African American-owned beauty salon in Metro Atlanta, recognized for excellence in customer service, inclusive beauty solutions, and community engagement.

Objectives:

1. Achieve a steady client base of 500 active clients by the end of Year 1.
2. Generate \$450,000 in revenue by Year 2, with a 15% profit margin.
3. Expand to a second location in Metro Atlanta by Year 3.
4. Build brand awareness through local partnerships, social media, and community events.

Funding Needs:

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\$100,000 for salon renovation, equipment, initial inventory, marketing, and working capital.

2. Company Description

Company Name: Luxe Glow Beauty Salon
Legal Structure: LLC (or S-Corp if preferred for tax purposes)
Location: Gwinnett County, Georgia (primary), servicing Metro Atlanta.
Services Offered:

- Hair: Cuts, color, natural hair styling, extensions, braiding
- Nails: Manicures, pedicures, nail art
- Skin: Facials, waxing, skincare consultations
- Retail: Hair and skin care products targeted for African American and multicultural clients

Core Values:

- Excellence: High-quality beauty services.
- Inclusivity: Services for all hair types and skin tones.
- Community: Support local African American and minority businesses.
- Innovation: Stay current with beauty trends and technology.

Unique Selling Proposition (USP):

Luxe Glow is a culturally competent beauty salon that combines expertise, premium products, and personalized service for the African American community while offering a comfortable, inclusive, and modern salon experience.

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3. Market Analysis

Industry Overview:

The U.S. beauty industry is a \$100+ billion market, with multicultural and African American hair care representing a fast-growing segment. Metro Atlanta has a large African American population with high demand for salons specializing in natural hair care, braiding, and professional salon services.

Target Market:

- Primary: African American women ages 18–50 in Gwinnett County and Metro Atlanta.
- Secondary: Men seeking grooming services, teens requiring styling for events.
- Tertiary: Retail customers for beauty products.

Market Trends:

- Growing demand for natural hair care and specialized treatments.
- Increased preference for salons that prioritize hygiene, safety, and professional training.
- Social media-driven beauty trends, creating opportunities for brand awareness online.

Competitive Analysis:

- Direct Competitors: Local African American–focused salons (e.g., local braiding and hair extension salons).
- Indirect Competitors: Mainstream salons offering general services.
- Competitive Advantage: Expertise in multicultural hair care, community engagement, flexible scheduling, and superior customer service.

Marketing Research:

- Gwinnett County has over 1.1 million residents, 33% African American.
- Metro Atlanta has an estimated 2.1 million African American residents.

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- Average spend per client in premium salons: \$80–\$150 per visit.

4. Organization & Management

Ownership:

- [Owner's Name], Founder & CEO, Licensed Cosmetologist, 10+ years industry experience.

Management Team:

- Salon Manager – Day-to-day operations, scheduling, HR management.
- Marketing Coordinator – Social media, local advertising, and events.
- Finance Manager/Bookkeeper – Financial oversight, payroll, and reporting.

Staffing Plan:

- Year 1: 4 stylists, 2 nail technicians, 1 esthetician, 1 receptionist.
- Year 2: Add 2 stylists and 1 esthetician to accommodate growth.
- Year 3: Expand staffing for second location.

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5. Marketing & Sales Strategy

Branding:

- Logo, signage, and interior design reflecting a modern, upscale, and culturally relevant aesthetic.
- Strong presence on Instagram, TikTok, Facebook, and Google Business.

Marketing Channels:

- Social media campaigns featuring client transformations.
- Referral programs offering discounts for new client referrals.
- Partnership with local businesses and events (weddings, corporate).
- Email newsletters with promotions and new services.

Sales Strategy:

- Upselling premium services and retail products.
- Package deals (e.g., braiding + hair care products).
- Loyalty programs to encourage repeat visits.

Customer Retention:

- Online booking and reminders.
- Personalized consultations.



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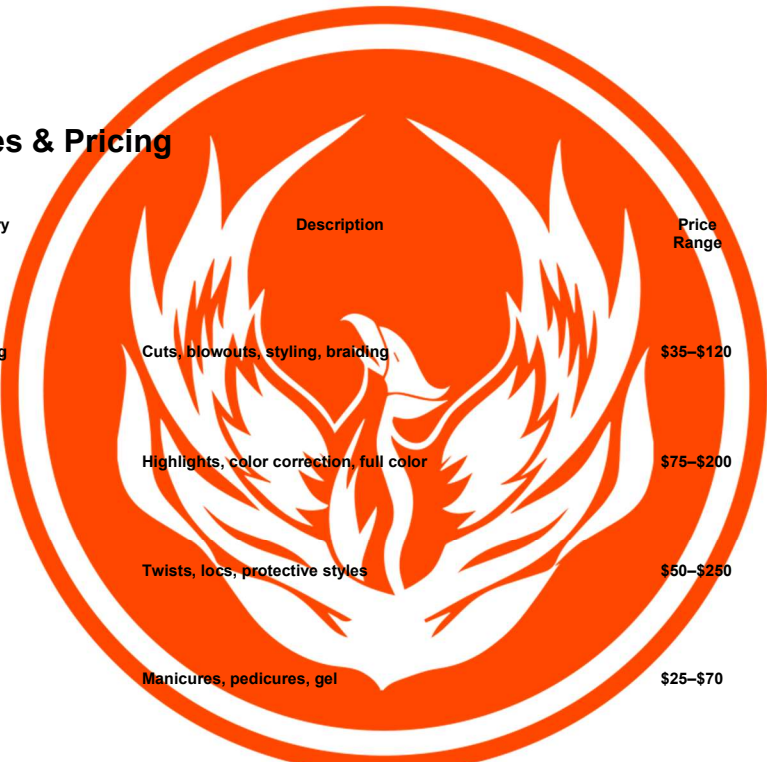
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- High-touch customer service and follow-ups.

6. Services & Pricing



Service Category	Description	Price Range
Haircuts & Styling	Cuts, blowouts, styling, braiding	\$35–\$120
Coloring	Highlights, color correction, full color	\$75–\$200
Natural Hair Care	Twists, locs, protective styles	\$50–\$250
Nails	Manicures, pedicures, gel	\$25–\$70
Skin Care	Facials, waxing, skincare consultation	\$40–\$150

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Retail Hair and skincare products \$10–\$150

7. Financial Plan

Year	1	2	3
Revenue	\$300,000	\$450,000	\$600,000
Expenses	\$270,000	\$382,500	\$480,000
Net Profit	\$30,000	\$67,500	\$120,000

Start-up Costs:

- Salon Lease & Renovation: \$40,000
- Equipment & Furniture: \$25,000
- Initial Inventory: \$15,000
- Marketing & Branding: \$10,000

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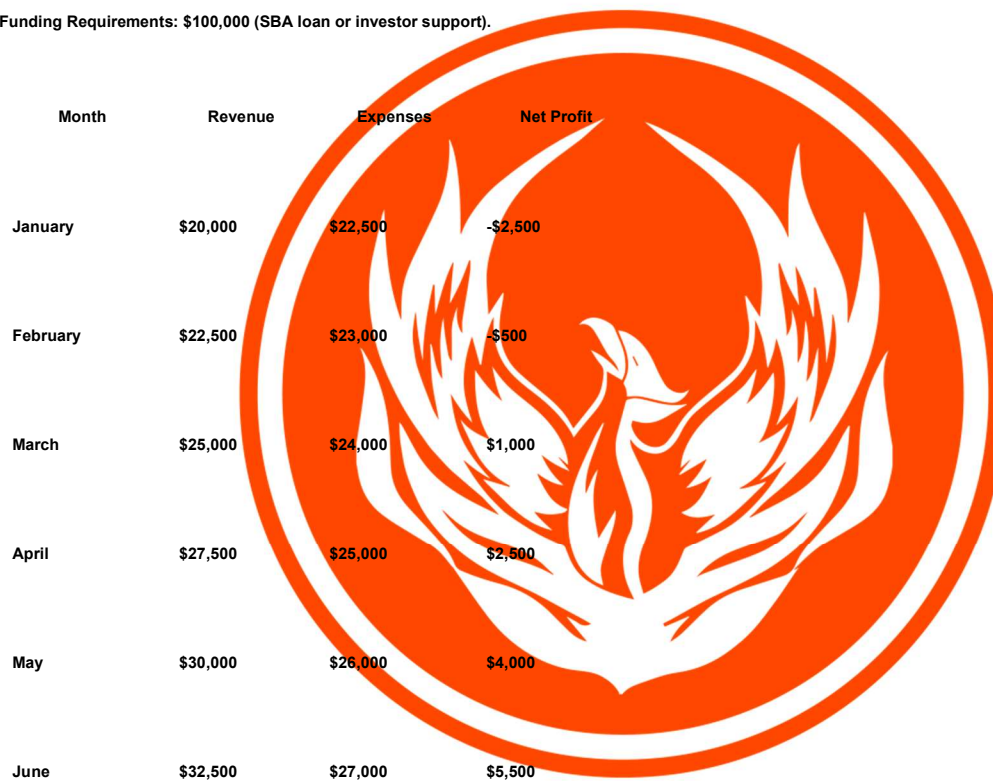
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- Working Capital: \$10,000
Total: \$100,000

Funding Requirements: \$100,000 (SBA loan or investor support).



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July	\$35,000	\$28,000	\$7,000
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August	\$37,500	\$29,000	\$8,500
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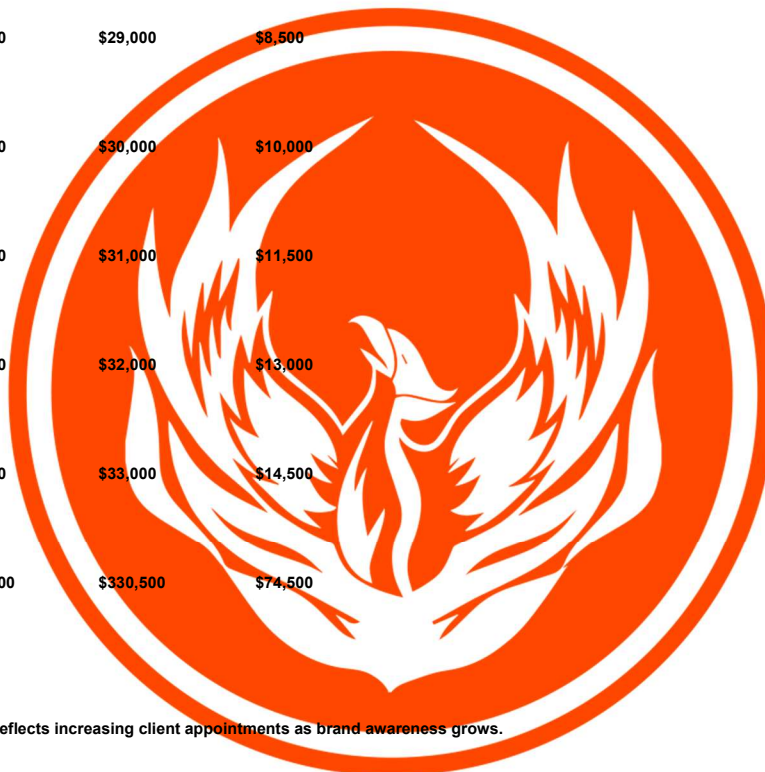
September	\$40,000	\$30,000	\$10,000
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October	\$42,500	\$31,000	\$11,500
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November	\$45,000	\$32,000	\$13,000
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December	\$47,500	\$33,000	\$14,500
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Total	\$405,000	\$330,500	\$74,500
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Notes & Assumptions:

- Revenue growth reflects increasing client appointments as brand awareness grows.
- Expenses include payroll, rent, utilities, inventory, marketing, and miscellaneous costs.
- Net profit starts negative in early months due to initial operational costs but turns positive by March.
- Slightly higher December revenue accounts for holiday season demand.

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Break-even Analysis:

- Expected break-even within 18 months with 300 monthly appointments.

Cash Flow Projections:

- Month-to-month cash flow prepared to cover payroll, rent, inventory, marketing, and unexpected expenses.

Financial Strategy:

- Maintain 10–15% net profit margin.
- Reinvest profits into marketing, staff training, and potential expansion.

8. Appendices

1. Owner's Resume & Cosmetology License
2. Lease Agreement for Gwinnett County Location
3. Market Research Data & Demographics
4. Sample Marketing Materials
5. Product Supplier Agreements
6. Detailed Month-to-Month Cash Flow for Year 1

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