

SHAG TO CHIC

November 1, 2023

Dear valued clients and patrons,

What a year it's been! We want to thank you all for your continued patronage and support, especially through these unparalleled economic times. The satisfaction of a skillfully groomed AND happy pup, resulting in even happier Pet Parents continues to drive us.

Inflation is on its way down, but still around double the Bank of Canada's target rate. Acknowledging this reality, a year ago, the government of Manitoba decided that minimum wage desperately needed to catch up. While we strongly support a livable wage, it was a big ask for serviced-based small businesses to increase wages by 30% in one year! Yet we were among the sea of Manitoba small businesses faced with no other option, if we were to survive this long-term. It was also a big ask for small businesses to pass along that stress to their clients; we took that part to heart. Understanding everyone's struggle in this, we planned to incrementally raise prices along with the wage increases, instead of in one cost-projecting lump. Meaning, initially we projected a further increase in April of this year, and again this October. As many of you may have noticed, we decided to forego BOTH of these increases as we saw our clients still struggling to adjust.

Now we are one year in, and wages have increased a further 30 cents over the government's initial announcement. We made the leap from \$11.95 to \$15.30 in a short 365 days! Meaning that wages have gone up by 30% (\$3.35/hr) and pricing has only gone up 15% since October 2022. To reflect this new reality while continuing to provide you the best service possible and maintaining the quality that you have come to expect from Shag to Chic, we wish to give advance notice that prices will be increasing as of December 1, 2023.

New pricing will be outlined on our website www.shagtochic.ca along with deals, promotions, and programs that will help offset this increase. In addition, we are launching a new, more cost-efficient option for our clients on a budget! Our Bark-to-Basics trim style is a velvety, one-length-all-over option. This trim will be available to our "SINGLE-COAT AND DOODLE" grooms only. Visit our website to learn more about it, read our blog, browse our monthly newsletters, meet our team here, and more!

Thank you for your loyalty and continued support as we take every opportunity to continue to serve you in meaningful ways. Our long-term clients can attest that we take every opportunity to serve you best, and are always looking for new ways to add value to your pooch's experience here with us! Our Stylists and support staff go above and beyond, resulting in personalized service and lasting bonds with each one of your furry family members. Grooming is so much more than a haircut. It is such a big part of your dog's life, something that (for most breeds) cannot be avoided. Giving them only the best each and every time is an integral part in the success of your pooch's grooming career. They learn us and we learn them, as individuals. It's not uncommon for us to sing to, dance for, distract, comfort and train your dog, all in the name of their safety and comfort. Your pooch will always remain our top priority. Thank you for giving us the continued opportunity to do what we love each and every day.

If you are ever curious about what sets us apart from other salons, we welcome you to reach out anytime! We are always excited to have conversations that shed light on all the little (and big) things that we do to that keeps us a "cut above the rest".

Sincerely,

Rhonda Tenn-Dueck
Owner