

Hair De Couture



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Executive Summary:

Hair De Couture is a modern luxury hair salon dedicated to providing high-quality, affordable beauty services in a welcoming and stylish environment. The business specializes in professional hair styling, coloring, treatments, and retail product sales, serving women who value convenience, confidence, and premium care without the high-end price tag. Hair De Couture solves the common problem of limited access to affordable luxury hair services by combining top-tier techniques with approachable pricing and exceptional customer experience.

The salon's main offerings include personalized hair services, product consultations, and pop-up salon events that bring beauty directly to the community. Revenue is generated through service appointments, retail product sales, and special event styling such as bridal and promotional pop-ups. By blending in-salon experiences with mobile marketing events, Hair De Couture builds brand visibility and customer loyalty.

The company's biggest goal is to become a recognized leader in affordable luxury hair care—expanding to multiple locations while maintaining its reputation for quality, creativity, and community connection. Through innovation, strong branding, and customer trust, Hair De Couture aims to redefine what accessible beauty looks like.



Mission and Vision Statement

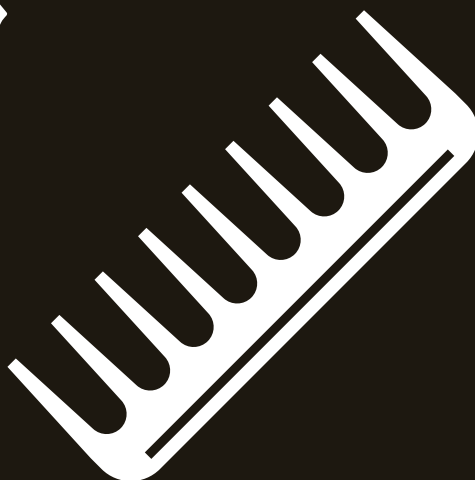
Mission Statement:

“Make clients look and feel their best in a clean and healthy environment”

Vision Statement:

“Grow a family friendly relationship with clients to make them feel cared for”

Hair De Couture exists to give clients a place where they can finally receive high-quality, luxury-feeling hair services at prices real people can afford, creating a warm, modern, and welcoming environment where every client feels valued, understood, and confident. The purpose of the business is to fix the common frustrations people face with overpriced, rushed, or inconsistent salons by offering professional results, transparent pricing, and a clean, healthy atmosphere that makes beauty accessible instead of stressful. Looking ahead, Hair De Couture aims to grow from a trusted local salon into a widely recognized brand, first by building a strong base of loyal clients, then expanding its team and services, and eventually opening multiple locations across the country. The long-term direction is to become one of the most popular salons in the United States, known for affordable luxury, exceptional service, and consistent results that empower clients to look and feel their best.



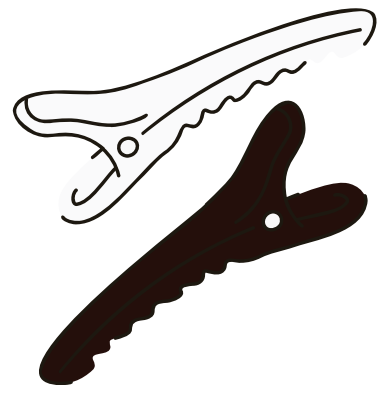
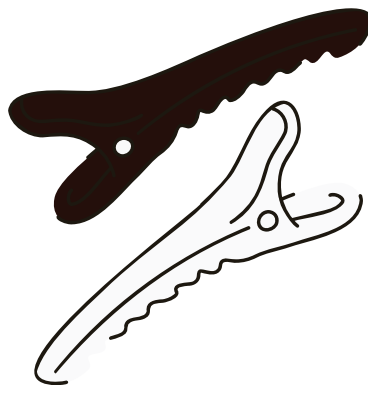
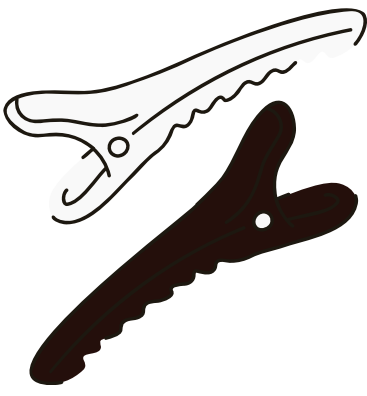
Identity and Values:

Hair De Couture is built on the belief that luxury should be accessible. We value helping clients look and feel their absolute best without the stress of excessive costs, offering high-quality styling, coloring, and treatment services at prices that respect everyday budgets. Our identity is rooted in professionalism, warmth, and genuine care – creating a clean, healthy, and welcoming environment where clients feel comfortable expressing themselves and connecting with their stylists. We prioritize attentive service, personalized care, and a supportive atmosphere that makes every client feel tended to, understood, and appreciated. What sets us apart is our commitment to combining professional-level skill with affordability, delivering results that feel luxurious while remaining attainable. By listening closely to each client's vision and providing transparent, fair pricing, we offer a dependable alternative to overpriced salons. Hair De Couture stands for confidence, quality, and compassion, giving clients a place where they can enjoy a luxury salon experience that fits their lifestyle, their needs, and their budget.



What we do and how we will Operate:

Hair De Couture provides luxury-level hair services at accessible prices, and we operate with a focus on professionalism, consistency, and genuine client care. We offer high-quality styling, coloring, and treatment services in a clean, healthy, and welcoming environment where clients feel comfortable expressing themselves and building real connections with their stylists. Our daily operations center on attentive service, personalized consultations, and transparent pricing so clients always know they are receiving exceptional value. We maintain strict cleanliness standards, use professional-grade products, and ensure every appointment is handled with care, respect, and attention to detail. By combining skilled techniques with a warm, supportive atmosphere, we create a salon experience that feels luxurious without being financially overwhelming. Our goal is to operate as a dependable, trustworthy salon where clients consistently leave feeling confident, refreshed, and truly cared for.



The Problem:

Many salons charge extremely high prices yet still deliver rushed, inconsistent results, leaving clients feeling unheard, disappointed, and unsure where to turn for reliable service. On top of that, surprise fees, unprofessional communication, and intimidating environments make many people feel like they don't belong unless they can afford luxury-level pricing. These issues create stress, frustration, and a lack of trust, pushing clients to either overspend or settle for low-quality alternatives. This widespread problem makes it difficult for everyday people to maintain their hair the way they want without feeling judged, pressured, or financially overwhelmed.



Our Solution:

Hair De Couture provides a clear and meaningful solution by giving clients luxury-level hair services at prices they can actually afford. Many women feel frustrated with salons that charge extremely high rates but deliver rushed, inconsistent, or unprofessional results, and our business directly fixes that problem. We offer high-quality styling, coloring, and treatment services in a clean, healthy, and welcoming environment where clients feel valued instead of pressured. By combining professional skill with fair, transparent pricing, we make it possible for clients to maintain beautiful, confident-boosting hair without financial stress. Our approach also focuses on listening to each client's vision, ensuring they leave with results they truly love. This creates a dependable alternative to overpriced salons and gives customers a place where they can finally enjoy a luxury experience that fits their lifestyle and budget.

Target Market:

Our ideal customer is also deeply influenced by lifestyle and personal values. She is style-conscious, keeps up with beauty trends, and views self-care as an important part of her emotional well-being. Her schedule is often busy, so she prefers services that are efficient, trustworthy, and easy to book. She enjoys activities like fitness classes, social outings, and creative hobbies such as makeup or fashion styling, all of which reinforce her desire to look polished and confident. She follows beauty influences and trends on social media, making her highly responsive to before-and-after photos, tutorials, and stylist recommendations. This customer wants a salon that feels modern, warm, and welcoming—not overly fancy or overpriced. Hair De Couture appeals to her because it offers a luxury experience that matches her taste without stretching her budget.

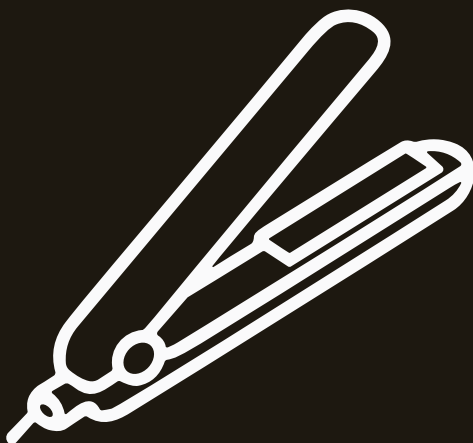
Many of our customers also share the same frustrations and pain points when it comes to hair care. Rising salon prices make it difficult for them to maintain their hair the way they want, and they often feel forced to choose between expensive luxury salons or cheaper options that deliver inconsistent results. Some stretch out appointments longer than they prefer, while others attempt DIY hair care at home, which can lead to damage or disappointment. These women want a salon that listens to their needs, respects their budget, and delivers professional-level quality every time. They also want transparency—no surprise fees, no rushed appointments, and no pressure to buy unnecessary add-ons. Their biggest need is a trustworthy place where they can feel confident that their hair will turn out exactly how they envisioned it. Hair De Couture solves this by offering high-quality services at fair, predictable prices that make regular hair care accessible again.

Customer Profile:

A typical Hair De Couture customer is a young woman who values looking polished and confident without paying luxury-level prices. She enjoys keeping up with current beauty trends, follows stylists on social media for inspiration, and appreciates salons that feel welcoming rather than intimidating. This customer wants high-quality results, reliable service, and a stylist who listens to her needs. She is budget-conscious but still wants to treat herself, making Hair De Couture's "affordable luxury" approach a perfect match for her lifestyle.

Industry & Market Research:

The beauty and hair-care industry continues to grow steadily, with increasing demand for personalized services, modern color techniques, and high-quality hair-care products. Many salons in the market focus heavily on premium pricing and exclusive branding, which leaves a gap for businesses that offer professional results at more accessible rates. Research also shows that customers are seeking convenience, transparency, and a comfortable salon environment where they feel valued. This shift in consumer expectations creates a strong opportunity for Hair De Couture to stand out by combining quality, affordability, and a welcoming experience that meets the needs of today's beauty-focused clients.



Competitors:

Habit Salon:

Habit Salon is one of the most well-known names in the hair industry, especially for extensions and color transformations. They have a massive social-media presence, which helps them attract clients from all over the country who want dramatic, influence-style results. Their stylists are highly trained, and the salon has built a reputation for delivering consistent, high-quality work. However, Habit Salon is also known for extremely high prices, making it difficult for everyday clients to afford regular services. Many customers admire the brand but feel it is out of reach financially, which creates a gap in the market for salons that offer similar quality without the luxury-level cost.

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Hair by Kenzie:

Hair by Kenzie is a smaller, stylist-run brand that has grown quickly through Instagram and TikTok. Kenzie's work is trendy, personalized, and very appealing to younger clients who follow beauty influencers. Her business focuses on modern coloring techniques, transformations, and a friendly, one-on-one experience. While her services are popular, the brand has limitations: she operates in only one location, her schedule books up quickly, and her prices are on the higher end due to her online popularity. This makes it hard for many clients to access her services consistently. As a result, customers who want reliable, high-quality hair care at a more affordable price often look for alternatives.

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Origin Salon:

Origin Salon is known for its award-winning stylists, upscale atmosphere, and professional reputation. The salon offers a wide range of services and uses high-end products, which attracts clients who want a premium, polished experience. Their branding and environment feel very luxurious, which appeals to customers who enjoy high-end beauty services. However, this level of quality comes with premium pricing, and the salon can feel intimidating or exclusive to people who are budget-conscious. Many clients appreciate the skill at Origin Salon but struggle to maintain regular appointments due to the cost, leaving room for more affordable competitors to step in.

How we Stand Out:

Hair De Couture stands out from Habit Salon, Hair by Kenzie, and Origin Salon by offering the same high-quality, professional results without the luxury-level prices that make those competitors hard to afford. While Habit Salon is known for extensions, Hair by Kenzie for social-media popularity, and Origin Salon for award-winning stylists, all three share the same weakness: their services are expensive and often feel exclusive or intimidating. Hair De Couture fills the gap by creating a warm, welcoming environment where clients get consistent, beautiful results at prices real people can manage. This combination of affordability, professionalism, and approachability makes Hair De Couture the most accessible and customer-focused option among the four.



Future Plans:

Hair De Couture has exciting plans for the future that focus on growth, innovation, and customer convenience. The salon aims to expand its reach through mobile styling units that bring quick services to schools, offices, and events, making beauty more accessible. Subscription hair-care boxes will allow clients to enjoy personalized products at home, while virtual consultations will help them plan styles before visiting the salon. The brand also plans to launch an eco-friendly product line with sustainable ingredients and packaging, reflecting modern beauty values. Additional ideas include express service menus for busy clients, seasonal style packages, and hair-health memberships that reward regular care. Hair De Couture also hopes to build a bridal and event styling team, expand into men's grooming, and host training workshops for aspiring stylists — all designed to strengthen its reputation as a salon that combines affordability, luxury, and innovation.

Services & Products being sold:

Haircuts – Professional cuts customized to each client’s style, hair type, and face shape.

Blowouts – A smooth, voluminous blow-dry that leaves hair shiny and styled.

Styling – Curls, waves, straightening, updos, and event-ready looks.

All-Over Color – A single, even color applied from roots to ends for a fresh, uniform look.

Root Touch-Up – Covers new growth to maintain color between full appointments.

Highlights – Bright, dimensional strands using foils or balayage techniques.

Lowlights – Darker tones added to create depth and richness.

Toners / Glosses – Adds shine, refreshes color, and reduces brassiness.

Deep-Conditioning Treatment – Moisturizes and repairs dry or damaged hair.

Hair Repair Treatment – Strengthens over-processed or weakened hair using professional formulas.

Scalp Treatment – Cleanses buildup and soothes dryness for a healthier scalp.

Trim – A quick clean-up of the ends to maintain shape between full haircuts.

Bang Trim – Refreshes bangs or face-framing pieces.

Gloss Add-On – Boosts shine and tone when added to any service.

Shampoos & Conditioners – Salon-quality products that protect color and improve hair health.

Styling Products – Heat protectants, mousses, sprays, and serums for at-home styling.

Hair Masks – Weekly deep-treatment products for softness and repair.

Finishing Oils & Serums – Lightweight oils that smooth frizz and add shine.



Menu/Prices:

HAIR DE COUTURE

AFFORDABLE LUXURY

SERVICE & PRODUCT MENU

SERVICES

HAIRCUTS

Women's Haircut	\$45
Trim (Ends Only)	\$20
Bang Trim	\$10

BLOWOUTS & STYLING

Classic Blowout	\$35
Event Styling / Curls / Waves	\$45
Updo / Special Occasion Style	\$65

COLOR SERVICES

All-Over Color	\$85
Root Touch-Up	\$55
Partial Highlights	\$95
Full Highlights	\$135
Lowlights Add-On	\$40
Toner / Gloss Refresh	\$30

TREATMENTS

Deep Conditioning Treatment	\$25
Hair Repair Treatment	\$35
Scalp Treatment	\$20

PRODUCTS

SHAMPOOS & CONDITIONERS

Color-Safe Shampoo	\$18
Moisturizing Conditioner	\$18
Repair Shampoo or Conditioner	\$20

STYLING PRODUCTS

Heat Protectant Spray	\$16
Volumizing Mousse	\$15
Flexible Hold Hairspray	\$14
Curl-Enhancing Cream	\$17

HAIR MASKS

Deep Repair Mask	\$22
Hydrating Mask	\$20

FINISHING OILS & SERUMS

Anti-Frizz Serum	\$18
Shine Oil	\$20

LUXURY LOOKS YOU CAN AFFORD.

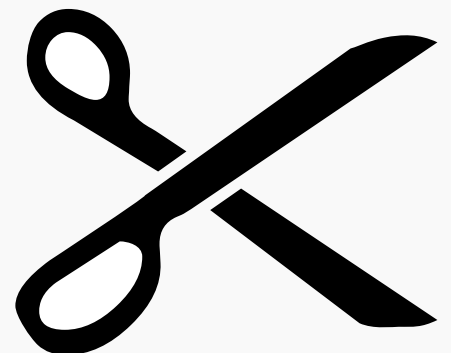
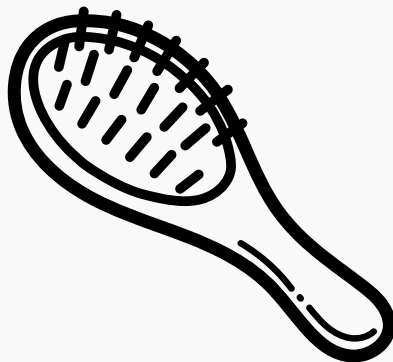
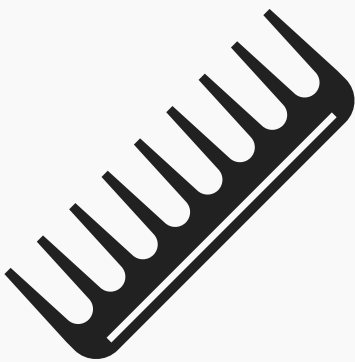
Management:

Paige Springer is the passionate founder and owner of Hair De Couture, bringing creativity, professionalism, and a strong commitment to client care into every aspect of the business. With a natural talent for modern styling and a deep understanding of what clients want, Paige built the salon around the idea of “affordable luxury,” making high-quality beauty services accessible to everyone. Her dedication to continuous learning, trend awareness, and personalized service has shaped Hair De Couture into a welcoming, stylish, and customer-focused brand that reflects her vision and values.

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Employees:

Hair De Couture will employ a total of fourteen team members to support daily operations. The salon will have two receptionists who handle client check-ins, scheduling, phone calls, payments, and overall front-desk organization, each earning \$7,000 per month. Two social media managers will oversee content creation, online engagement, marketing campaigns, and influencer collaborations, each earning \$9,000 per month. The business will include eight owners who share leadership responsibilities such as overseeing operations, managing finances, maintaining brand standards, approving marketing strategies, and ensuring high-quality customer experiences; each owner will earn \$12,000 per month. Additionally, two product sales specialists will focus on retail sales by recommending products, maintaining displays, managing inventory, and helping clients choose the right items for their hair needs, with each earning \$6,000 per month. Altogether, this team structure supports smooth operations, strong marketing, excellent customer service, and consistent retail performance while keeping payroll balanced and sustainable.



Future Hiring Needs:

Additional Stylists: As the client base grows, the salon will need more licensed stylists to reduce wait times and expand appointment availability.

Assistant Stylists / Apprentices: To support senior stylists, assist with color services, and help maintain smooth daily operations.

Salon Manager: A dedicated manager to oversee scheduling, staff coordination, customer service, and daily operations as the business expands.

Marketing Assistant: To support the social media team with content editing, engagement, and promotional planning.

Inventory & Retail Coordinator: A specialist to manage product orders, track stock levels, and optimize retail sales.

Bridal & Event Team Members: Stylists trained in updos, makeup, and on-site services for weddings and special events.

Cleaning & Maintenance Staff: To ensure the salon stays clean, sanitized, and professionally maintained as traffic increases.

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These future hiring needs will be essential for supporting Hair De Couture's long-term growth and maintaining high-quality service as the client base expands. Bringing on additional stylists and assistant stylists will help reduce wait times, increase appointment availability, and ensure clients receive efficient, personalized care. Adding roles such as a salon manager and marketing assistant will strengthen daily operations, improve organization, and enhance the salon's online presence as demand increases. Hiring a dedicated inventory and retail coordinator will help streamline product management and boost retail sales, while expanding into a bridal and event team will open new revenue opportunities. Finally, adding cleaning and maintenance staff will keep the salon environment professional, safe, and welcoming. Altogether, these future hires will support smoother operations, higher customer satisfaction, and sustainable business growth.

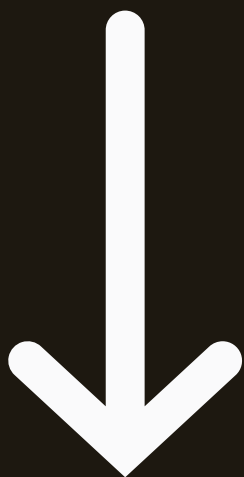
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Marketing:

The social media posts across Instagram, TikTok, Pinterest, and Facebook highlight who our brand is designed for: women who want beautiful, professional hair transformations without paying luxury prices. Each post shows what Hair De Couture delivers by featuring real before-and-after results that prove the quality of our services. We share content consistently, posting about three times per week, so our audience knows when to expect new transformations and fresh inspiration. These posts appear where our customers already spend their time – scrolling Instagram for beauty ideas, watching TikTok glow-ups, saving Pinterest inspiration boards, and engaging with Facebook makeover stories. The tone across all platforms is warm, elegant, and confidence-boosting because our audience values authenticity, self-care, and feeling understood. We create these posts why – to build trust, attract new clients, and show that luxury hair can be affordable for everyday women. Together, these posts strengthen our brand identity and help Hair De Couture stand out as the top choice for affordable luxury beauty.



Partnerships:



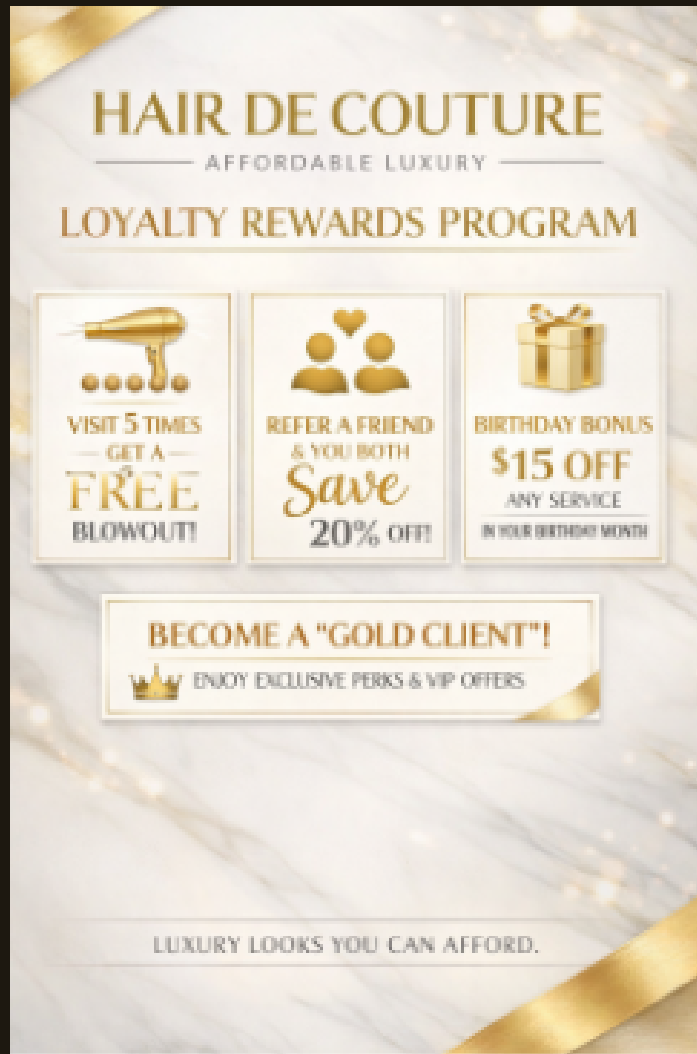
Partnering with Elegant Beauty Bridal is a major milestone for Hair De Couture, marking a new chapter of growth and collaboration in the luxury beauty industry. This partnership brings together two trusted names – Hair De Couture’s expertise in professional hair styling and Elegant Beauty Bridal’s mastery of bridal makeup – to create a seamless, high-end experience for brides. The collaboration will take place at both salons’ locations and at wedding venues throughout St. George, Utah, where the demand for premium yet affordable bridal services continues to rise. Together, the teams will offer customized packages that include trial sessions, wedding-day styling, and on-site beauty support. The partnership is happening now as part of Hair De Couture’s expansion into event-based services, aligning perfectly with its mission to make luxury beauty accessible. This collaboration matters because it elevates both brands, offering brides confidence, elegance, and care – all at a price that respects their budget while delivering unforgettable results.

Pop-ups:

Hair De Couture will promote its brand by setting up pop-up salon stations in high-traffic locations such as malls, community events, and local gatherings, allowing potential clients to see our work and interact with our team in real time. These pop-ups give us the opportunity to offer quick services, mini consultations, and exclusive event-only deals that introduce new customers to our affordable luxury experience. They also serve as a powerful marketing tool, allowing us to hand out business cards, collect new client contacts, and encourage visitors to follow our social media pages for future updates and appointments. By meeting people where they already are, these pop-ups help us reach women who want convenient, high-quality hair services without the commitment of a full salon visit. This approach builds trust, increases brand visibility, and creates a steady flow of new clients who are more likely to return for full services after experiencing our work firsthand.



Loyalty Programs:



Hair De Couture will further strengthen its brand presence by expanding its pop-up salon strategy, placing temporary styling stations in high-traffic areas such as malls, community festivals, school events, and local markets. These pop-ups allow potential clients to watch our stylists work in real time, experience our techniques firsthand, and get a feel for the quality and professionalism that define our affordable luxury brand. During these events, we will offer quick services, mini consultations, product demonstrations, and exclusive discounts designed to attract new customers who may not yet be ready to book a full salon appointment. Each pop-up will also serve as a powerful marketing opportunity, where we can distribute business cards, collect contact information for future promotions, and encourage visitors to follow our social media pages for updates, tutorials, and booking links. By meeting people where they already are, these pop-ups help us reach women who value convenience, quality, and trust before committing to a new stylist. This strategy not only increases brand visibility but also builds strong community connections, boosts customer engagement, and creates a steady pipeline of new clients who are more likely to return for full services after experiencing our work in a relaxed, approachable setting.

Financials:



Startup/ Fixed expenses:

Hair De Couture's revenue streams come primarily from salon services, product sales, and special event styling such as pop-ups and bridal packages. These diverse income sources help maintain steady cash flow and support long-term growth. The startup costs include major investments like building expenses, salon equipment, furniture, décor, and technology—totaling approximately \$672,700 to establish a professional and luxurious environment. Fixed expenses such as payroll, utilities, insurance, and property taxes ensure smooth daily operations and consistent service quality. Together, these financial elements create a strong foundation for profitability and sustainable expansion.

Appendices:

- Nielsen. Global Trust in Advertising. Nielsen, 2021.
- Statista. “Share of U.S. Consumers Using Social Media to Discover Beauty Products.” Statista, 2023.
- McKinsey & Company. The State of Beauty 2023: A Special Report. McKinsey & Company, 2023.
- Forbes.

In one year, Hair De Couture will focus on gaining more clients and building a strong, loyal customer base through consistent service and positive reviews. By the three-year mark, the goal is to be generating significant profit as the salon becomes more established and demand continues to grow. In five years, Hair De Couture aims to become one of the most popular and recognized salons in the United States, known for affordable luxury and exceptional results. This long-term vision includes expanding into multiple locations across the nation to reach even more clients. Each stage of growth builds on the last, creating a clear path from a successful local salon to a nationally recognized brand