



Custom Bio Cellulose Sheet Masks

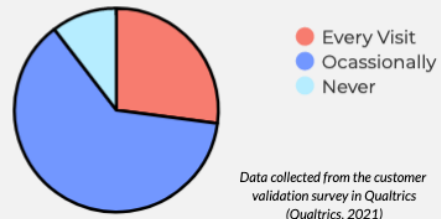
Proposal Overview

The implementation of a Custom Bio Cellulose Sheet Mask as a proposed service has shown to be one of great opportunity for Salon One 12 to consider offering. Bio Cellulose Sheet Masks solve the problem of product evaporation and the drying out of skin due to its unique bacterium properties. An analysis of the industry shows that Salon One 12 would benefit from providing a Customizable Bio Cellulose Sheet Mask as an option to add onto other services or provide while other services are taking place.

Proposed Service Agenda

This proposed service will include a skin type survey that customers will complete before the service takes place. This would allow for the use of different ingredient based on the needs of the customer's skin. All sheet masks will include "Bakuchi", which is a herbal botox, and a natural alternative to retinol (Ranavat, 2021). Bio Cellulose Sheet Masks are fast, easy to apply, and leave the skin hydrated and tightened. In the customer validation survey, over 50% of respondents said they would use the service occasionally (Qualtrics, 2021). Startup costs for the service total at \$852.99. Sheet masks will be sold at \$65 per mask; Only 14 sheet masks would need to be sold to turn a profit. With these statistics, a Bio Cellulose Sheet Mask would be a great service for Salon One 12 to consider providing.

How Often Would You Use A Sheet Mask?



What Makes Salon One 12's Sheet Masks Unique:

Salon One 12's Bio Cellulose Sheet Masks Include:



Unique and Rare "Secret Ingredients"



Made From Bio Cellulose



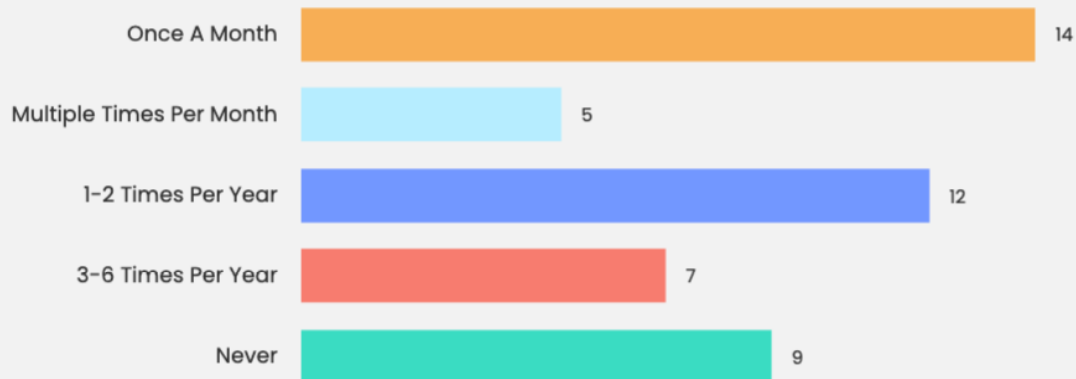
Customizable To Your Skin Type



Made From Only The Finest Ingredients

How Often Do You Visit Beauty Salons?

Data collected from the customer validation survey in Qualtrics



(Qualtrics, 2021)

FEASIBILITY STUDY FOR SALON ONE 12

“Bio Cellulose Sheet Mask with Bakuchi”

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MGT 3360: Studies in Entrepreneurship
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SERVICE DESCRIPTION

Salon One 12 is a local, full-service hair salon located in Buda, Texas. Offering a range of high-quality services for both men and women. Owner and founder, Mrs. Rebecca Acosta-Ojeda has been able to merge her creative talents and her passion for service by opening Salon One 12. Mrs. Acosta-Ojeda's mission is to make everyone feel welcome and taken care of when sitting in a chair in her salon. Her goal is to add a new, inclusive service that can be done simultaneously with an existing service for a fee. An analysis of the industry has identified an opportunity that the salon and customers can benefit from. Most individuals who visit spend a lot of time in the salon, thus creating ample downtime for customers. With any service, there are always moments when clients are sitting in the chair doing nothing besides talking. Thus, the amount of time allocated to a client sitting and waiting for a service or a treatment to process creates a valuable opportunity.

With a generous amount of time spent in the chair, a great solution is to offer clients customizable Bio Cellulose Sheet Masks. Sheet masks are suggested to be left on for no longer than 20 minutes (Tan, 2015). Clients can always go buy sheet masks from the store, but with this solution it allows the client and licensed cosmetologist to create a mask that fits their specific skin type (see the bottom of Appendix L for skin types the ingredients can help with). The custom sheet mask bar will include ingredients (see Appendix E) to help with aging skin, acne, dry skin and more. On top of the basic ingredients, the unique and secret ingredient, Bakuchi, will help with skin elasticity, which will help set these sheet masks apart from others who attempt to follow suit. For additional details on the service description visit Appendix F, M, and N.

INDUSTRY ANALYSIS

National Landscape

Salon One 12 is in the Beauty Salons/Hair Care Services industry. This industry is in the NAICS, and the code is 812112. Salon One 12 is located in Buda, Texas. Currently, U.S. consumer spending on hair care services seems to be increasing. Hair care products and services sales rose 2.3% in March 2021, compared to the same month one year earlier in 2020 (First Research, 2021). In addition, U.S. personal income drives consumer ability to pay for high-end hair care services and products (First Research, 2021). This rose 0.5% in April 2021, compared to the same month one year earlier in 2020 (First Research, 2021). These numbers seem to suggest that the nation's financial performance in the hair care services industry is currently slowly increasing after having experienced several years of decreasing performance. Analysis has shown that the overall success of the industry in the future seems more promising with natural substances derived from plants and vegetables (First Research, 2021). For additional details on the national landscape visit Appendix G.

Local Landscape

Hays County holds 0.75% of the total Hair and Nail Salon business in Texas (Le, 2021). While it doesn't hold a large portion of the business, it does hold a bigger portion of the industry compared to many of the counties around them in a 50-mile radius. As shown in Appendix H, "Local/National PCP and Services" shows a slight increase in price, but a decrease in haircuts

performed (SimplyAnalytics, 2021). Although the market is stable, rather than haircuts, hair coloring might be more frequently purchased, or products bought for a salon, rather than a chain store.

Product development and at home products are more likely to have a bigger effect on the beauty industry in the long run. This affects the industry astronomically. Products like shearing scissors, trimmers, clippers, mirrors, and anything else one can think of can easily be found on Amazon (Levine, 2020). Amazon is a huge factor, just about anything can be found related to the customers' needs and have it at home within 2 days. Amazon has heavily impacted the local beauty salon industry because in Hays County alone Amazon has 4 warehouses (Blanks, 2021). Although this does hurt the beauty salon industry slightly, there is also potential to help it and keep it steady. For additional details on the local landscape visit Appendix H.

Competitor Analysis

The industry is highly fragmented, making national competitors scarce who are positioned similarly to Salon One 12. Regionally, Cutting Edge Salon specializes in color, haircut, and styling. In New Braunfels, a salon called the Color Bar that's locally owned and positioned as a differentiator, for more information regarding their services, see Appendix I. Locally, two salons are the most direct competitors: and Shear Impressions Salon and The Salon Off Main are both positioned as differentiators who offer holistic beauty and hair care services (Simply Analytics, 2021).

According to their website, Shear Impressions Salon and Boutique has been in business since 1999, has a stylist team with at least ten years' experience, located in Buda on San Antonio Street. Shear Impressions has been in business for 22 years; as a mature business they have strong customer loyalty (Shear Impressions, 2021). The Salon off Main is located down the street from Salon One 12, their location is inconvenient to reach and hard to see when on Main Street. Prices for services vary depending on the stylist an appointment is booked with; they are a salon where stylists rent chairs and are hesitant to give general pricing information over the phone or on their Facebook page. The Salon off Main uses Facebook to promote events that include botox, raffles for various products, and sell their own merchandise (Salon Off Main, 2021).

MARKET ANALYSIS

Target Market Demographics

At Salon One 12 their target market does focus more on women, although they do have a barber in the salon. The target market demographic that utilizes their services are women between the ages 20-55 years old. However, women between the ages of 45 to 55 contribute 21.4% to the market alone. This age range of women tend to utilize high cost-services such as hair coloring, haircuts, and other treatments. They tend to have more disposable income to spend on high-cost services. Meanwhile, women between the ages of 35 to 44 are more inclined to spend their money on personal care products and services, such as permanently modified hair and hair coloring. Many of these salons sell professional-grade personal care products for hair as well as cosmetics. Due to the inclination of this group to purchase these items, retail sales make up 14.3% of the industry revenue (*Beauty Salon Business*, 2020). Both of these age groups

formulate the target market for hair salons such as Salon One 12. For additional information on target market demographics, see Appendix J.

Target Market Size

Buda, Texas consists of a population of nearly 18,000, with women being the majority of the population at a total estimate of 53.1% (Census, 2019). Nearly 26.5% of the total population consists of women between the ages of 20-55 years old (Census, 2019). This 26.5% is the target market that Salon One 12 will be trying to market the proposed services to. However, Salon One 12 does provide services to all ages; women who are older than 55 years old totals out to nearly 12.6% of Buda, Texas (Census, 2019). The market for the hair salon business is huge in Buda, Texas, with the majority of the population being women; it could only help them in the long-term success as the market is in their favor. Nonetheless, they do provide services to men although the numbers may not be as high as they make up 46.87% of the total population (Census, 2019). See Appendix K for more information.

MARKETING STRATEGY

Pricing

Salon One 12's Bio Cellulose Sheet Mask's unique benefits, special ingredients, and customizations will mean higher prices compared to other basic sheet masks, but the high price will reflect the high quality of the product. Typical sheet masks can range from \$3 to \$165 depending on ingredients used and quantity (Ulta, 2021). The customer validation survey found people are willing to pay anywhere from \$5 to \$80 for a Bio Cellulose Sheet Mask (Qualtrics, 2021).

Although this service will offer customization, prices will be set per sheet mask. Most Bio Cellulose Masks typically cost around \$18.00 per mask, while a paper mask can be purchased for as little as \$2.00 but lacks the benefits of Bio Cellulose (BmbAdmin, 2016). Salon One 12's Bio Cellulose Sheet Masks will be sold for \$65 per mask. This is because the sheet masks are customizable, are made from Bio Cellulose, and contain rare unique ingredients such as Bakuchi. The sheet masks and pricing are unique compared to competitors because Salon One 12 offers a unique blend of high-end ingredients in their Bio Cellulose Sheet Masks at a reasonable price, which others cannot imitate. The high prices reflect the high quality of the service.

Promotion

Salon One 12's Bio Cellulose Sheet Masks will be promoted in-store, on the company website, on social media platforms, and at local coffee shops. Advertising in-stores and online will take place before, during, and after the service begins for as long as the service is offered. Local coffee shops, such as SummerMoon on the square in Buda, Texas, will be another source of advertising. It will be performed once the service is established and until Salon One 12 has maintained sufficient customer in-flow. In-store advertising will be targeting current customers of Salon One 12 and letting them know about the new service offered. This would have costs associated with the development of an informative plaque in the store, which would total around \$5 to \$200 (Quicktrophy, 2021). Promotion on social media would have no cost, since paid-for promotional posts will not be needed. Normal social media posts would allow Salon One 12 to

reach younger markets. “90 percent of adults between the ages of 18 and 29 years used social media” (Statista, 2019). Even though this is a smaller and younger range compared to the target market, ages 20 to 55, using social media to help promote the Bio Cellulose Sheet Mask would bring a younger demographic of customers to Salon One 12. Advertising on the company website would only include costs regarding maintenance of the URL, which Salon One 12 is already incurring. This would help reach new and potential customers and let them know the details about the service Salon One 12 plans to offer. The final mode of advertising would include word-of-mouth at local coffee shops, such as Summer Moon on the square in Buda, Texas. This would include costs associated with partnering with those local coffee stores, which can sometimes be avoided with business connections and networking. Costs would also include making and printing flyers to post around the coffee shops. This is said to cost anywhere from \$50 to \$1,500 depending on the quantity and design on the flyers (PsPrint, 2021). Coffee shops give you access to a variety of demographics. You can encounter students, parents, businesspeople, and the elderly (Ilan, Lohwasser, 2017). Advertising at local coffee shops would allow Salon One 12 to reach a variety of customers in one spot, which would minimize advertising costs and increase diversity of customers. See Appendix P and D for more information.

Customer Validation

A customer validation survey was conducted on Qualtrics, where people were carefully selected in the community that fit the target market. Links were sent to them to complete the survey online via text and email. Some of the factors that were considered are, location, age, likeliness of visiting a salon, salary, occupation, and proximity. Respondents were asked questions regarding the proposed service, which includes a customizable, high-end, Bio Cellulose Sheet Mask that customers will apply in the salon while other services are performed. Bio Cellulose helps saturate the skin, quickly enhances the appearance of your skin, minimizes product evaporation, and leaves your skin brightened and firm. Before the service, a short questionnaire will be conducted to determine the optimal ingredients to meet the customer’s needs.

The survey received 54 responses from people within the target market; ages of 19 to 52, which is very close to the target market range of ages 20-55. With 77% of the responses identifying as female, 16% identifying as male, and 7% identifying as non-binary or third gender. When it came to race and ethnicity, 66% were white, 9% were black or African American, 2% were American Indian, 15% were Asian, 2% were native Hawaiian or pacific islander, and 6% other. Additionally, 34% were of Hispanic, Latino, or Spanish origin. This sample group of people had a wide range of education and income. About 7% made less than \$10,000 a year, 33% made \$10,000 to \$49,999, 40% made about \$50,000 to \$150,000, and 20% made more than \$150,000. Out of all these people only 5 of them have children, either one or two kids. Lastly, 66% of respondents would occasionally buy this service, and 23% would buy this service during every visit (Qualtrics, 2021). For additional information about customer validation, see Appendix B.

FINANCIAL ANALYSIS

Projected Sales and Cost Assumptions

After completing the analysis and survey, the Bio Cellulose Sheet Mask will be sold for \$65 due to its unique benefits, special ingredients, and customizations. In order to get the product in the salon, Salon One 12 must gather all ingredients; see Appendix N for the list of ingredients, prices and pictures. The total cost of the ingredients came out to \$471.94 for the year. In addition, ordering the Bio Cellulose Sheet Masks from Alibaba as well as mixing plates, a tray, an informative plaque, and flyers would be the next step. With Salon One 12 averaging 600 customers a year, about a quarter are expected to try the proposed service; see Appendix C for projected sales forecast. Alibaba supplies Bio Cellulose face masks for \$0.85 each for 100-2999 of them (Alibaba 2021). As a start-up service, it is best to not over-order in the case that it is not a profitable service, therefore the salon will only order 300 masks. After ingredients, mixing plates, the tray, picture frame, flyers, and the Bio Cellulose Sheet Mask the total start-up cost comes out to about \$852.99. For additional details on the projected sales and cost assumption visit Appendix C.

Income (Profit & Loss) Statement & Break-Even Analysis

With sales expected to start slow and the offset of the start-up cost, the first month is not expected to be profitable. While the proposed idea would not generate a profit in the first month, each month thereafter the salon should see a profit. The Bio Cellulose Sheet Masks are expected to be profitable within the first year with earnings of \$10, 391.08, this can be seen in the income statement found in Appendix D. Also shown in Appendix D within the income state, is the months that sales will peak. For example, sales are expected to be at their peak in months 6 and 7, and lower in months 11 and 12 due to the tax season. With the proposed service price point at \$65, and the start-up cost totaling at \$852.99, and no profit in the first month the salon will not break-even right away. In order for the salon to break-even they must sell at least 14 Bio Cellulose Sheet Masks, totaling \$910, which as shown in Appendix C should happen in the second month. For additional details on the income statement visit Appendix C as well as D.

OVERALL RECOMMENDATION

An analysis of the industry shows that providing a customizable Bio Cellulose Sheet Mask service will be both beneficial and feasible for Salon One 12. With society's growing interest in natural beauty products, the statistics from the survey on how often/likely one would use a face mask at Salon One 12 (25% buy the service every visit, 64% would do it occasionally, and 11% would never try the service.), and the service's uniqueness, Salon One 12 would experience great success in offering a customizable Bio Cellulose Sheet Mask (Qualtrics, 2021). The uniqueness of the service makes it difficult for others to copy. In addition, Salon One 12 would only need to sell 14 sheet masks to turn a profit: Making profitability in the first year possible. Not only would the proposed service increase total net profit, but it would increase the opportunity for potential new customers in the market. In conclusion, the proposed service would be very much feasible for Salon One 12 within the first year.

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APPENDIX A: AGREEMENT TO SHARE REPORT

By submitting this feasibility study as part of the Studies in Entrepreneurship course (MGT 3360) at Texas State University, each member of the student team that developed this feasibility study and associated report hereby consents to disclosing the details of this project to the Salon One 12 (“The Salon”).

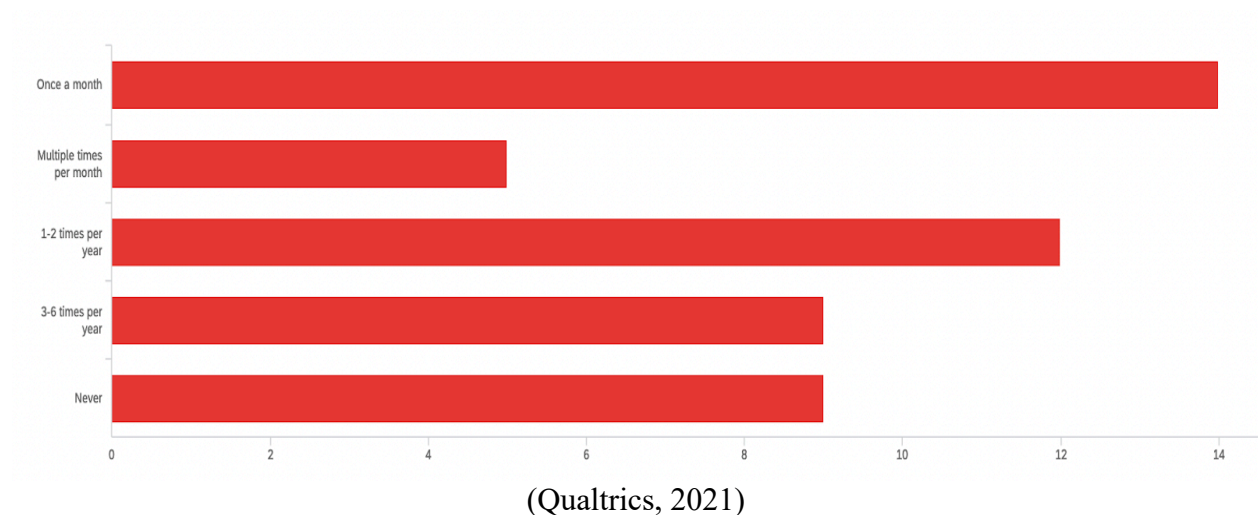
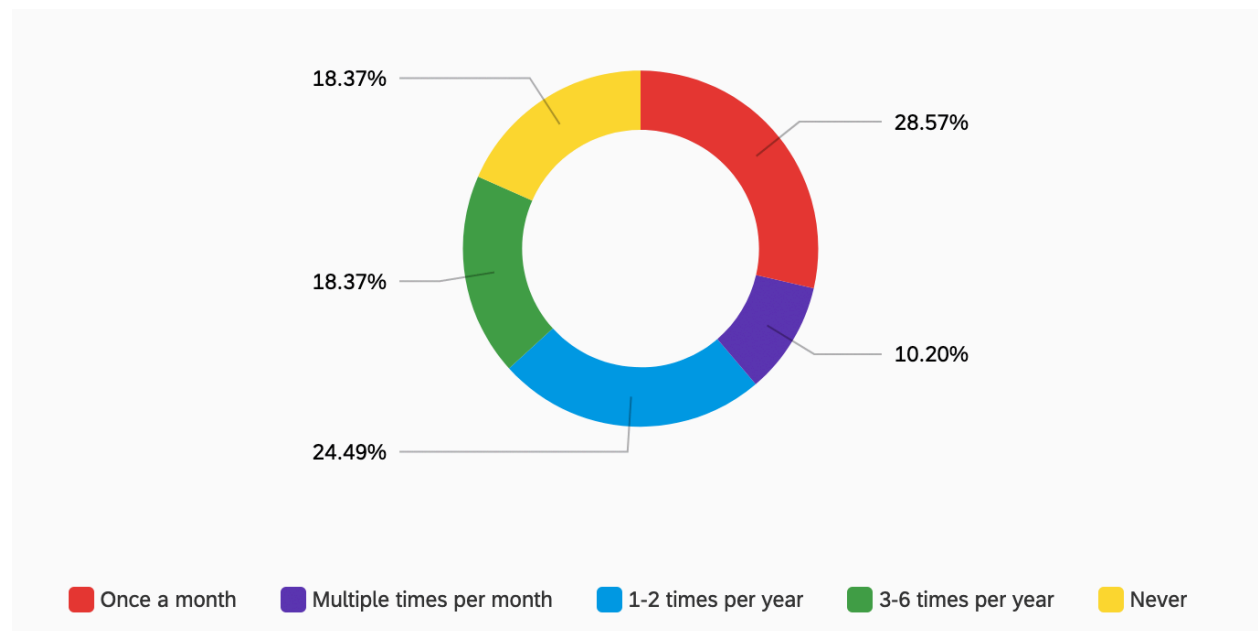
Given the service-learning component of this course, each member of this student team consents to allow The Salon to read, evaluate, and/or implement any or all parts of the ideas, data, analyses, and any other information contained or suggested herein. By submitting this study for fulfilment of this course project, each student agrees to not maintain copyright or other exclusive benefit to the content and/or idea(s) directly or indirectly expressed in this project and report.

Any student and/or student team may elect to not share their report with or not grant The Salon the ability to evaluate and potentially implement the content and/or idea(s) directly or indirectly expressed in this project and report by submitting a written request to the professor no later than 24 hours following the submission of the final feasibility study report. Such a request will have no effect on the project grade. Also, no identifying student information will be shared with The Salon.

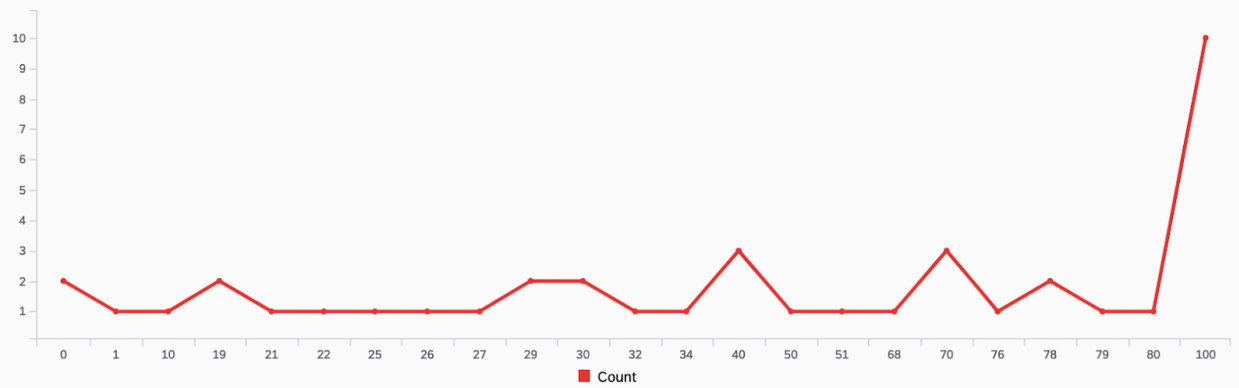
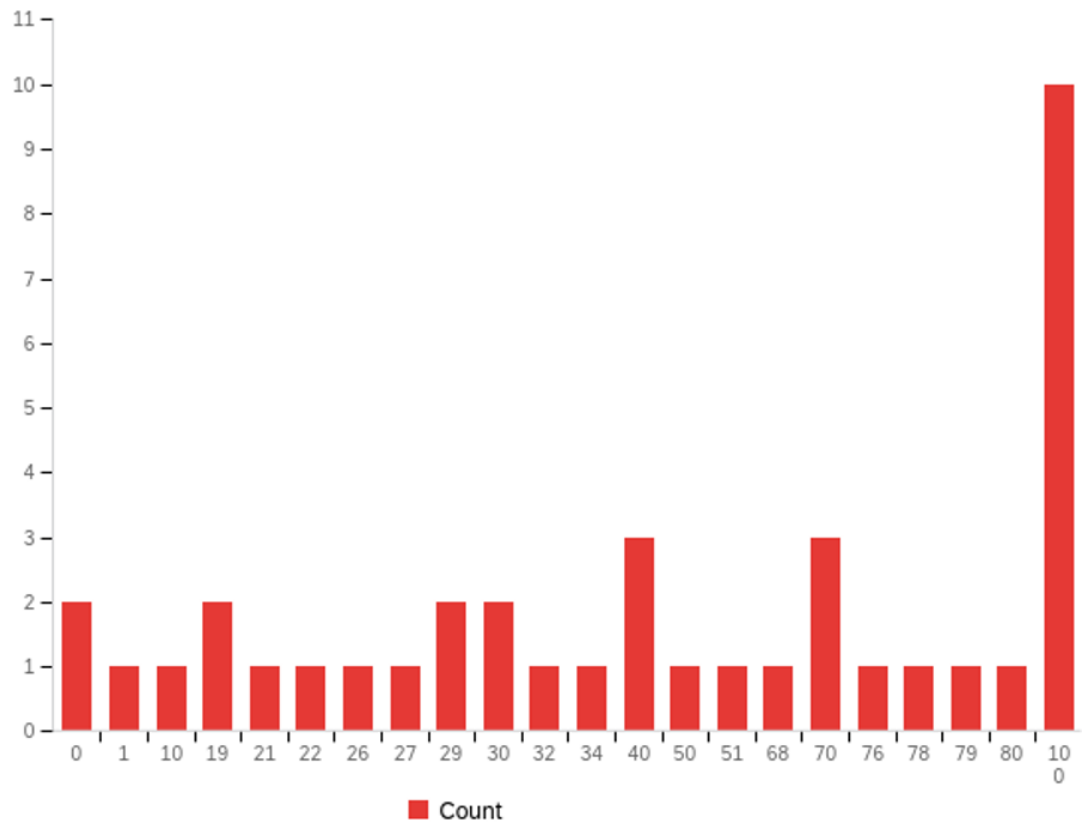
APPENDIX B: CUSTOMER VALIDATION SURVEY RESULTS

According to the survey, 42% go to the salon at least one or more times a month, 41% go a few times a year, and 17% never go to the salon. Most of these people are also willing to commute up to an hour for hair services. Many people are willing to try the face masks: 25% buy the service every visit, 64% would do it occasionally, and 11% would never try the service. They are willing to pay around \$20 for the customized mask, however, some are willing to pay up to \$80 and a few are only willing to pay around \$5-\$10. For functionality purposes, 84% would go to the salon without makeup on or allow stylists to remove their makeup, and 11% responded that they would consider it. (Qualtrics, 2021)

Q1 - How often do you visit Beauty Salons?

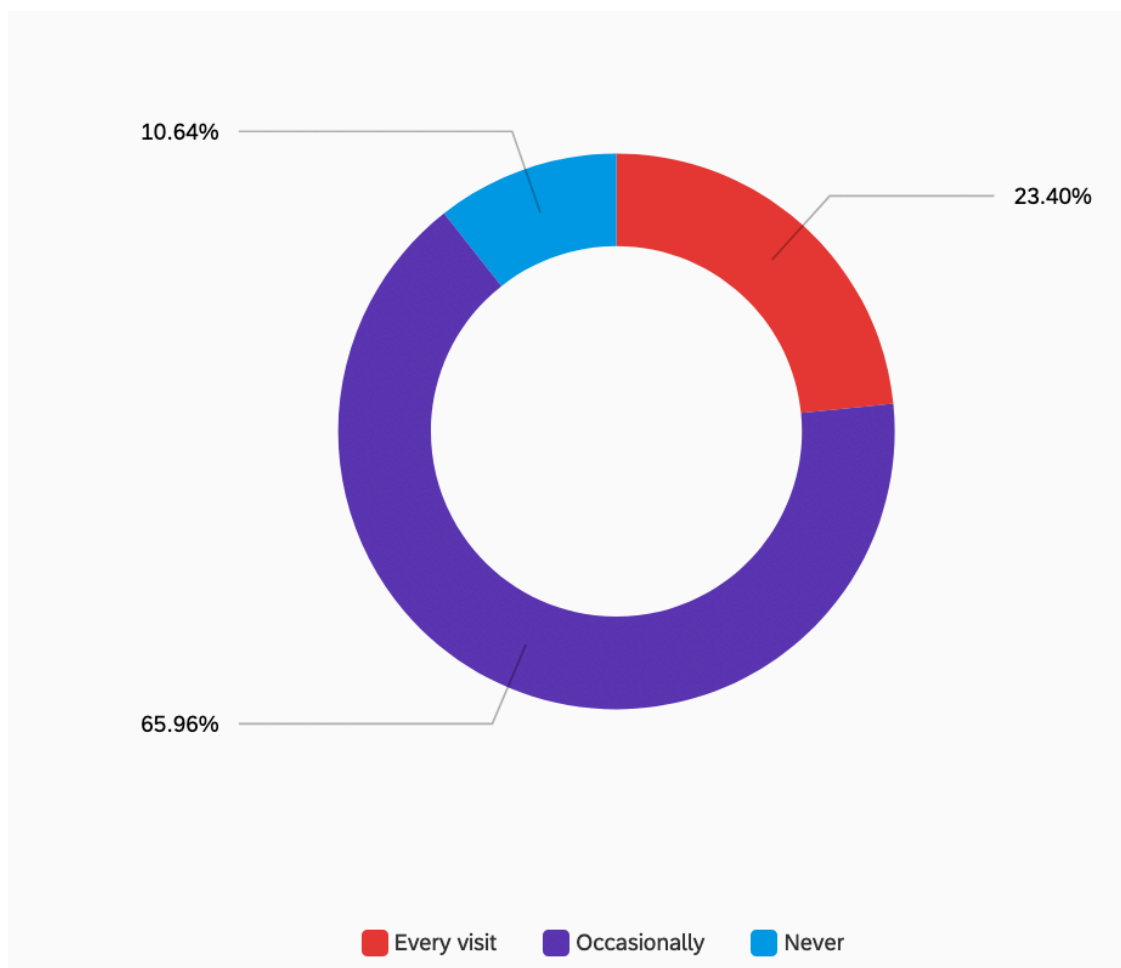
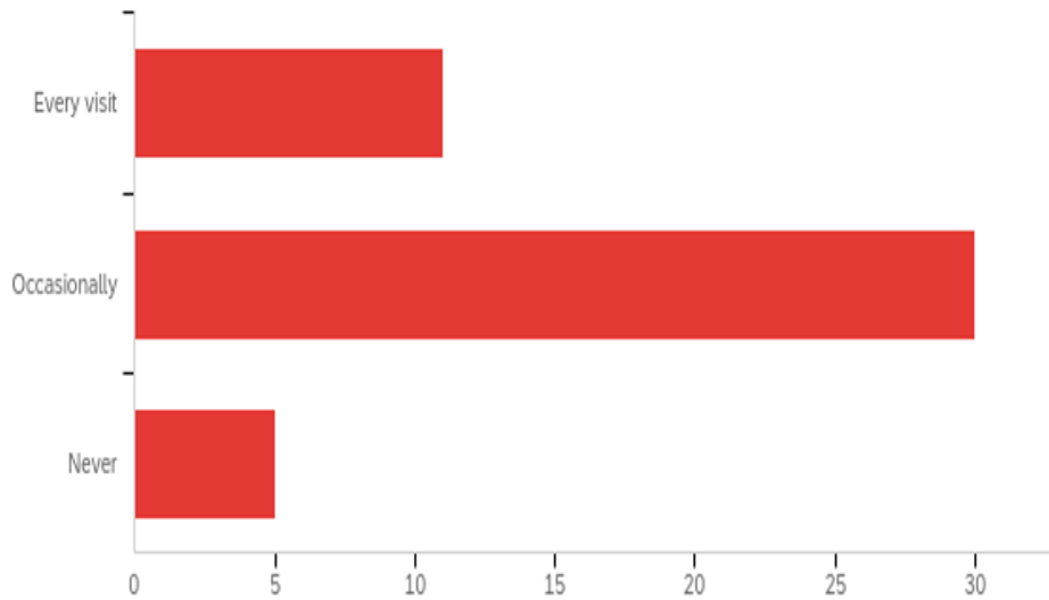


Q2 - How likely are you to purchase a face mask with your hair service?



(Qualtrics, 2021)

Q3 - How often would you use this service?



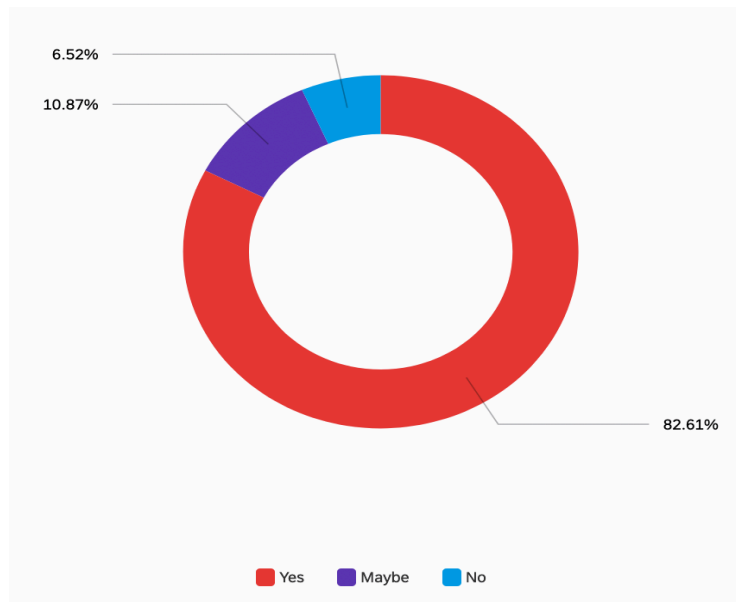
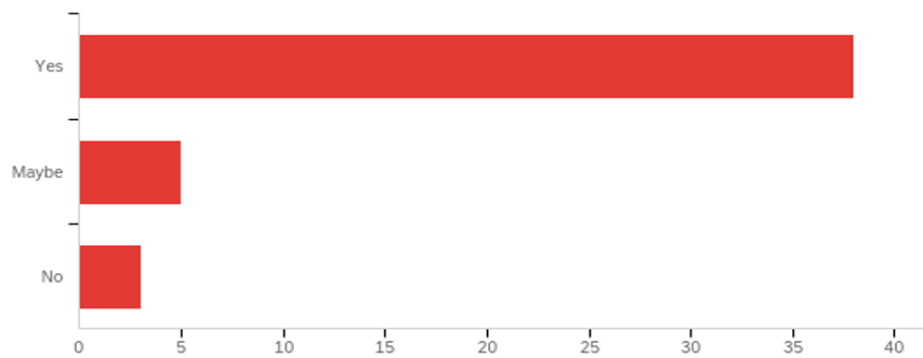
(Qualtrics, 2021)

Q4 - How much are you willing to pay for a customized face mask?



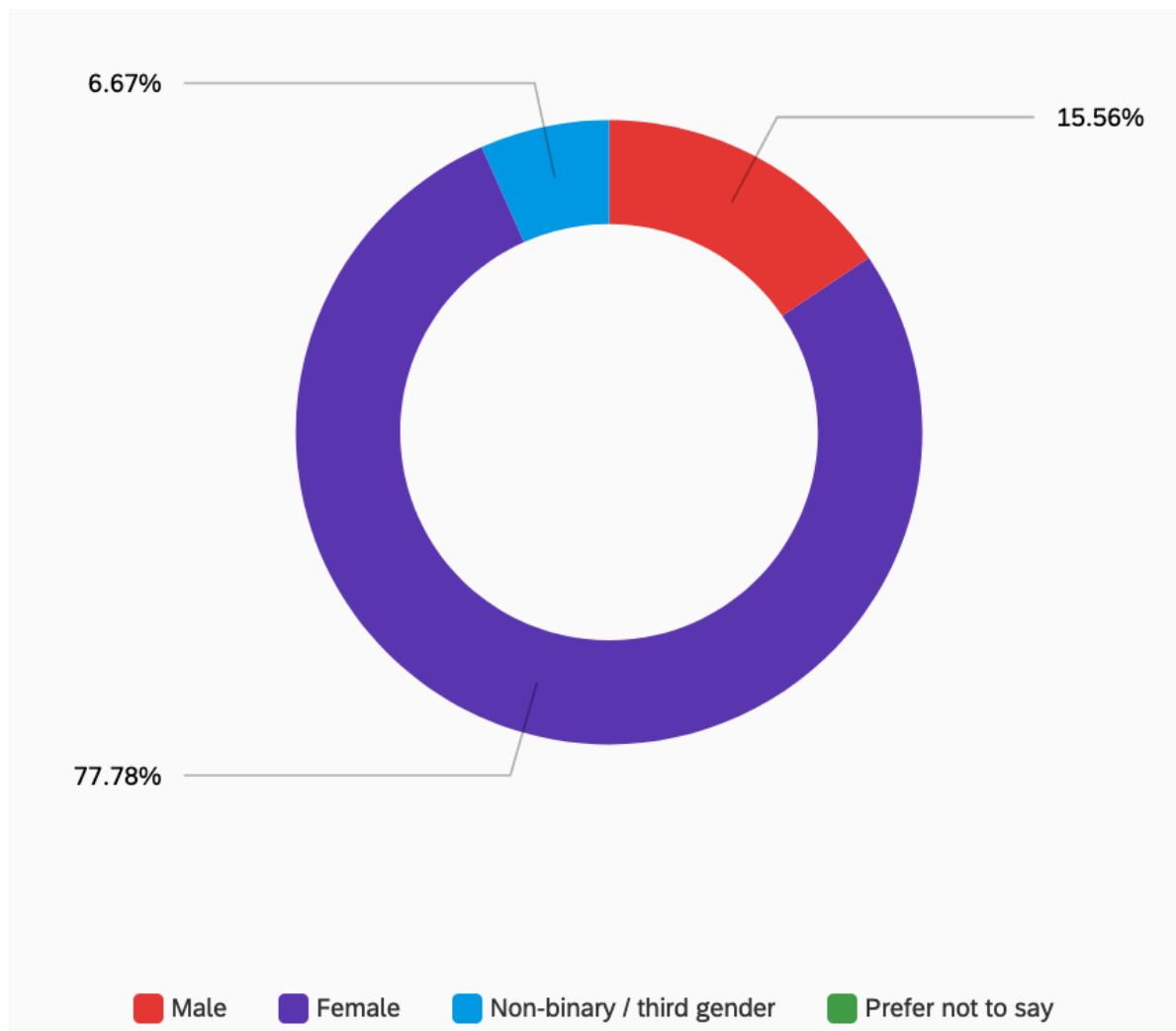
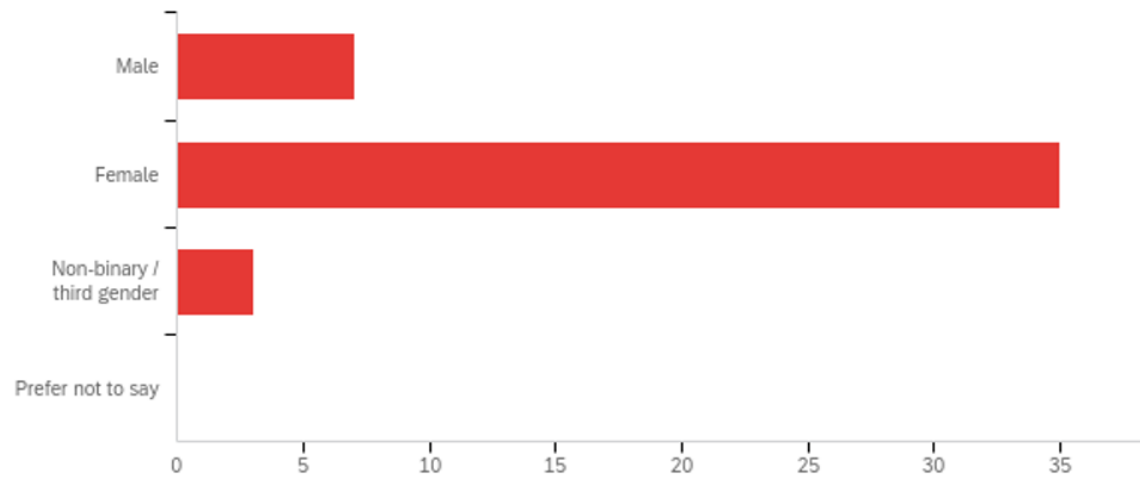
(Qualtrics, 2021)

Q5 - Would you be willing to come to the salon without makeup on or use the makeup remover at the salon?



(Qualtrics, 2021)

Q6 - What is your gender?



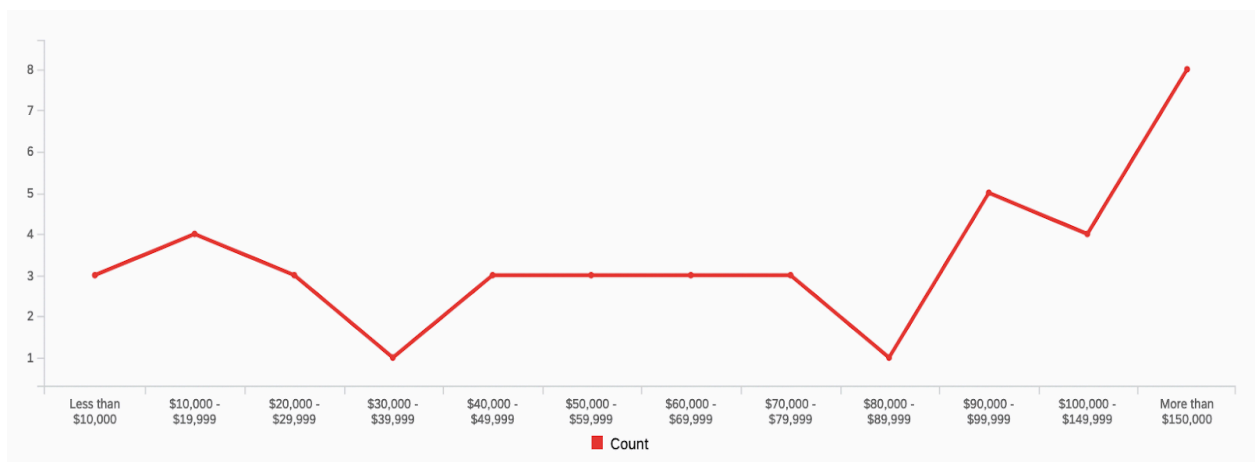
(Qualtrics, 2021)

Q7 - What is your zip code?

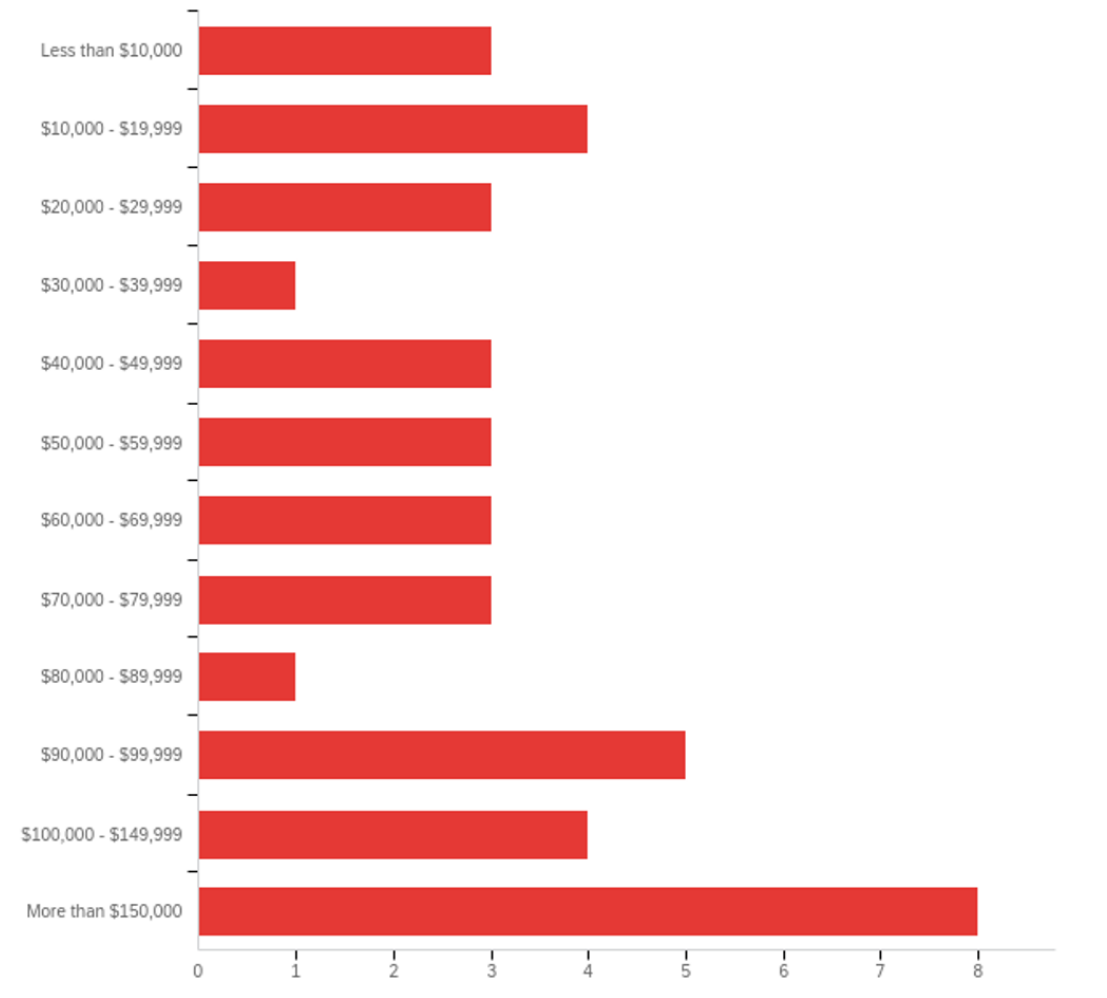
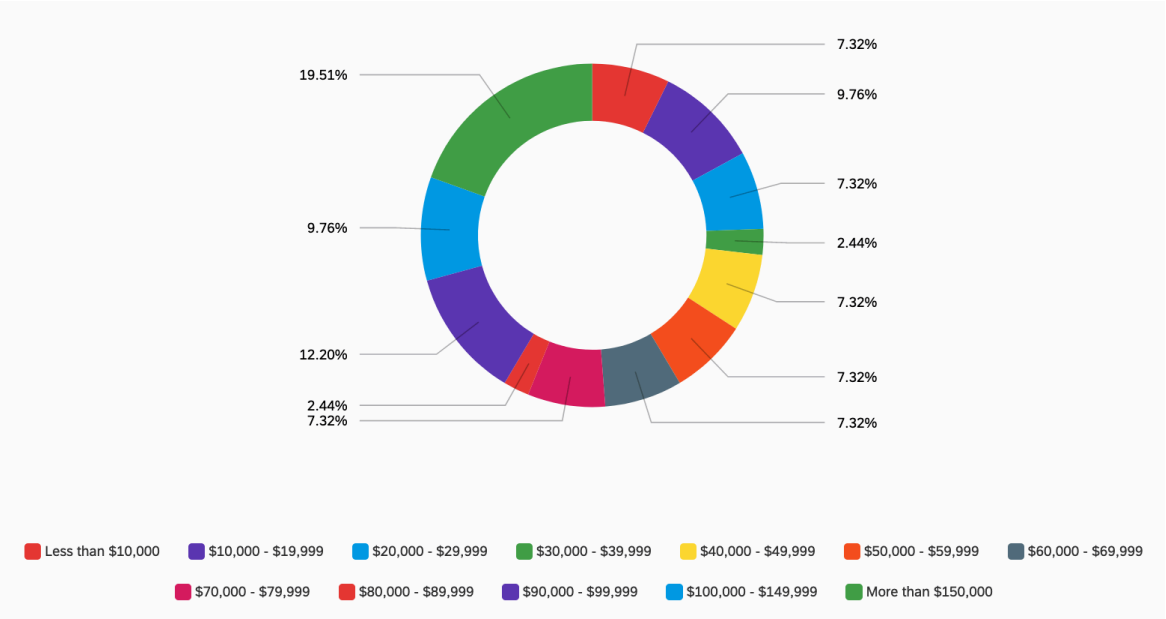


(Qualtrics, 2021)

Q8 - What is your household income?

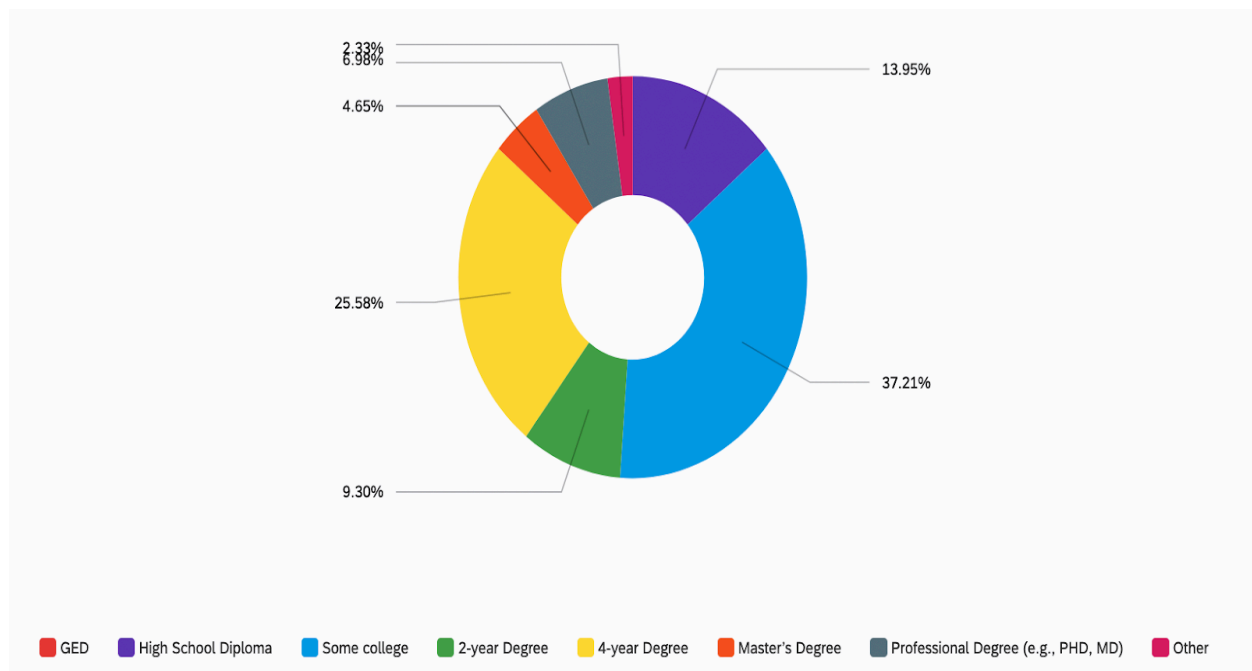
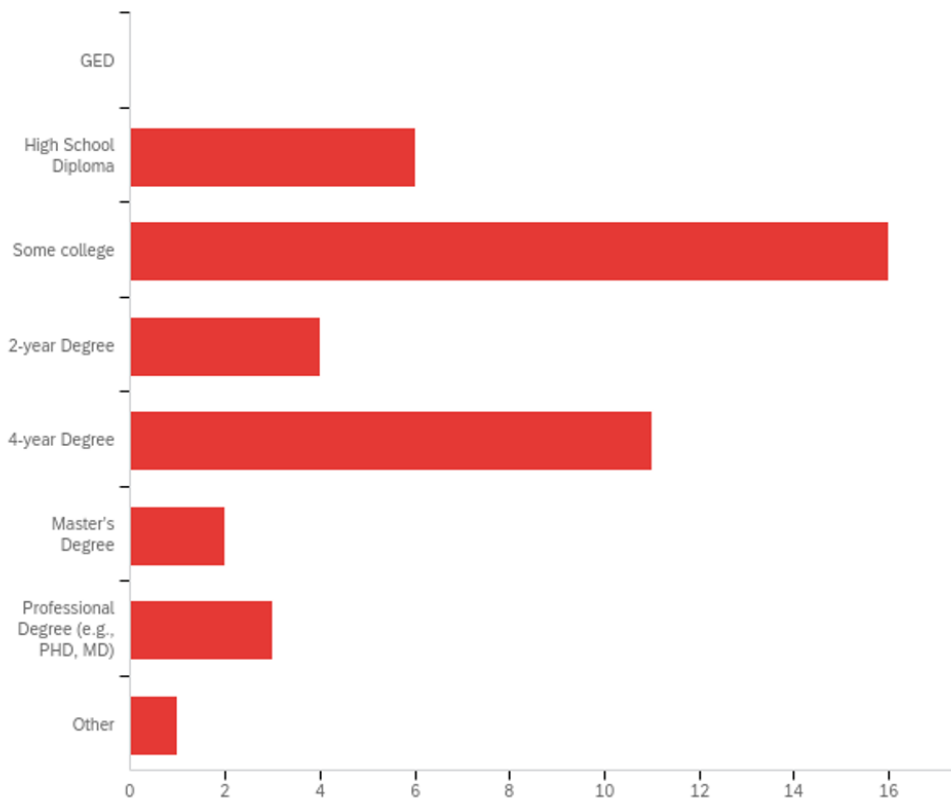


(Qualtrics, 2021)



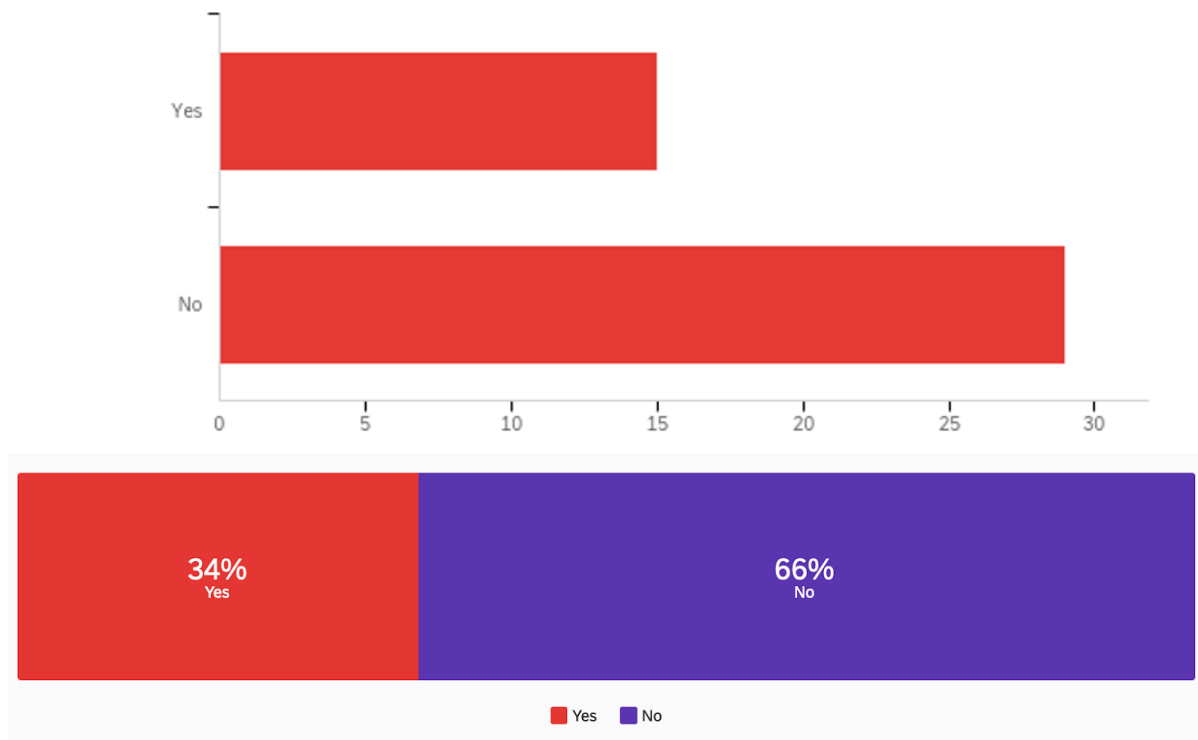
(Qualtrics, 2021)

Q9 - What is the highest level of education you've received?



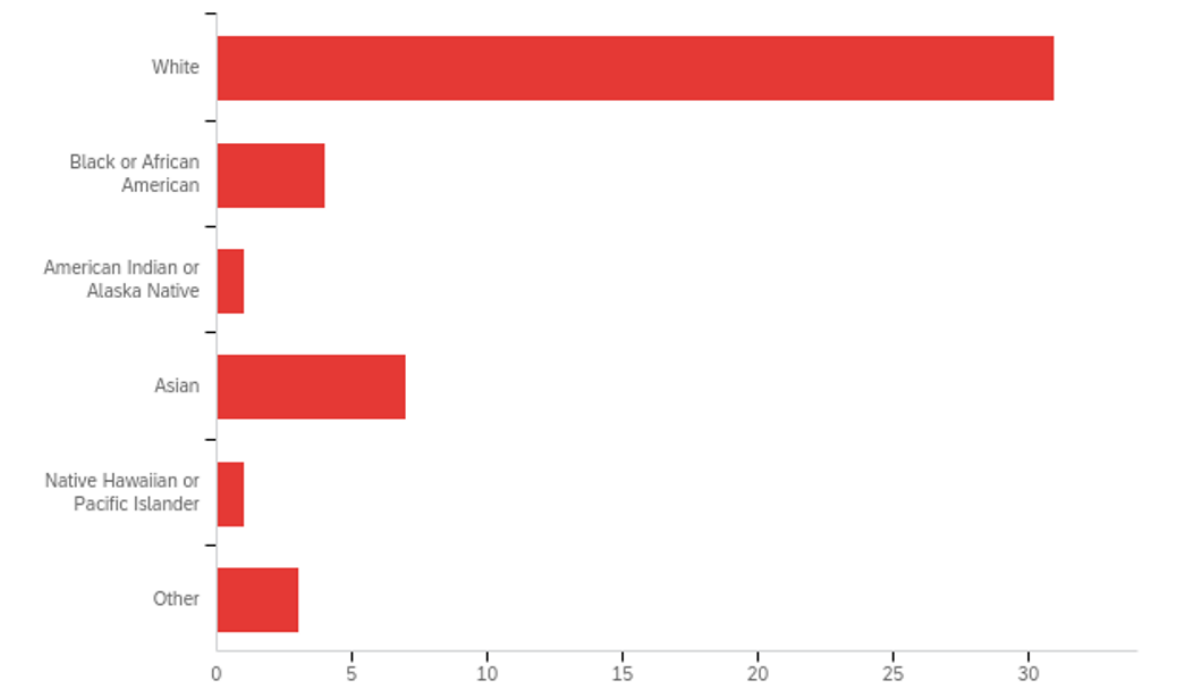
(Qualtrics, 2021)

Q10 - Are you of Hispanic/Latino/Spanish origin?

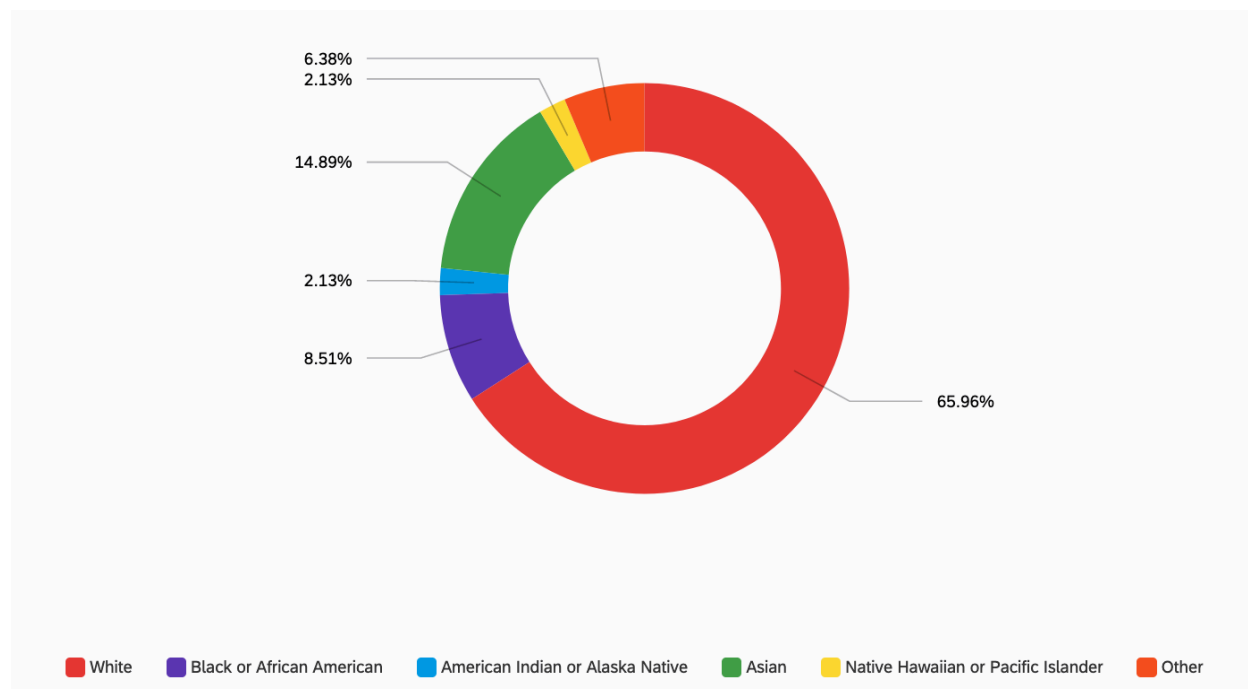


(Qualtrics, 2021)

Q11 - How would you best describe yourself?



(Qualtrics, 2021)



(Qualtrics, 2021)

APPENDIX C: PROJECTED SALES AND COST ASSUMPTIONS

Production and Manufacturing is from Alibaba

300 sheet masks/\$0.85 per sheet mask

Ordering $300 \times \$0.85 = \255

(Alibaba, 2021)

Expected Forecast:

Month 1 ... 7 masks sold

Month 2 ... 10 masks sold

Month 3 ... 10 masks sold

Month 4 ... 10 masks sold

Month 5 ... 15 masks sold

Month 6 ... 25 masks sold

Month 7 ... 25 masks sold

Month 8 ... 20 masks sold

Month 9 ... 20 masks sold

Month 10 ... 15 masks sold

Month 11 ... 8 masks sold

Month 12 ... 8 masks sold

Annual Total ... 173 masks

Annual Total Revenue ... \$11,245

Forecasts factors in product newness and how much consumers are willing to spend during different seasons of the year.

For months with lower sales, Salon One 12 could offer a price bundling option to incentivize more sales. For example, buy a haircut, and get \$10 off a Bio Cellulose Face Mask.

How much do the ingredients yield?

If each mask used approximately 3 drops of ingredients:

- Bakuchi yields 200 masks
- Tulsi yields 786 masks
- Neem yields 400 masks
- Pushkar Rose yields 786 masks
- Frankincense yields 200 masks
- Jasmine yields 333 masks
- Saffron yields 200 masks
- Manjistha yields 330 masks

Total Ingredient Cost ... \$471

Every mask will have Bakuchi in it, and approximately 3 drops for each ingredient used. This will allow the ingredients to last over a year.

Other materials may include a mixing plate and a tray. The tray cost \$42 (Montecito Home, 2021) and 6 mixing plates cost \$24 (H&M, 2021). Check Appendix O for photos.

For advertising, printing 100 flyers from FedEx would cost \$54.99 (FedEx, 2021). A frame to display the flyer costs \$5.99 from Michael's (Michael's, 2021). Check Appendix P for operating and advertising materials photos.

Total Startup Costs: \$852.99

APPENDIX D: INCOME STATEMENT

Income Statement: Year 1	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Annual Totals
Revenue													
Bio Cellulose Sheet Mask	\$455	\$650	\$650	\$650	\$975	\$1,625	\$1,625	\$1,300	\$1,300	\$975	\$520	\$520	\$11,245
Total Revenue	\$455	\$650	\$650	\$650	\$975	\$1,625	\$1,625	\$1,300	\$1,300	\$975	\$520	\$520	\$11,245
Cost of Goods Sold													
Bakuchi	\$54	-	-	-	-	-	-	-	-	-	-	-	\$54
Tulsi	\$29.99	-	-	-	-	-	-	-	-	-	-	-	\$29.99
Neem	\$34	-	-	-	-	-	-	-	-	-	-	-	\$34
Pushkar Rose	\$13.95	-	-	-	-	-	-	-	-	-	-	-	\$13.95
Frankincense	\$115	-	-	-	-	-	-	-	-	-	-	-	\$115
Jasmine	\$45	-	-	-	-	-	-	-	-	-	-	-	\$45
Saffron	\$135	-	-	-	-	-	-	-	-	-	-	-	\$135
Manjistha	\$45	-	-	-	-	-	-	-	-	-	-	-	\$45
Bio Cellulose Sheet Mask	\$255	-	-	-	-	-	-	-	-	-	-	-	\$255
Total Cost of Goods Sold	\$726.94	-	-	-	-	-	-	-	-	-	-	-	\$726.94
Gross Profit	(\$271.94)	\$650	\$650	\$650	\$975	\$1,625	\$1,625	\$1,300	\$1,300	\$975	\$520	\$520	\$10,518.06
Operating Expenses													
Tray	\$42	-	-	-	-	-	-	-	-	-	-	-	\$42
Mixing Plate	\$24	-	-	-	-	-	-	-	-	-	-	-	\$24
Picture Frame for in-store Advertising	\$5.99												\$5.99
Flyers for Advertising	\$54.99												\$54.99
Total Operating Expenses	\$126.98	-	-	-	-	-	-	-	-	-	-	-	\$126.98
Net Profit/Loss (Before Tax)	(\$398.92)	\$650	\$650	\$650	\$975	\$1,625	\$1,625	\$1,300	\$1,300	\$975	\$520	\$520	\$10,391.08

* Estimate of expected increase noted

APPENDIX E: ADDITIONAL ADD ONS OFFERED

Here is a list of additional ingredients offered:

Depending on the customer's skin type use:

<i>Manjistha</i>	for psoriasis and big pores (Ranavat, 2021).
<i>Saffron</i>	for sunburns and wrinkles (Ranavat, 2021).
<i>Jasmine</i>	for blemishes and pigmentation (Ranavat, 2021).
<i>Frankincense</i>	For improving skin tone and minimizing the appearance of scars (Forage and Sustain, 2020).
<i>Pushkar Rose</i>	for moisturizing without clogging pores (which is also an anti-inflammatory and antihistamine, so it is suitable for sensitive skin) (Ranavat, 2021).
<i>Neem</i>	for antibacterial and help clear acne (Forage and Sustain, 2020).
<i>Tulsi</i>	is a cleaner to help remove dirt and impurities from the skin (Forage and Sustain, 2020).

(Ranavat, 2021)

Additional Add ons to Consider:

Under Eye Mask	A Bio Cellulose Sheet Mask that is just two under-eye strips rather than a sheet mask that covers the entire face (NBCNews, 2021).
Jade Roller	Centuries-old Chinese skincare paint roller-style tool for the face made from solid jade stone. Help penetration of product and relaxes face muscle (The Independent, 2018).
Face Steamer	Facial steamers are used in esthetics and gently blow warm steam over your face for a few minutes to open pores and allow for more product penetration (Riverchase Dermatology, 2021).

APPENDIX F: SERVICE DESCRIPTIONS CONTINUED...

The solution is an ideal fit for Salon one 12 because it can be done alongside another service, give clients a new experience and allows them to be further involved. Clients aren't asked to help mix hair colors or what ingredients they do and don't want to be used in their hair, but for a custom sheet mask they are able to help and express their facial needs. This will help relax clients, use their time wisely and get the most out of their salon experience. In order to get this custom sheet mask service in the salon, Salon One 12 will need to set up a small possibly even movable "ingredient bar", purchase all the ingredients, supplies for mixing and the plain Bio Cellulose Sheet Mask. Not only is the service completely customizable to clients, but it would also be hard for other salons to copy because of the secret ingredient, Bakuchi. This is something that only workers in the salon will know about, it will not be stated as an ingredient or left visible on the ingredient bar. To ensure the clients are not harmed by this ingredient, Salon One 12 will ask if they are allergic or have ever had a reaction to any skincare products before.



(Mask BAR, 2021)



(Herbivore Botanicals, 2021)

Material	Fiber / Pulp Non-woven or usually made from paper	Hydrogel Made from blended cosmetic serums w/ gelatin	Bio-cellulose Natural fermented coconut fiber that feels like a second layer of skin
Absorption	Low	Better	10x Better than average paper mask
Adhesion	Low	Better	Like a Second Skin
Cost	\$	\$ \$	\$\$\$ \$ By cutting out the middle man, Mask Moments can make top quality, advanced bio-cellulose sheet masks available to all for a great price.

(Hong, 2019)



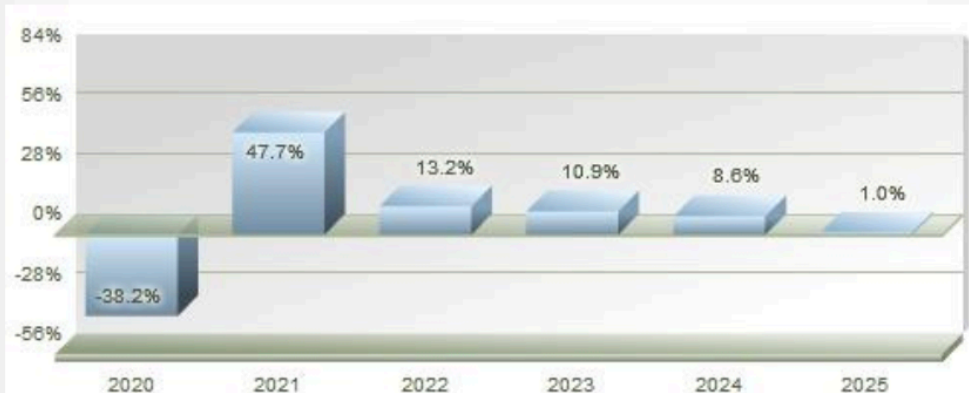
Mini Portable Custom Sheet Mask Ingredient Bar (own photo).

APPENDIX G: NATIONAL LANDSCAPE CONTINUED...

Hair products seem to be more promising with natural substances derived from plants and vegetables (First Research, 2021). The pandemic has changed the hair care service industry significantly. With the growing amount of stress in today's society, and growing interest in healthier/natural products, it can be seen that consumer needs have shifted to a more sustainable and environmental outlook. Hair care salons may want to invest in and offer innovative hair products that have natural substances derived from plants and vegetables (First Research, 2021). Rather than seeing this as a drawback, businesses can use this as an opportunity to adapt and grow with the changing economy/demands. Businesses will be better set for success if they adapt and adopt new market trends as well as listen to consumer interests.

The outlook for the hair care services industry seems to be lower than normal. Hair Care Industry growth rates are considered to be low (First Research, 2021). Demand is tied to consumer spending, which although is rising, is still currently below average. In order to succeed businesses will need to adopt good marketing strategies and technical expertise. Risks involved include the health of the economy, which affects consumer spending and salon prices. Overall, if businesses are able to adapt and make adjustments to the new market factors/trends, the outlook of the industry will be brighter. Businesses will be better set for success if they adapt and adopt new market trends as well as listen to consumer interests.

US personal consumption expenditures at barbershops and beauty salons are forecast to grow at an annual compounded rate of 16% between 2020 and 2025. Data Published: December 2020



First Research forecasts are based on INFORUM forecasts that are licensed from the Interindustry Economic Research Fund, Inc. (IERF) in College Park, MD. INFORUM's "interindustry-macro" approach to modeling the economy captures the links between industries and the aggregate economy. [Forecast FAQs](#)

(First Research, 2021)

APPENDIX H: LOCAL LANDSCAPE CONTINUED...

In the local salon industry, heatless styling has become more popular because hair is one of the easiest things to damage. Something as little as your diet, the way you dry your hair, the hair ties you use and especially the amount of heat that you use on it. This is why heatless styling has become a trend, it is also why many people have turned away from unnecessary products. Heatless styling is a safer and more affordable way to style your hair at home, and all you have to do is sleep on it or put some product in it like hair styling creams, gels and lotion.

While the market is projected to increase year after year both locally and nationally, Riddler believes it could potentially be a slower increase (M. Ridder, 2020). The local industry seems to be aligned with the national industry, this can be seen from the chart below labeled, “Local/National PCP and Services.” Also shown is the comparison of household income at a national and local level that is spent on personal care products and services.

Local/National PCP and Services

	Buda, TX	USA
Personal care products and services Personal care products Hair care products, 2020 <small>ceX</small>	\$217,575.80	\$11,359,637,032.82
Personal care products and services Personal care products Hair care products, 2019 <small>ceX</small>	\$214,854.31	\$11,217,548,262.79
Personal care products and services Personal care products Hair care products, 2018 <small>ceX</small>	\$210,054.30	\$10,966,939,467.45

(SimplyAnalytics, 2021)

Local/National Haircuts

	Buda, TX	Texas	USA
% HEALTH AND BEAUTY AIDS PROFESSIONAL PRSNL CARE SRVCS(MEN&WOMEN) PROF PERSONAL CARE SERVICES-SERVICES MO HAIR CUT, 2019 <small>simmons</small>	46.99%	40.03%	42.88%
% HEALTH AND BEAUTY AIDS PROFESSIONAL PRSNL CARE SRVCS(MEN&WOMEN) PROF PERSONAL CARE SERVICES-SERVICES MO HAIR CUT, 2018 <small>simmons</small>	52.18%	43.96%	44.16%

(SimplyAnalytics, 2021)

Local/National Household Income

	Buda, TX	USA
Personal care products and services Personal care products Hair care products (Household average), 2020 <small>ceX</small>	\$92.38	\$90.88

(SimplyAnalytics, 2021)

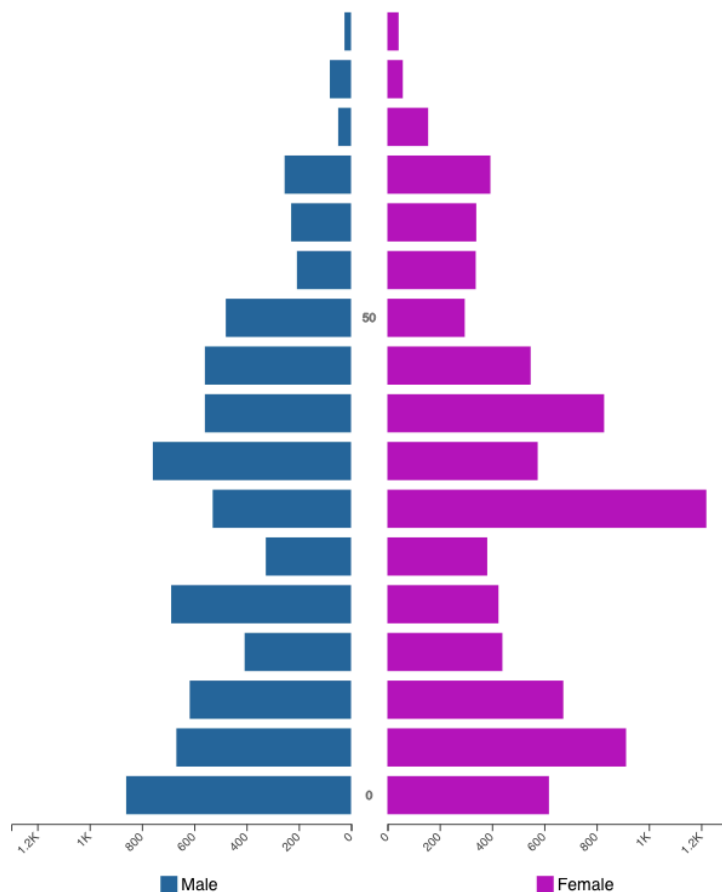
APPENDIX I: COMPETITOR ANALYSIS CONTINUED...

The Salon Off Main	Services include: haircuts, styling, color, makeup, Brazilian Blowout, and spray tanning; stylists at this salon are independent and prices differ according to service and stylist performing the service (Salon Off Main, 2021).
Cutting Edge Salon	Offers haircuts for all ages and boasts they are able to conduct an array of color styles and combinations. Styles such as blowouts, highlights, special occasions styles, bang trims, bonding treatments, and hot tool styles. Prices vary on service, hair style and duration of the service (Cutting Edge, 2021).
The Color Bar	Stylists work independently and prices differ in service and stylist conducting service. They offer bonding, extensions, and color correction. Typical rates for Hairstyle, cut, and color combination start at \$250+ (Color Bar, 2021).
Shear Impressions	Cuts \$30 for men, \$28 for children (10 and under), \$50 teens (11 and up), and women starting at \$54. A variety of hair services with a base price listed and a disclaimer informing customers that a price increase of \$20 for every inch of hair is longer than shoulder length. Skin services include facials with Glo products starting at \$75, a company that promotes cruelty-free and all-natural ingredients, and waxing starting at \$20. Also, they sell furniture paint (Salon Off Main, 2021).

APPENDIX J: TARGET MARKET DEMOGRAPHICS CONTINUED...

A primary consumer profile for someone that would use services such as the one's Salon One 12 offers would be a middle-aged woman. She is more than likely to keep up with the latest trends and is conscious about how she presents herself. She may or may be married and educated. She has access to a high level of disposable income. She is a homeowner who lives in or very near the city the salon is located in. Since many people enjoy conversing and building a connection with their cosmetologist, some of the consumer's hobbies and interests would include social activities (Brookins, 2017).

Buda Population Pyramid \$2021



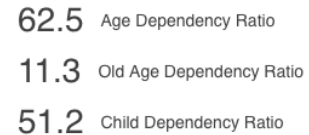
Buda Median Age



Buda Adults

There are 10,663 adults, (1,082 of whom are seniors) in Buda.

Buda Age Dependency



Buda Sex Ratio



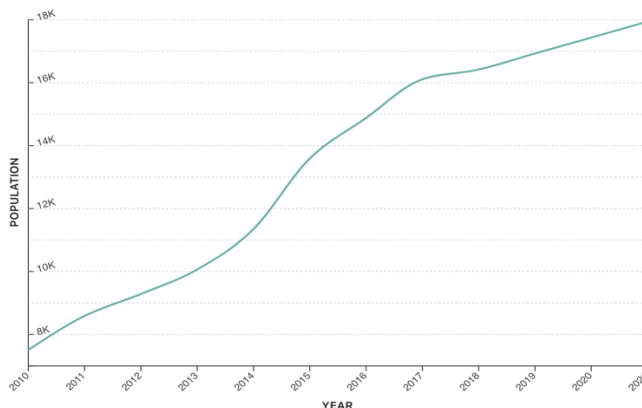
(World Population Review, 2021)

APPENDIX K: TARGET MARKET SIZE CONTINUED...

The growth potential for this market is continuously growing and will continue to grow as more people are moving from California into Central Texas. As of 2010, Buda had a population of 7,295, a decade later 18,000 people called Buda home, this is a 132% increase. People who age from 20-39 grew from 26.6% to 31.5% from 2014-2019 this is a 4.9% increase in total civilians who are a potential target market for Salon One 12. For the foreseeable future Salon One 12 looks like it will continue to bring profitable margins as the growth rate is close to 3% annually for civilians moving into Buda, Texas. With all this being said there is potential to grow the business tremendously if they opened up their services more for men. Such as beard grooming, fades with razors, shave and clean this can bring in more profit overall to potentially open another location. Males make up about 46.87% of the total population in Buda, Texas (Community Impact Newspaper, 2021). Between the ages of 20-55 years old is about nearly 23.44% of the whole population that is in Buda. This hair salon market could grow an additional 23.44% if they had more options for men and likely increased their margins. Nevertheless, Salon One 12 will always be successful as they have the advantage in their hands providing mainly to women and Buda, Texas consisting of women being the majority population.

Buda, Texas Population 2021

17,922



(World Population Review, 2021)

Global Bio Cellulose Face Sheet Masks Market is Expected to Account for USD XX Billion by 2027



(Bridge Data, 2020)

APPENDIX L: QUESTIONNAIRE TO DETERMINE CUSTOMER SKIN NEEDS

1. When I wake up in the morning, my skin feels:

- A. Dry and tight
- B. Like another zit produced overnight
- C. Oily already
- D. Oily in spots and dry in others
- E. Puffy
- F. Good, as usual

2. By noon, my skin looks:

- A. Even drier than before I put moisturizer on
- B. Like that zit needs another concealer touch up
- C. My foundation performed a disappearing act
- D. Oily in spots
- E. Flushed and splotchy
- F. Flawless

3. I can't go to bed without first:

- A. Lathering on a rich night cream or oil
- B. Applying my prescribed acne medication
- C. Using a clarifying cleanser
- D. Exfoliating
- E. Removing my makeup
- F. Slipping on an eye mask

4. My skin care MVP is my:

- A. Coconut oil
- B. Retinol
- C. Oil blotter
- D. Facial brush
- E. Toner
- F. Sunscreen

5. My biggest concern is:

- A. Patches of flaky skin
- B. Cystic acne
- C. It's a tie between shiny skin and large pores
- D. Just the large pores
- E. The fact that anything new triggers a breakout — no matter how mild a product is
- F. The (very) occasional blemish

6. The makeup I use on a daily basis:

- A. Cream foundation
- B. Heavy-duty concealer
- C. Long-wear foundation

D. Mattifying foundation
E. Paraben- and sulfate-free products
F. Tinted moisturizer
(Green, 2015)

7. Do you have allergies to any ingredients that we should be aware of? If so; please list irritants or allergens below.

Release of liability

By signing below, you acknowledge you have listed all known allergens and understand that Salon One 12 is hereby released of responsibility for any adverse effects experienced during or after completion of the service.

Signature _____ Date _____

Answer key: Mostly A's- Dry skin - Pushkar Rose, Bakuchi

Mostly B's- Acne Prone Skin - *Bakuchi, Manjistha, Neem*

Mostly C's- Oily Skin - *Bakuchi, Jasmine, Tulsi*

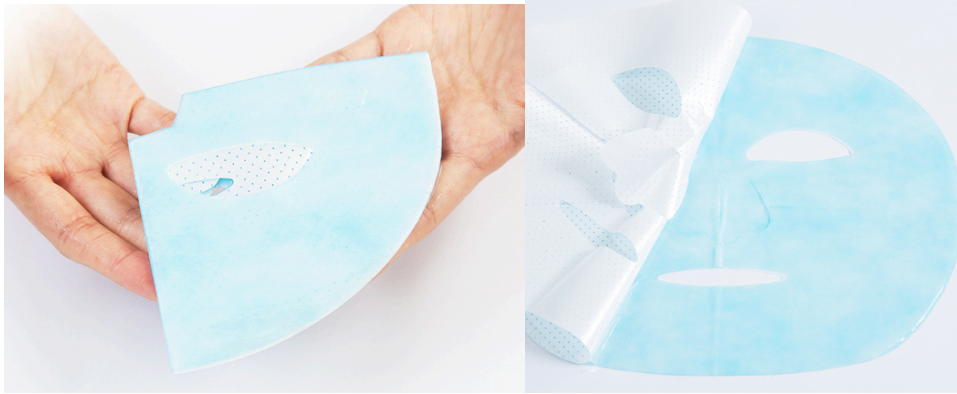
Mostly D's- Combination skin - *Bakuchi, Frankincense, Tulsi*

Mostly E's- Sensitive Skin - *Pushkar Rose, Bakuchi*

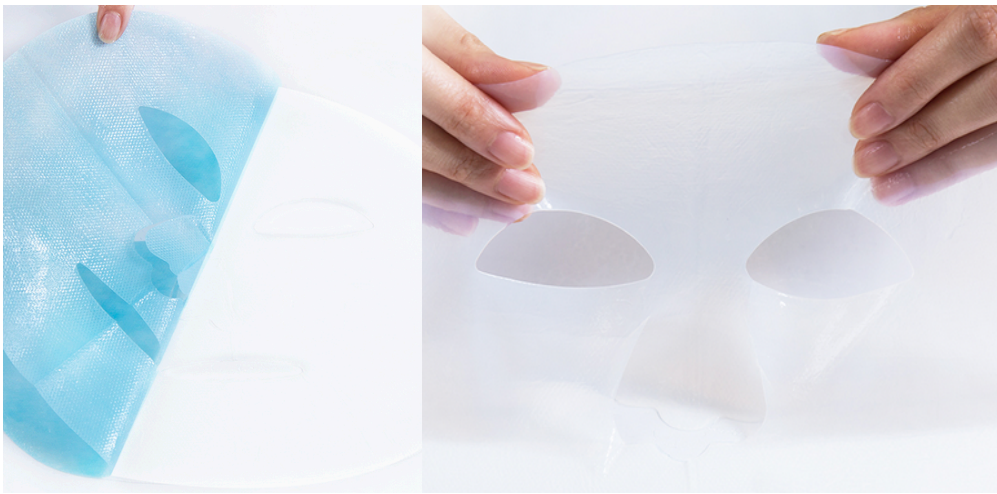
Mostly F's- Normal skin - *Bakuchi, Saffron, Tulsi, Neem, Frankincense*

(Green, 2015)

APPENDIX M: BIO CELLULOSE SHEET MASK PHOTOS



(Alibaba 2021)



(Alibaba 2021)



(Revolveclothing, 2021)

APPENDIX N: PHOTOS OF ADDITIONAL INGREDIENTS

Manjistha \$45 per 50 ml /1.69 fl oz bottle



(Ranavat, 2021)

Saffron \$135 per 30ml bottle



(Ranavat, 2021)

Jasmine \$45.00 per 1.7 fl oz bottle



(Ranavat, 2021)

Frankincense \$115 per 30ml bottle



(Neals Yard, 2021)

Pushkar Rose \$13.95 per 4 fl oz bottle



(Beck, 2021)

Neem \$34 per 60ml bottle



(Athar'a Pure, 2021)

Tusli \$29.99 per 4oz bottle



(evanhealy, 2021)

Bakuchi \$54 per 30ml bottle



(Herbivore Botanicals, 2021)

APPENDIX O: PHOTOS OF OPERATING MATERIALS



(Montecito Home, 2021)



(H&M, 2021)

APPENDIX P: PHOTOS OF ADVERTISING MATERIALS

Flyer:



The flyer is divided into three main sections. The top section features a purple background with a white box containing the text "Salon One 12" in a large, bold, black font, with "Custom Bio Cellulose Sheet Masks" in a smaller font below it. To the right of this box is a six-step instructional diagram for using the masks. The middle section has a light purple background with a central illustration of a grey bio-cellulose sheet mask. Surrounding the mask are ten boxes, each containing the name of an ingredient and a small icon representing it: Manjistha (a red seed), Saffron (a yellow flower), Frankincense (a green leaf), Neem (a green leaf), Jasmine (a white flower), Pushkar Rose (a pink flower), Bakuchi (a green leaf), Bio Cellulose (a pink flower), and Tulsi (a green leaf). The bottom section has a dark purple background with white text that reads "Salon One 12 now offers luxurious Customizable Bio Cellulose Sheet Masks!" followed by "Add one to your next appointment or visit our website for more information!" in a smaller font.

Salon One 12
Custom Bio Cellulose Sheet Masks

Ingredients to Choose From:

- Manjistha
- Saffron
- Frankincense
- Neem
- Jasmine
- Pushkar Rose
- Bakuchi
- Bio Cellulose
- Tulsi

**Salon One 12 now offers
luxurious Customizable Bio
Cellulose Sheet Masks!**

Add one to your next appointment or visit our website for more information!

(UrbanClap, 2020) & (Corporation Ready-Market Online, 2021)

Picture Frame/ Informative Plaque:



(Michael's, 2021)