MANE ELEMENTZ

#1 Resource for HAIRpreneurs

BUSINESS PLAN FOR THE HAIRPRENEUR

Fill in the blanks and answer the questions.

OVERVIEW

Business Name

Why are you starting this business?

What problem will your hair extension company solve?

Mission Statement (the official statement of how will your business help people?)

Tagline or Motto

Will you be starting as a sole proprietorship, LLC or Corporation?

FINANCES

How will you be financing your business?

What is your financial goal for your first month, first quarter, first 6 months, first year?

How many customers do you need to meet your financial goals?

How much profit will you make on each product? Fill in table below

Wholesale Price	Retail Price	Your Profit (subtract retail price from wholesale price)
10		
12		
14		
16		
18		
20		
22		
24		
26		
28		
30		
Wholesaler shipping fees:		

Who will you do your shipping and how much is it to send one package?

GOAL SETTING

HAIRY GOALS: H- Hair Quality, Attainable, Individual (specific), Relevant, Yield to time

What are your HAIRY GOALS for the month, year, first five years? Be specific and realistic

When are you having your grand opening (date)?

Who is designing your logo and when will it be complete?

Who is designing your website and when will it be done?

How much inventory will you keep in stock (optional)?

MARKET ANALYSIS

Do a Market Analysis for your business and answer these questions:
How much does this industry make? Why?

Who is buying in this industry (your target market)?

How often is your target market buying?

What is the average sale price of the industry?

Who is your direct competition (actual name of a company near you that is competition)? Why are they your competition? Study their website and business services. How are you going to be different from them?

BUSINESS PLAN FOR THE HAIRPRENEUR

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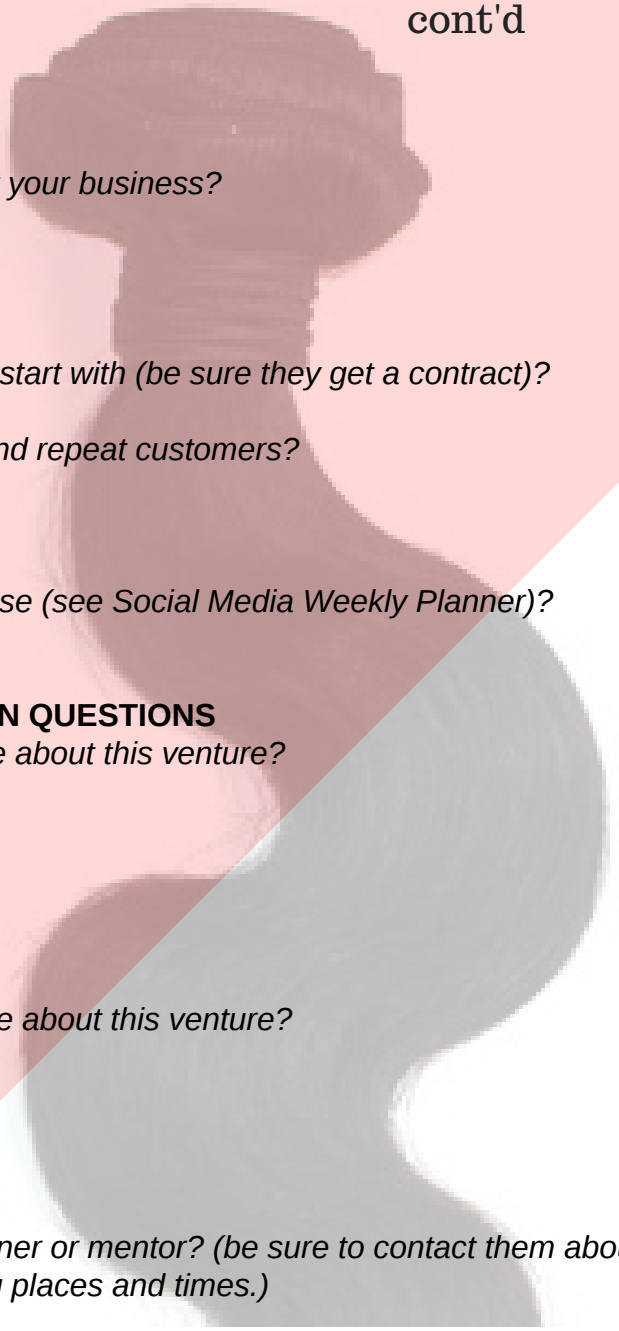

MARKETING
How will you get the word out about your business?

How many brand ambassadors will start with (be sure they get a contract)?

How can you encourage referrals and repeat customers?

What social media outlets will you use (see Social Media Weekly Planner)?

OBSTACLES/CHALLENGES/OPEN QUESTIONS
What specific concerns do you have about this venture?

What specific questions do you have about this venture?

Who will be your accountability partner or mentor? (be sure to contact them about working with you, prices for their time and/or regular meeting places and times.)

Something to remember...

When you are done and get your business launched, do not lose or misplace your business plan. **Use your plan as a management tool and build a better business.** Keep your business plan handy and use it to grow your business. In fact statistics show that business that use their plan as a management tool grow 30% faster than those that don't. Congratulations!

For advice on your business plan check out our 'consultations' tab on www.maneelementz.com