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The business that chose to start up is a hair company that sells Wakes and takes care of your hair underneath the wig. I would sell bundles and wigs for young women trying to grow out their hair; along with oils and butters that help your hair grow underneath the wig. I would have an online business as well selling hair. I wouldn't be selling just any hair. I would be selling glueless natural edged wigs. Often times women do not remove wigs correctly and often rip their edges off of their head . The bluest wig would prevent that from happening due to glue not needing to be applied. During the appointment I would start training the customers how to apply the wig, how to take care of the wig, what products they should use in their hair to make it grow. People think that when you teach your client how to do something they're not going to come to you anymore it is actually the opposite you'll get more clientele by teaching someone because when someone else does something that you taught them they will refer to the person that taught them.

I think 8 employees will get the job done. Two employees by the cash register, two employees in the back organizing and restocking the items that the customers moved, two employees there for free consultations, and two employees actively working on customers' hair. Employees will be able to switch with self-employed if they can master whichever Job they're put on.

Since I was a kid I always knew how to do hair very well. My friends asked me to come over before parties to do their hair and everyone would complement them when they arrived at the events. So since then I knew I had an act for doing hair. My friends all had coarse textured hair. I was one of the very few that knew how to manipulate coarse hair to make it look sleek. I am also very familiar with braiding and adding fake hair to hairstyles. Being African-American hair has always been an insecurity of most young black women since the norm is to have straight hair. We often manipulate our hair to fit in. The goal of my shop is to make women feel beautiful at all times with their wig and without. I will also try to incorporate toupees for men That struggle with all the baldness. The free consultations would be free to discuss the damage or health of your hair. Most people don't know how to take care of their hair. I would teach them in the consultation how we work to get their hair and scalp detoxified. Then I will tell them how we keep it moisturized throughout the week

My goal will be to transition everyone from wearing a wig to allowing me to take care of their natural hair in the correct manner. It doesn't help that I am one of the people that have an "it can't be that hard mentality". Although, It has made me very lucky in life, it is also very dangerous. I would also need a personal assistant to take care of the 1 million things going through my head. I would also make sure every package or item that is sold in store includes a gift bag of small samples of the company's hair products just to give them a taste of soft moisturized hair. My goal would be for every customer to trust me with their hair and know that I will make their hair

grow. I would like to offer all hair care services, even box braids, twists, dreads. I want to make young black women and men love the hair that grows out of their scalp.

The reason I would sell wigs is for natural hair to grow so it should not be manipulated as often. Manipulation means the hair should not be touched often throughout the day. Wearing a wig illuminates the temptation to touch your hair throughout the day. I would sell satin bonnets as well. The last thing I would sell is a satin hoodie sweatshirt. Often times during the colder months hair breaks at the end of the hair shaft due to the friction of hoods and hats a satin sweatshirt would fix that problem, I would also have a picture station so that when I'm done doing your hair you can take some photos and I can take some photos to post my work on social media. When I woman gets her hair done she automatically is taking a whole bunch of pictures to post on social media so it would be a smart move to already have a setting for her to promote your business

My target audience would be women; although I may have male customers for the toupees. The main audience would be women. Women are more concerned with their beauty on the day today; especially their hair. narrowing down the list although I may have white customers suffer from alopecia or just want to add in extensions to their hair I mean audience would be black women which is a very lucrative market for black women when some thing works they don't try to find alternatives that work if it works for them that's their staple. That is the clientele I need for my business, loyal clientele, not all black women but many black women struggle with growing their hair due to either hereditary genes or simply The ends breaking off every time their hair grows so it seems as if it hasn't grown. Don't be fooled black women can grow extremely long hair but the

problem always lies with lack of consistency to have long natural hair you have to be consistent with the love and moisture you put into your hair well also Keeping your end tucked so they don't rub against your clothing,

The Content on my social media page that I would broadcast is videos of before and after transformations of hair. Many people I know enjoy watching. I would also show progression of the clients hair growth and informative videos on step by step ways to protective style and keep your hair healthy under protective styles. There's no point of protective styling if you're not properly moisturizing your hair and rotating length underneath your protective style. I think videos would be the best way to display my content, Pictures can help but I feel videos are more effective. Videos allow your online clientele to see that you are legitimate. Oftentimes people Photoshop images to make something seem as it is not. The contextual approach I would have with all my customers is business and personal. I feel as though every situation Has to be assessed but in general business and personal is ideal for me. I want people to think I am kind and sweet but I also want them to know I am in business and don't play. If you are too nice they will take advantage of your kindness but if you are too mean or serious they will not feel welcomed and will retreat. When getting your hair done you would want the atmosphere to be friendly and not just strictly business.

Oftentimes hairdressers end up being therapists for the appointment. Which is why the contact shoe approach cannot be business only. I would have to divide it, when I am doing their hair my contacts shoe approach should be personal but when they are paying for my services the contextual approach would be business. I would use

Instagram, Tik Tok and YouTube. I would make Instagram reels two times a week and change my outfits so I can spread out the posting throughout the week. I would also do the same for TikTok and add it to my drafts so I can edit and post when I'm ready to. My primary platform that I used to support my business would be Instagram. YouTube is very known for reviews of wigs and products. I was constantly posting informational videos on hair and how to maintain your own natural hair. I would also find well-known Youtubers that make videos on wigs and offer to send them free wigs for view on their social media. YouTube is the best platform to promote my business because a YouTuber can put the direct link to my business website to the product they are reviewing. This makes it so easy for the person viewing the video to go and buy my products. Even though YouTube has these great qualities Instagram all in all is used more times throughout the day then YouTube. YouTube is something you sit down and binge watch while Instagram is something you do when you're at home, when you're out in public, when you don't want to be around people etc.

I would introduce my business in different ways for different platforms.

For Instagram I would do a reel, with trending audio, first showing before and after pictures of my previous work then I would lower the audio volume of the video and speak over the video and give an introduction on who I am and what I am selling. For TikTok I would do a 15 second video of me installing the wig on my hair or I will do a 15 second video of me using my products to moisturize my hair. For YouTube I would do a detailed video on firstly how I moisturize my hair under the wig and how I apply the wig and get it to look natural looking. Most women that wear wigs do not know how to make

it look natural. They just throw it on. I would educate on how to properly Cut the lace, tint the lace, and adjust the cap to fit your head shape.

There's so many young black women that are extremely gorgeous but don't have the resources to maintain their look, which is why I would also have an affordable line for the people or young people who don't have enough money to spend on expensive wigs. I would sell drawstring ponytails and short wigs for cheap. Although synthetic hair is more affordable than human hair, I would not sell synthetic hair on my left side due to they're not being longevity of the product. All products I sell have to last a long time.

On Instagram I would post reels every day and I would post a photo two times a week preferably Thursday and Sunday. I would also post on my story two times a day to keep engagement up on my profile. Since it is a business I would have to make a business page. I would label the industry beauty or video creator, but most likely beauty. Instagram also has this really cool way to keep track of the insight and engagement on your posts. It is called a professional dashboard. I will keep track of the analytics and work towards finding the key to the algorithm so that my posts can become viral in seconds. I would also have challenges people can partake in to provide incentive on following the business page.

The best time to post is before the afternoon so I would post around 2:30 give or take so that I can reach the people that go on Instagram during the day and the people that go on Instagram during the night, while also being there for the people that only

check Instagram in the morning. I would make sure to post on holidays. Holidays are the time when businesses have sales and deals. I will definitely make deals like 20% off for Christmas. Sales are another way to give incentive for customers to buy your products. For New Year's I would have a 50% sale just so the new year can bring in ample profit. Having a business can be very rewarding but also can be very hard.

Dealing with people's attitudes can honestly be infuriating, but no matter how infuriating or ignorant a customer may be you have to keep your cool and remain calm. You are now in charge of your business and are the face and representation of your business therefore for profits to continue on you have to be respectful and kind to each customer. Some customers off of the energy they walked in with you can tell that the relationship will be business only but there are some customers that are some of the sweetest people you have ever met and it would be doing yourself a disservice to put them in the business only category. You never know who someone can be. Customers could be your investors because they believe in you. For example, I read this one story on how a Woman opens her own salon and five customers invested in her and now she owns one of the most successful hair companies in the entire world. She obviously had a personal relationship with them even though she was in the business setting of her doing their hair at her salon. I think remaining business only is for people who cannot add value to your life and are obviously here to get their hair done and go home.

Respect is a mutual thing but sometimes people have just woken up on the wrong side of the bed and I'm just not in the mood that day. They could be very well kind

people but today's just not the day as a business owner you have to be able to assess that. And allow your client to relax in your chair. You also have to know the right words to say to get them out of their depressive state. Social media says sometimes that the hair salon is like going to therapy which is honestly true and if you build that relationship with your client. That client is always going to come back to your business and be a reoccurring customer. This is why personal relationships are extremely important in a business. Having someone that empathizes with you is more worthy of a tip than someone that finished your hair and complete silence. A conversation is effort. To have a conversation you have to put an effort.

Getting your clients involved in your social media is very important. Social media platforms keep an eye out for engagement on posts, stories and reels. I would post on my Instagram story "questions you wish you could ask" and allow my followers to ask any questions that they've had on their mind. I would post a response to their question on my Instagram story as well. This would be a great way to keep a communication with my customers on what they want but also remaining professional and not individually asking each customer this question. I would also participate in community events to show the community who I am and show them that I support the community my business is in. I would honestly also show support to other businesses in the area so the same can be reciprocated to me. I will donate one possible and hold one yearly barbecue for the community to attend.

Some other ways to highlight the brand would be website design. I would call it a professional to help me with the website design. I wanna design my website using bright neon colors to track attention. I would also give a coupon code for your first order after you make an account. The best way to keep a customer is for them to make an account where all their information is saved and protected.

One thing that every business has in common is beautiful women. Beautiful women are the reason most people click on certain ads. I would make sure the models are used to model the hair and products would be drop dead gorgeous. Fashion nova is a popular brand that became famous strictly because of this way beautiful women with plastic surgery modeled the clothes and made women who do not have plastic surgery assume their bodies would look like that in the clothes. So they're surprised it did not look like that but the revenue still continued due to the beautiful girls. I would also try to get celebrities to wear my hair and promote my hair products once a celebrity posts it it automatically becomes a new trend all the kids want to try. Now when they try it, it Has to work efficiently for them to stay in and be a loyal customer. So efficiency for the hair products and hair is a necessity

Although working with Hair is a saturated market it is also a lucrative one. As time goes on Wigs are getting more and more popular among both generations. It used to be only the older generation wearing wigs ranging from fifties to 60s now children as young as 15 are wearing wigs and rocking hair extensions. The confidence that someone gets when their hair is done is my favorite part of running the business and that is the part

that is going to make me the most money. Posting at the reactions of my clients after they receive their hair care. I would always record the reveal of my hard work and record it, edit it and post it on Instagram. Instagram has this really cool feature where you can boost your post. Boosting your post means you pay for your post to reach a wider audience. I would post my post. There are also Instagram accounts that have a lot of followers and do a paid promotion for other businesses. I would select the one with the most engagement and ask them the price to post my page and promote it.

Only a business would be extremely hard and there would be many little hook ups that are not for seeable and that you have to be prepared financially for. Social media plays a huge part in making your brand revolutionary. Also hiring a photographer to capture the moments you will post on your social media is imperative. Photographers have more experience in taking pictures but also have a keen eye for editing the picture. There would be a lot to do to make this business successful but I believe that I would be able to manage it. I would ask God to help me and to keep me sane and respectful to everyone. I would ask him to make me fair and to bless my business and help it prosper. I'm not too sure how God would feel about the business because my pastor says that Christians shouldn't wear wigs but I never read that in the Bible so I'm not too sure on that. Another way to boost sales, I would incorporate Fab Fridays on my Instagram page. Fab Fridays are Fridays where you can get a discount on five things on the website. The discount will be 50% off everything store wide. I truly do think my business has a great chance of becoming successful because the marketing is lucrative

and people are never going to stop trying to make themselves look more beautiful than they already are we're going to be

### Work Cited

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