






# BUSINESS PLAN 2021



## Razor Men's Salon Business Plan

Because world champs need to look good.

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# 1.

## Executive Summary

Business Overview

Vision

Mission

About J&S

Our Services

Our Products

## Business Overview

**John & Sons (J&S) Barbing Salon** is a standard and licensed barbing salon that will be located in a richly populated neighborhood in West Palm Beach, Florida – United States of America. We chose to open our barbing salon in this city because of the need for the services of a standard barbing salon in the neighborhood.

John and Sons Barbing Salon offer services such as cutting hair for both male and female, dressing hair for both male and female, grooming hair for both male and female, dying / coloring of hair for both male and female, style and shaving hair for both male and female.

We are in the barbing salon services business to deliver excellent services to all those who will patronize our services. We will also ensure that in the line of carrying out our duty, we comply with the laws and health regulations in Florida and The United States of America. Our employees are well trained and qualified to handle the wide range of barbing services; Our workforce is going to be well trained to operate within the framework of our organization's corporate culture and also to meet the needs of all our customers.

John and Sons Barbing Salon will ensure that all our customers or anybody that visit our barbing salon is given first-class services, treatment, and experience whenever they visit us. We have CRM software that will enable us to manage a one on one relationship with our customers no matter how large the numbers of our customers' base grows. We are well-positioned and equipped to handle celebrities, politicians, and public figures.

## Vision

Our vision is to become the number one choice when it comes to a barbing saloon in the whole of West Palm Beach, Florida – United States of America, and also to be among the top 20 barbers shop in the United States of America within the next 10 years.

## Mission

*Start Writing here...*

## About J&S



John & Sons (J&S), located in West Palm Beach, Florida – the United States of America is a new, upscale hair salon focusing on providing professional hair cut styles and services in an enjoyable environment. It will showcase a well-designed interior as well as a full-featured waiting area equipped with television screens and at-request refreshments. J&S also sells a variety of premium hairstyling and hair care products which will be on display in the waiting room.

J&S was founded by John Doe. While Mr. Doe has been in the hairstyling business for some time, it was in [month, year] that he decided to launch J&S. Specifically, during this time, Mr. Doe took a trip to Fort Lauderdale, FL. During his trip, Mr. Doe frequented a hair salon that enjoyed tremendous success. After discussing the business at length with the owner of the salon, Mr. Doe clearly understood that a similar business would enjoy significant success in his hometown.

Specifically, the customer demographics and competitive situations in the Fort Lauderdale location and in his hometown were so similar that he knew the business would work. After surveying the local population, Mr. Doe went ahead and founded J&S.

## Our Services

Below are J&S's initial service offerings and in-store products sold.

Each appointment will include an initial hair assessment and suggestion phase where the stylist will discuss the customer's hair and preferred hairstyle. There will then be a pre-cut hair wash with our in-store products, a haircut or coloring as appropriate, and finally a post-cut styling to our customer's preferences.

Hairstylists will be asked to perform the following services for both men and women:

### Hair services



**Hair washes**



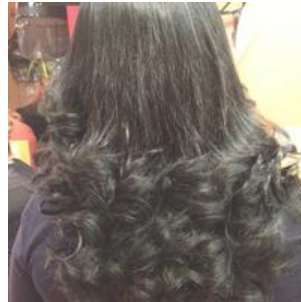
**Hair cuts**



**Special event hair styling**



**Hair coloring**



**Hair extensions**

## Our Products

J&S will feature premium hair products in-store from these well-established brands. It will continue to update its offering in order to provide the newest hair products to its customers.

Some of its featured brands will include:

## Brands

The logo for Goldwell, featuring the word "GOLDWELL" in a bold, black, sans-serif font with a small red dot at the end.

**Goldwell**



**Schwarzkopf**

The logo for Paul Mitchell Systems, featuring the text "PAUL MITCHELL" in a white, sans-serif font above the word "schools" in a white, sans-serif font, all on a black background.

**Paul Mitchell Systems**



# 2.

## Business Overview

Management Team

Keys to success

Financial Highlights

Salon Design

## Management Team



### JOHN DOE

Owner - [john.doe@example.com](mailto:john.doe@example.com)

J&S is led by John Doe who has been in the hair care business for 20 years. While Mr. Doe has never run a hair salon himself, he has been cutting hair since age 15 and spent most of his adult life working as a stylist at several major salons. As such Mr. Doe has an in-depth knowledge of the salon business including the operations side (e.g., running day-to-day operations) and the business management side (e.g., staffing, marketing, etc.).

## Keys to success



### Access To Established Network

The Company will fill a specific market niche in the growing community we are entering. In addition, we have surveyed the local population and received extremely positive feedback saying that they explicitly want to frequent our business when launched.



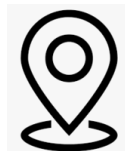
### Effective Marketing

We will employ direct sales and marketing strategies to personally approach prospective clients so that they may provide a more efficient and highly personalized service.



### Access to Skilled Resources

The management team has a track record of success in the salon business.

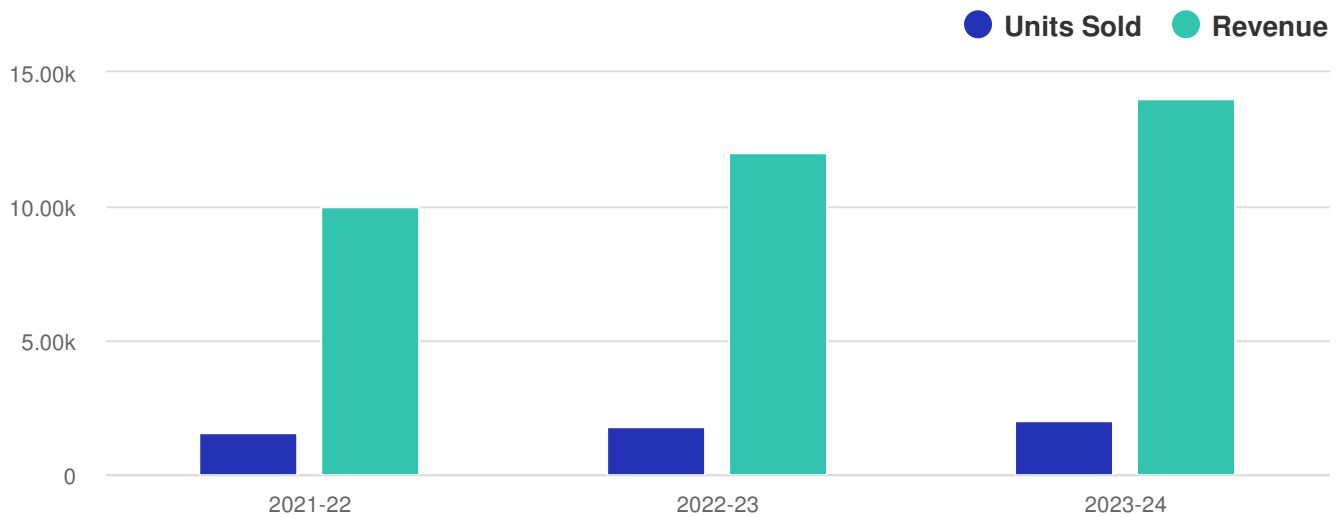


### Location

- Our location is in a high-volume area with easy access from multiple residential and commercial district zones.

## Financial Highlights

## Units Sold v/s Revenue Chart



J&S is currently seeking \$260,000 to launch. Specifically, these funds will be used as follows:

- Store design/build: \$140,000
- Working capital: \$120,000 to pay for Marketing, salaries, and lease costs until J&S reaches break-even

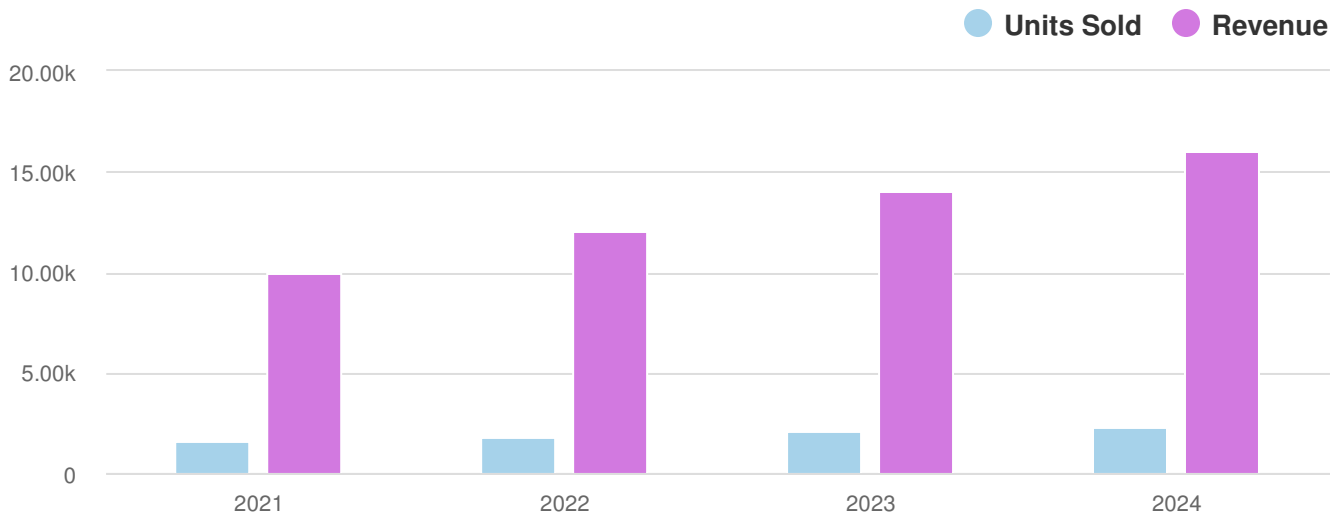
Topline projections over the next five years are as follows:

## Profit & Loss

	2021	2022	2023	2024	2025
<b>Revenue</b>	210,458.92	359,332.68	625,519.30	1,104,382.58	1,964,530.54
<b>Cost Of Sales</b>	16,835	28,425	49,130	86,670	153,835
<b>Gross Margin</b>	193,623.92	330,907.68	576,389.30	1,017,712.58	1,810,695.54
<b>Gross Margin (%)</b>	92	92.09	92.15	92.15	92.17
<b>Operating Expenses</b>	292,500	316,940	347,124	380,306	416,817
<b>EBITDA</b>	-98,876.08	13,967.68	229,265.30	637,406.58	1,393,878.54
<b>Additional Expenses</b>	8,694.85	6,660.08	5,019.11	0	0
Total Depreciation	5,000	5,000	5,000	0	0
Gain or loss from sale of Assets	0	0	0	0	0
Interest Expenses	3,694.79	1,660.05	19.07	0	0

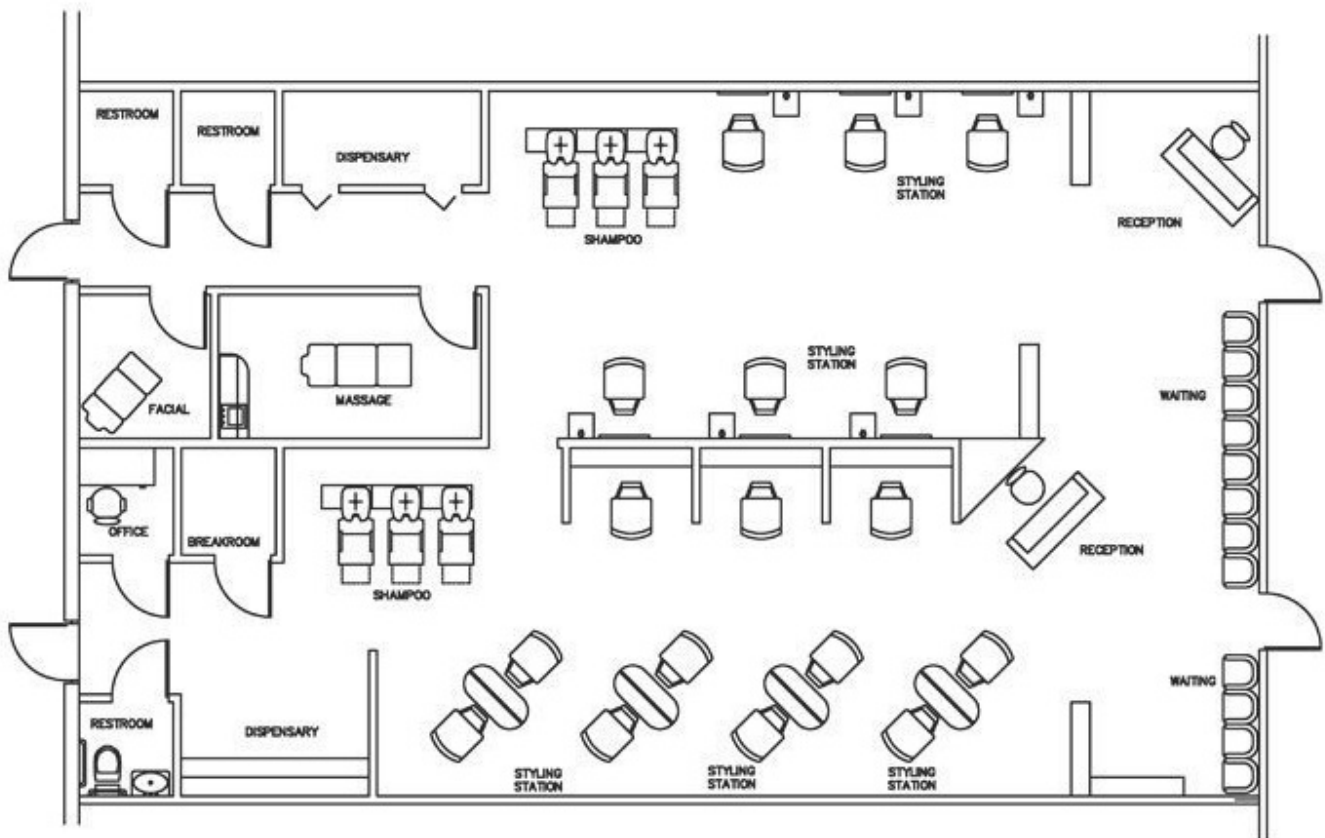
Income Tax Expense	0	0	0	0	0
<b>Summary</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total Expenses</b>	<b>318,029.85</b>	<b>352,025.08</b>	<b>401,273.11</b>	<b>466,976</b>	<b>570,652</b>
<b>Net Income</b>	<b>-107,570.93</b>	<b>7,307.60</b>	<b>224,246.19</b>	<b>637,406.58</b>	<b>1,393,878.54</b>
Retained Earning Opening	0	-107,570.93	-100,263.33	123,982.86	761,389.44
Owner's Distribution	0	0	0	0	0
<b>Retained Earning Closing</b>	<b>-107,570.93</b>	<b>-100,263.33</b>	<b>123,982.86</b>	<b>761,389.44</b>	<b>2,155,267.98</b>

## Units Sold v/s Revenue Chart



Financial Year	Units Sold	Revenue
<b>2021</b>	1550	10000
<b>2022</b>	1800	12000
<b>2023</b>	2050	14000
<b>2024</b>	2300	16000

## Salon Design



2422 SQ. FT.

Above please find a rough sketch of the floor plan, J&S will develop a 2,500 square foot store whose key elements will include the following:

- Stylist Booths
- Reception Desk
- Self-service coffee area
- Sinks to wash hair
- A waiting area with TV screens
- Restrooms

The waiting area will have television screens and popular publications to make the wait for service more pleasurable. Toys and board games will also be on hand for children, as well as at-request refreshments which we will provide for free during the waiting period.

The retail location has 10 dedicated parking spots which should suffice even in peak hours.

J&S plans to be open 6 days a week, from 10 AM to 6 PM. As demand dictates, we may extend or reduce our hours.

# 3.

## Industry Analysis

Industry Trends

John & Sons compete against small, individually owned hair salons and barbershops, and against major regional or national chains. There are over 450,000 registered salons in the United States, a figure that reflects the hair cutting needs of 300 million people.

The hair salon industry is a fragmented one, as the 50 largest companies only hold 15% of the market, which is estimated to grow to more than \$35 billion in three years. This bodes well for J&S; since there are no truly dominant competitors, barriers to entry are not as high as many other industries, and a start-up can expect to have success in this growing market. There is plenty of room in the industry particularly for well-placed local salons that cater to specific geographic and demographic customer niches. Smaller hair salons can easily develop a loyal clientele that enables them to compete and succeed against industry giants; in this industry, size does not necessarily mean an advantage, which bodes well for J&S.

The largest competitor in the hair salon industry is Regis Corporation, which is affiliated with more than 8,000 locations across the continent. Their business model uses a combination of franchising and corporate ownership, along with several different brand names at different market positions. Regis tends to maintain central control of its higher-end locations, and franchise its discount hair cutters.

## Industry Trends

The industry in which J&S will compete is experiencing a number of different trends.

### Market-level trends

Slow but steady growth. This market is expected to grow consistently at around 2% annually.

**Success drivers.** Customer satisfaction is what ultimately makes one salon triumph while another fails. The experience of a salon's client has determined whether or not they return and whether or not they refer others to the same salon.

**Seasonal change.** The hair salon industry tends to thrive in the spring and fall, but slow down during the winter and summer. J&S will launch haircutting operations during [Fall/spring] when the industry is experiencing higher sales. Catching a seasonal upswing in the first quarter of business should help provide a buffer of cash for J&S.

### Firm-level trends

**Price sensitivity at the bottom.** The low-cost segment of the market, which primarily serves men and children, often competes on the basis of price. This reflects the different preferences of these particular consumers, who are often more interested in an affordable haircut than in seeing the same haircutter on a regular basis.

**Size at the bottom.** Larger hair salon chains tend to gravitate toward the bottom of the market. Brand loyalty is not strong here. Many companies in this segment use a franchise model.

**Economies of scale.** Larger salons are finding opportunities to succeed, by making effective use of support personnel. Receptionists, hair washers, and assistants at larger establishments can take care of many of the menial tasks that skilled haircutters have to handle in small salons. This permits a

skilled hair cutter to spend a higher proportion of their time actually cutting hair and generating revenues.

**Premium independent salons.** Independent salons also compete in the premium segment of the market. These firms develop loyal customer bases and select their location on the basis of population demographics.

**Specialty salons.** Presently, a niche is being carved out for salons that cater to very specific customer segments, most notably adult males from higher income brackets. High-end, men-only hair clubs draw this crowd with upscale amenities such as cigars, pool tables, and drink bars.

## Customer-level trends

**Intense customer loyalty.** Many salons develop repeat customers who become a regular client base and represent a significant portion of their revenues. Salons whose employees are able to develop strong relationships with customers can expect to see more long-term success.

Changing gender patterns. Traditionally, women bring in the lion's share of revenues for hair salons, using beauty services more often and spending more at each appointment. In recent years, however, the male consumer's attitude has begun to shift. Men now make up approximately 25% of salon clientele.

Gender preferences. Women are the most lucrative customers for hair salons, visiting more often, and purchasing more special treatments such as coloring.

Ideal demographics. The baby boom generation generates a very large portion of hair salon revenues. This large segment of the market has reached the peak of its earning power, and they are beginning to need special treatments such as coloring.



# 4.

## Customer Analysis

Demographic Profile of Target Market

Customer Segmentation

# Demographic Profile of Target Market



*Sally is a professional working mum with an active social life. She is a career driven and juggles a high-powered job with family life*

### Demographics

**Gender:** Female

**Age:** 39

**Marital Status:** Married, 2 Children

## Customer persona



### Goals

- Salon quality hair (To look good at all times).
- Dedicate time to family and work.
- Some pamper time now and again.



### Behaviors & Interests

- Sally pays for high-quality, brand reputation, and luxury.
- Sally needs her make-up and hair care to last all day to meet her demanding schedule and work obligations.



### Fears & Frustrations

- Home hair dye disasters
- Trusting unknown brands
- Not having enough time
- Unnecessarily high salon costs

J&S will serve the residents of West Palm Beach, Florida and the immediately surrounding areas as well as those who work in West Palm Beach, Florida.

The area we serve is populated mostly by the middle class; as a result, they have the means to pay for higher quality service and are looking for a hair and beauty services somewhere between the deep discounters and the top-end luxury brands.

The precise demographics of the town in which our retail location resides is as follows:

	Wilmette	Winnetka
Total Population	26,097	10,725
Square Miles	6.89	3.96
Population Density	3,789.20	2,710.80
Population Male	48.04%	48.84%
Population Female	51.96%	51.16%
Target Population by Age Group		
Age 18-24	3.68%	3.52%

	Wilmette	Winnetka
Age 25-34	5.22%	4.50%
Age 35-44	13.80%	13.91%
Age 45-54	18.09%	18.22%
Target Population by Income		
Income \$50,000 to \$74,999	11.16%	6.00%
Income \$75,000 to \$99,999	10.91%	4.41%
Income \$100,000 to \$124,999	9.07%	6.40%
Income \$125,000 to \$149,999	9.95%	8.02%
Income \$150,000 to \$199,999	12.20%	11.11%
Income \$200,000 and Over	32.48%	54.99%

## Customer Segmentation

The Company will primarily target the following three customer segments:



### Soccer/stay-at-home moms

The town has a large population of stay-at-home moms who are active in the school and community. These moms seek beauty services on a regular basis. Winning the loyalty of a mother often includes winning the business of her children and husband as well. These women are well connected to each other and as such is a prime source of referral business. J&S expects to regularly acquire new customers from referrals.



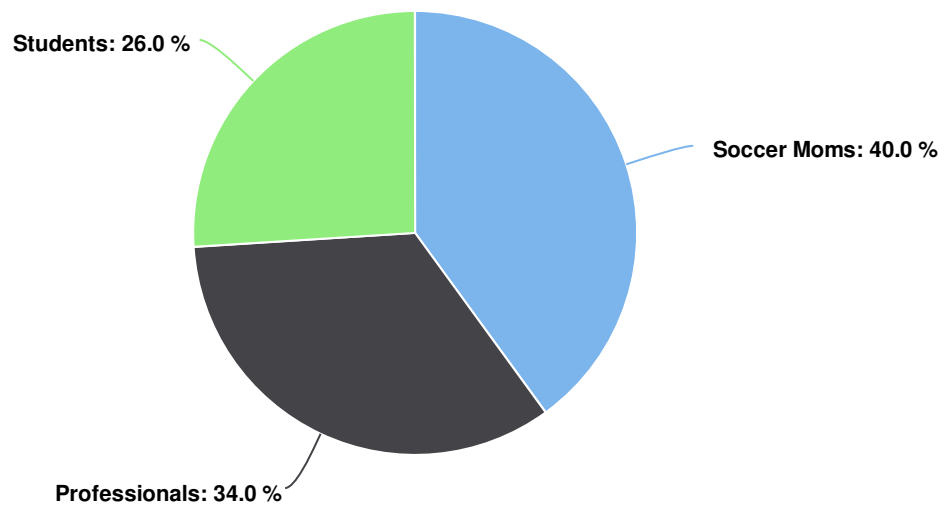
### Students

There are multiple high schools and middle schools located in the surrounding area. These students still live on their parents' income and can therefore afford to pay for higher-quality services than discounters provide. In particular, J&S can expect to generate significant seasonal businesses based on the beauty needs of the local youth culture.



## Professionals

J&S is located along a well-traveled commute route. By offering a convenient location and exceptional service to the customer, J&S will draw in working men and women who need to look professional for work.



# 5.

## Competitive Analysis

Direct & Indirect Competitors

Competitive Pricing

Competitive Advantage

## Direct & Indirect Competitors

The following retailers are located within a 5-mile radius of J&S, thus providing either direct or indirect competition for customers:

### Joe's Beauty Salon



**Joe's Beauty**

Joe's Beauty Salon is the town's most popular beauty salon and has been in business for 32 years. Joe's offers a wide array of services that you would expect from a beauty salon.

Besides offering hair cuts, Joe's also offers nail services such as manicures and pedicures. In fact, over 60% of Joe's revenue comes from services targeted at women outside of hair services. In addition, Joe's does not offer its customers premium salon products.

For example, they only offer 2 types of regular hair gels and 4 types of shampoos. This puts Joe's in direct competition with the local pharmacy and grocery stores that also carry these mainstream products. J&S, on the other hand, offers numerous options for exclusive products that are not yet available in West Palm Beach, Florida.

### LUX CUTS



LUX CUTS has been in business for 5 years. LUX CUTS offers an extremely high-end hair service, with introductory prices of \$120 per hair cut.

However, LUX CUTS will primarily be targeting a different customer segment from J&S, focusing on the households with an income in the top 10% of the city.

Furthermore, J&S offers many of the services and products that LUX CUTS offers, but at a fraction of the price, such as:

- Hairstyle suggestions & hair care consultation
- Hair extensions & coloring
- Premium hair products from industry leaders

## Freddie's Fast Hair Salon



Freddie's Fast Hair Salon has located four stores down the road from J&S. Freddy's has been in business for the past 3 years and enjoys great success, primarily due to its prime location.

Freddy's business offers inexpensive hair cuts and focuses on volume over quality. It also has a large customer base comprised of children between the ages of 5 to 13.

J&S has several advantages over Freddy's Fast Hair Salon including:

- An entertainment-focused waiting room, with TV's and board games to make the wait for service more pleasurable. Especially great for parents that bring their children.
- A focus on service quality rather than speed alone to ensure repeat visits. J&S will spend on average 20 more minutes with its clients than Freddy's.

While we expect that Freddy's Fast Hair Salon will continue to thrive based on its location and customer relationships, we expect that more and more customers will frequent J&S based on the high-quality service it provides.

## Competitive Pricing

John and Sons Barbing Salon will work towards ensuring that all our services are offered at highly competitive prices compare to what is obtainable in The United States of America.


We know the importance of gaining entrance into the market by lowering our pricing so as to attract all and sundry that is why we have consulted with experts and they have given us the best of insights on how to do this and effectively gain more clients soon.

Our pricing system is going to be based on what is obtainable in the industry, we don't intend to charge more (except for premium and customized services) and we don't intend to charge less than our competitors are offering in West Palm Beach – Florida.

Type of services	Joe's	LUX	Freddy's
Women's Cut	\$30-\$40	\$40-\$50	\$60-\$70
Women's Color	\$60-\$70	\$70-\$80	\$80-\$90
Men's Cut	\$20-\$25	\$30-\$35	\$40-\$45
Highlights	\$65-\$75	\$80-\$90	\$85-\$90


## Our pricing

Women's Cut




**\$30-\$40**

Women's Color




**\$60-\$70**

Men's Cut



**\$20-\$25**

Highlights



**\$65-\$75**

## Payment Options

At John & Sons Barbing Salon, our payment policy is all-inclusive because we are quite aware that different people prefer different payment options as it suits them. Here are the payment options that will be available in all our outlets;

- Payment by cash



- Payment via Point of Sale (POS) Machine
- Payment via online bank transfer (online payment portal)
- Payment via Mobile money
- Check (only from loyal customers)

In view of the above, we have chosen banking platforms that will help us achieve our payment plans without any itches.

## Competitive Advantage



### Location

J&S's location is near the center of town, giving us access to commuters going to and leaving the train station, local office workers, and passersby shopping in the city. We also offer adequate parking making it easy for customers to patronize us.



### Affordable price

The complete array of hair services offered by J&S nearly equals the most premium positioned competitor, LUX CUTS. However, J&S will offer these services at a much more affordable price.



### Management

Our management team has years of business and marketing experience that allows us to market to and serve customers in a much more sophisticated manner than our competitors.



### Relationships

Having lived in the community for 25 years, John Doe knows all of the local leaders, newspapers and other influences. As such, it will be relatively easy for J&S to build brand awareness and an initial customer base.

# 6.

## Marketing Plan

The J&S Brand

Promotions Strategy

Pricing Strategy

J&S seeks to position itself as a respectable, upper-middle-market competitor in the hair salon market. Customers can expect to receive professional hair care from familiar haircutters for a price somewhere between discount chains and luxury establishments.

## The J&S Brand

The J&S brand will focus on the Company's unique value proposition:

- Convenient location
- Familiar, regular hairstylist
- Significant personal attention
- Moderate price point
- Comfortable, customer-focused environment

## Promotions Strategy

J&S expects its target market to be individuals working and/or living within a 5-mile radius of its location. J&S's promotions strategy to reach these individuals includes:

### Local Publications

John & Sons will announce its opening several weeks in advance through publicity pieces in multiple local newspapers and publications. Regular advertisements will run to maintain exposure to relevant markets. Community newspapers, school publications, youth sports programs, and similar channels will be a major promotion effort.

### Major Publications

We will make careful use of advertising in selected larger publications. Florida Times has a circulation of XYZ and we can expect to reach a wider geographic region of customers on a limited basis. Advertisements with major publications will be used selectively, based on cost-effectiveness. These ads will include discount coupons so that responses to the ads can be tracked.

### Community Events/Organizations

J&S will promote itself by distributing marketing materials and participating in local community events, such as school fairs, local festivals, homeowner associations, or sporting events. Since mothers are often heavily involved in such things, we will not only reach the lucrative audience of adult women but also potentially their families by extension.

### Commute Advertising

We will drive attention toward J&S by hiring workers to hold signs alongside Washington road. Advertising on heavily traveled commute routes is an opportunity to alert large numbers of working

individuals with disposable income of our opening.

## Customer Loyalty Programs

J&S will create a winning customer loyalty program to keep its best clients coming back again and again. When not actively providing services to customers in the store, our professionals and other employees will make periodic, regular phone calls to customers. These phone calls will (a) ensure that customers are satisfied with their hair treatment, and (b) remind customers after a certain period of time has passed that they might want a new haircut. Long-term customers will have the opportunity to participate in the loyalty program, and referrals will be rewarded as well.

## Direct Mail

J&S will blanket neighborhoods surrounding its locations with direct mail pieces. These pieces will provide general information on J&S, offer discounts, and/or provide other inducements for people to visit the salon.

## Ongoing Customer Communications

J&S will maintain a website and publish a monthly email newsletter to tell customers about new events, products, and more.

## Pre-Opening Events

Before opening the store, J&S will organize pre-opening events designed for prospective customers, local merchants, and press contacts. These events will create buzz and awareness for J&S in the area.

## Pricing Strategy

John & Sons Barbing Salon will work towards ensuring that all our services are offered at highly competitive prices compare to what is obtainable in The United States of America.

We know the importance of gaining entrance into the market by lowering our pricing so as to attract all and sundry that is why we have consulted with experts and they have given us the best of insights on how to do this and effectively gain more clients soon.

Our pricing system is going to be based on what is obtainable in the industry, we don't intend to charge more (except for premium and customized services) and we don't intend to charge less than our competitors are offering in West Palm Beach – Florida.

Be that as it may, we have put plans in place to offer discount services once in a while and also to reward our loyal customers especially when they refer clients to us. The prices of our products will be the same as what is obtainable in other places.

On average, our haircut services will cost between \$10.00 and \$50.00 per service rendered. Do bear in mind that this depends on the service rendered.

# 7.

## Operations Plan

Functional Roles

Organization Structure & Hiring

Management Team

Milestones

## Functional Roles

J&S will carry out its day-to-day operations primarily on an appointment basis. Walk-in clients will be served by the earliest available hairstylist, but priority will be given to clients who called ahead. In the meantime, waiting for customers can divert themselves to the lounge, which features television and current popular magazines. The Company intends to employ 5 hairstylists and 3 assistants during peak hours and 2 hairstylists and 1 assistant during off-peak hours. J&S anticipates having 3 customers on a weekly basis.

In order to execute J&S's business model, the Company needs to perform several functions. As a hair salon, the majority of employees will assist in upselling customers in addition to the primary functions as hair cutters and specialists (coloring, perms, etc). J&S anticipates using the services of 13 employees, divided into the following roles.



### Service Functions

- Haircutting
- Hair coloring
- Hair washing
- Product sales

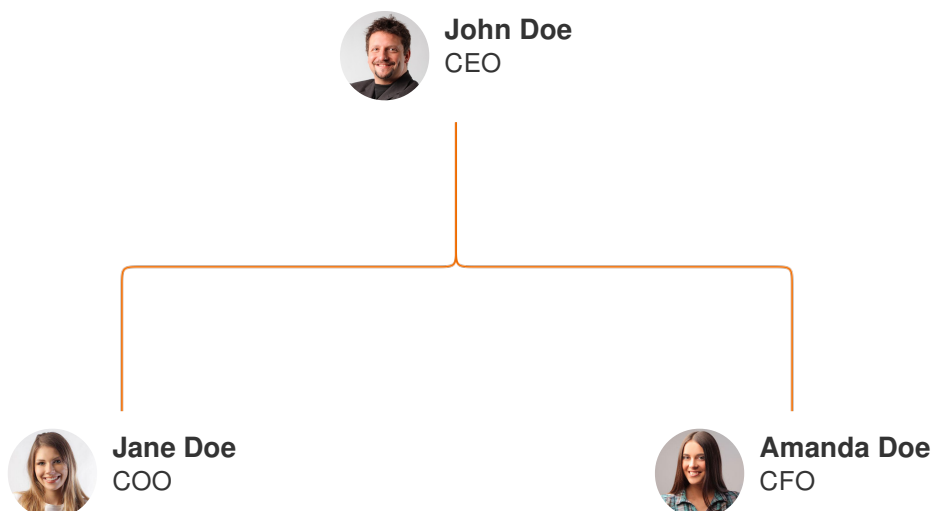


### Administrative Functions

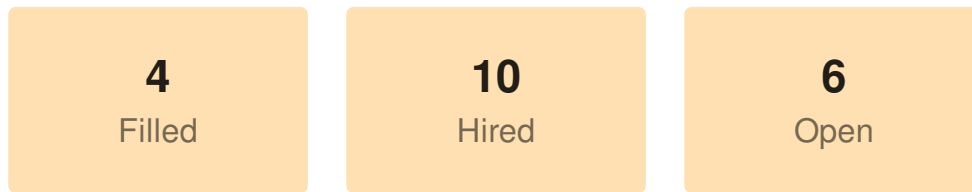
- General & administrative functions including legal, marketing, bookkeeping, etc.
- Sourcing and storing products
- Hiring and training staff
- Appointment making
- Customer service/cash register functions

## Organization Structure & Hiring

### Organization chart



## Hiring Plan



Group By Department	Position Filled	Time of Hire	Time of Start	Filled On Time
Hairstylists	1 of 5	10 days	121 days	100%
Assistants	3 of 4	30 days	21 days	80%
Manager	1	158 days	127 days	0%

## Management Team



### JOHN DOE

CEO - [john@example.com](mailto:john@example.com)

J&S is led by John Doe who has been in the hair salon business for 20 years.

While Mr. Doe has never run a hair salon himself, he has extensive experience cutting, treating, and styling hair at major salons for the past 20 years. He began his career in 1999 when he received a certification from Artcon Cutting School and began work at Hairlon, where he worked for 4 years.

Mr. Doe graduated from the University of ABC where he majored in Communications.

## Milestones

John & Sons' long-term goal is to become the dominant provider of hair care and related services and products in the Florida area. We seek the standard by which other providers are judged.

The following are a series of steps that lead to our vision of long-term success. J&S expects to achieve the following milestones in the following 6 months:

### J & S Milestones



### Storefront making

J&S will hire an architect top  
Design and build out storefront.

### Marketing

Kickoff of a promotional campaign

Jan 01

### Establish

J&S will rent an office space at the heart of New Jersey's commercial hub. Preparing Documentation and finalize lease agreement

March 01

April 01

### Hiring

J&S will start looking to hire beauticians and train initial staff.

May 01

June 01

### Launch

J&S will prepare for opening ceremony and launch J&S's store.



# 8.

## Financial Plan

Revenue and Cost Drivers

Capital Requirements and Use of Funds

Key Assumptions & Forecasts

Income Statement (5 Year projections)

Balance Sheet (5 Year projections)

Cash Flow Statement (5 Year projections)

## Revenue and Cost Drivers

J&S's revenues will come primarily from the services rendered and secondarily from the sale of hair care products.

As with most services, labor expenses are the key cost drivers for hair salons. Hairstylists are paid through a combination of salaries and commission, rewarding them for performance and making hair stylists an active part in business retention and development.

The major cost drivers for the company's operation will consist of:

- Commission paid to hairstylists on a per-service basis
- Salaries
- Lease

Moreover, ongoing marketing expenditures and the cost of good sold expenses are also notable cost drivers for J&S.

## Capital Requirements and Use of Funds

John & Sons is seeking total funding of **\$260,000** of debt capital to launch its store. The capital will be used for funding capital expenditures and location build-out, hiring initial employees, marketing expenses, and working capital.

Specifically, these funds will be used as follows:

- Store design/build: \$140,000
- Working capital: \$120,000 to pay for marketing, salaries, and lease costs until J&S's is cash-flow positive

## Key Assumptions & Forecasts

The following table reflects the key revenue and cost assumptions made in the financial model.

Number of customers per day	Per location
Year 1	26
Year 2	29
Year 3	32
Year 4	36
Year 5	41

Number of customers per day	Per location
Haircut	\$35
Hair Style	\$60
Color	\$40
Product Sales	\$20
Annual Rent	\$90,000

## Income Statement (5 Year projections)

### Profit & Loss

	2021	2022	2023	2024	2025
<b>Revenue</b>	210,458.92	359,332.68	625,519.30	1,104,382.58	1,964,530.54
<b>Cost Of Sales</b>	16,835	28,425	49,130	86,670	153,835
<b>Gross Margin</b>	193,623.92	330,907.68	576,389.30	1,017,712.58	1,810,695.54
<b>Gross Margin (%)</b>	92	92.09	92.15	92.15	92.17
<b>Operating Expenses</b>	292,500	316,940	347,124	380,306	416,817
<b>EBITDA</b>	-98,876.08	13,967.68	229,265.30	637,406.58	1,393,878.54
<b>Additional Expenses</b>	8,694.85	6,660.08	5,019.11	0	0
Total Depreciation	5,000	5,000	5,000	0	0
Gain or loss from sale of Assets	0	0	0	0	0
Interest Expenses	3,694.79	1,660.05	19.07	0	0
Income Tax Expense	0	0	0	0	0
<b>Summary</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total Expenses</b>	<b>318,029.85</b>	<b>352,025.08</b>	<b>401,273.11</b>	<b>466,976</b>	<b>570,652</b>
<b>Net Income</b>	<b>-107,570.93</b>	<b>7,307.60</b>	<b>224,246.19</b>	<b>637,406.58</b>	<b>1,393,878.54</b>
Retained Earning Opening	0	-107,570.93	-100,263.33	123,982.86	761,389.44
Owner's Distribution	0	0	0	0	0

<b>Retained Earning Closing</b>	<b>-107,570.93</b>	<b>-100,263.33</b>	<b>123,982.86</b>	<b>761,389.44</b>	<b>2,155,267.98</b>
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## Balance Sheet (5 Year projections)

### Balance Sheet

	2021	2022	2023	2024	2025
<b>ASSETS</b>	<b>-77,711.68</b>	<b>-95,312.49</b>	<b>128,646.49</b>	<b>769,656.75</b>	<b>2,170,005.23</b>
<b>Current Assets</b>	<b>-102,711.68</b>	<b>-115,312.49</b>	<b>113,646.49</b>	<b>754,656.75</b>	<b>2,155,005.23</b>
Cash	0	0	228,958.93	869,969.21	2,270,317.69
Accounts Receivable	0	0	0	0	0
Inventory	0	0	0	0	0
Other Current Assets	0	0	0	0	0
<b>Long Term Assets</b>	<b>25,000</b>	<b>20,000</b>	<b>15,000</b>	<b>15,000</b>	<b>15,000</b>
Gross Long Term Assets	30,000	30,000	30,000	30,000	30,000
Accumulated Depreciation	-5,000	-10,000	-15,000	-15,000	-15,000
<b>Liabilities</b>	<b>29,859.20</b>	<b>4,950.75</b>	<b>4,663.50</b>	<b>8,267.19</b>	<b>14,737.13</b>
<b>Current Liabilities</b>	<b>27,571.02</b>	<b>4,950.75</b>	<b>4,663.50</b>	<b>8,267.19</b>	<b>14,737.13</b>
Accounts Payable	0	0	0	0	0
Income Taxes Payable	0	0	0	0	0
Sales Taxes Payable	1,544.12	2,662.57	4,663.50	8,267.19	14,737.13
Short Term Debt	26,026.90	2,288.18	0	0	0
<b>Long Term Liabilities</b>	<b>2,288.18</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Long Term Debt	2,288.18	0	0	0	0
<b>Equity</b>	<b>-107,570.93</b>	<b>-100,263.33</b>	<b>123,982.86</b>	<b>761,389.44</b>	<b>2,155,267.98</b>
Paid-in Capital	0	0	0	0	0
Common Stock	0	0	0	0	0
Preferred Stock	0	0	0	0	0
Owner's Contribution	0	0	0	0	0

Retained Earnings	-107,570.93	-100,263.33	123,982.86	761,389.44	2,155,267.98
<b>Liabilities &amp; Equity</b>	<b>-77,711.73</b>	<b>-95,312.58</b>	<b>128,646.36</b>	<b>769,656.63</b>	<b>2,170,005.11</b>
<b>Check</b>	<b>0.05</b>	<b>0.09</b>	<b>0.13</b>	<b>0.12</b>	<b>0.12</b>

## Cash Flow Statement (5 Year projections)

### Cash Flow

	2021	2022	2023	2024	2025
<b>Net Cash from Operations</b>	<b>-101,026.81</b>	<b>13,426.05</b>	<b>231,247.11</b>	<b>641,010.28</b>	<b>1,400,348.48</b>
Net Income	-107,570.93	7,307.60	224,246.19	637,406.58	1,393,878.54
Gain or loss from sale of assets	0	0	0	0	0
Depreciation and amortization	5,000	5,000	5,000	0	0
Change in Accounts Receivable	0	0	0	0	0
Change in Inventories	0	0	0	0	0
Change in Accounts Payable	0	0	0	0	0
Change in Income Tax Payable	0	0	0	0	0
Change in Sales Tax Payable	1,544.12	1,118.45	2,000.92	3,603.70	6,469.94
<b>Net Cash from Investing</b>	<b>-30,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Assets Purchased or Sold	-30,000	0	0	0	0
<b>Net Cash from Financing</b>	<b>28,315.08</b>	<b>-26,026.90</b>	<b>-2,288.18</b>	<b>0</b>	<b>0</b>
Change in Debt	28,315.08	-26,026.90	-2,288.18	0	0
Change in Common Stock	0	0	0	0	0
Change in Preferred Stock	0	0	0	0	0
Change in Owner's Contribution	0	0	0	0	0
Dividends & Distributions	0	0	0	0	0
<b>SUMMARY</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Cash at Beginning of Period	0	0	0	228,958.93	869,969.21

Net Change in Cash	-102,711.73	-12,600.85	228,958.93	641,010.28	1,400,348.48
<b>Cash at End of Period</b>	<b>0</b>	<b>0</b>	<b>228,958.93</b>	<b>869,969.21</b>	<b>2,270,317.69</b>