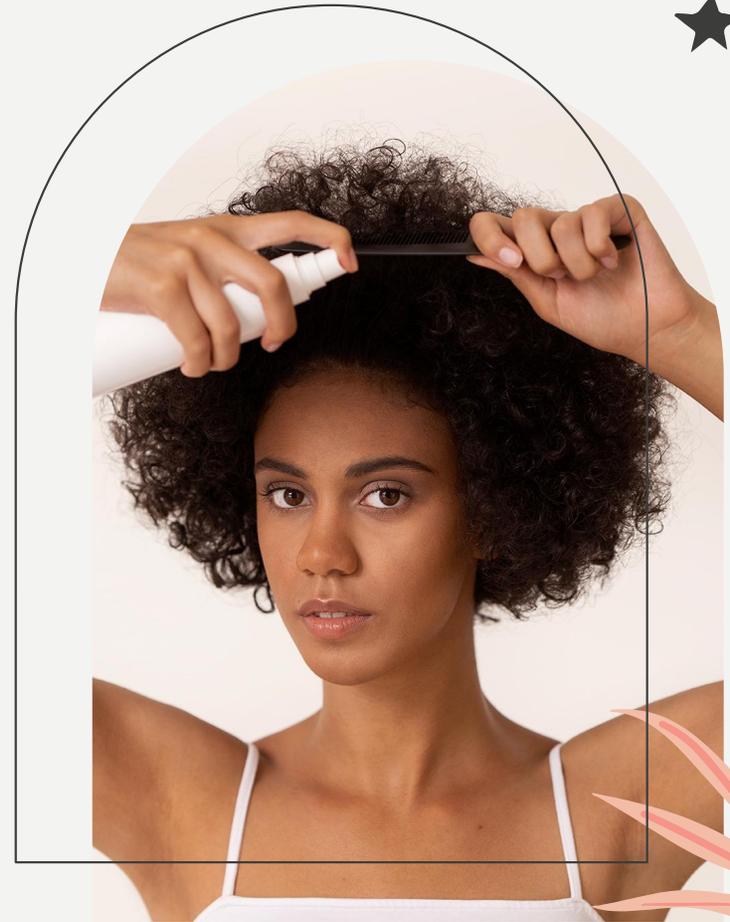


# Luxe Layers Beauty Studio

Mariah Betrand





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My target audiences teens - millennials who enjoy getting their hair and nails done. My business is for the people who wants to look nice for school, events, birthdays, special occasions

## Target Audience

## Mission

## Statement

Our mission is to provide affordable, luxury hair and nail services that help clients feel confident and relaxed.



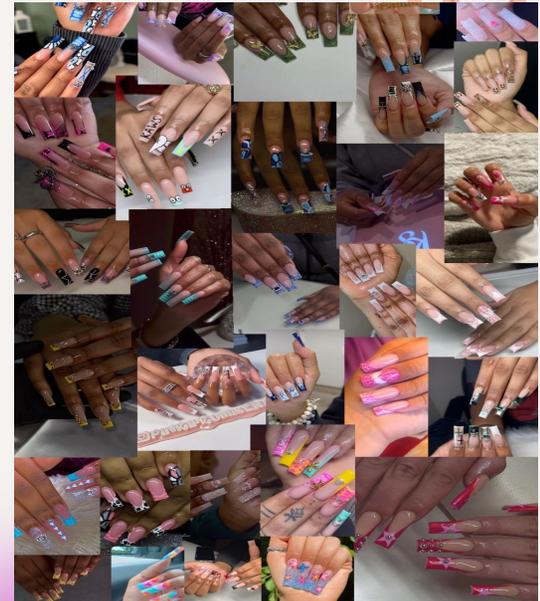


# Vision statement

My vision is to grow my business, Luxe  
Luxury Beauty studio into a well known brand  
with loyal customers along with amazing  
services

# Nail Services

- Gel polish
  - Gel manicures
  - Acrylic full sets
  - Acrylic fill-ins
  - Simple nail designs
  - Luxury freestyle sets
  - Nail repairs
  - Short, medium, and long nail sets



- Sew-ins
- Closure installs



- Silk press
- Ponytails



# Hair Services

- Frontal installs
- Quick weaves

- Half-up / half-down styles
- Curls and flat iron styles



# Average Pricing (prices may differ)

## Nails:

- Gel polish: \$25
- Acrylic full set: \$55–\$75
- Fill-ins: \$40
- Luxury freestyle: \$90+

## Hair:

- Quick weave: \$65
- Sew-in: \$100–\$140
- Frontal/Closure: \$120–\$160
- Silk press: \$60
- ★• Ponytails: \$50–\$80



# Monthly Income Goal

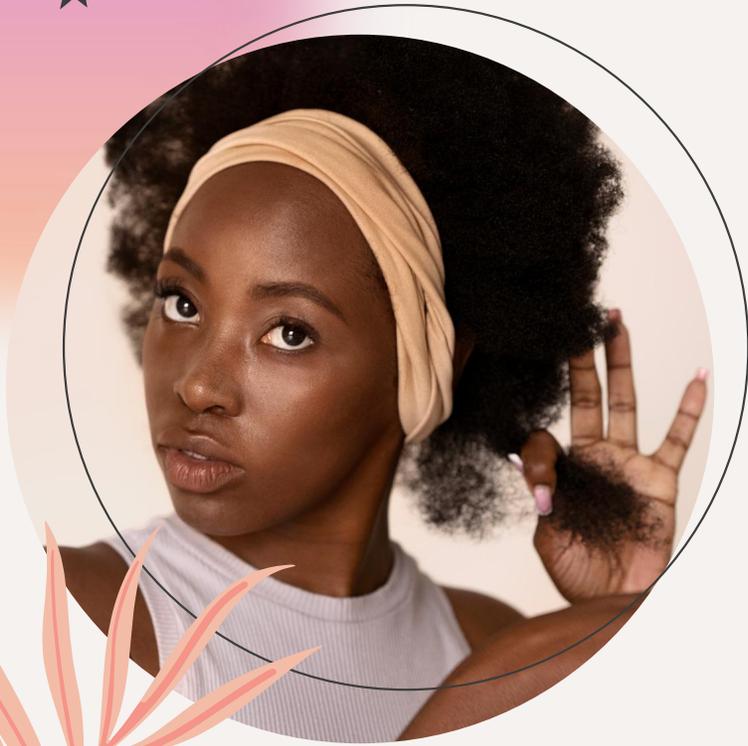
My goal is to earn \$3,500 per month by providing good quality beauty services to all clients





# Competitive Advantage

- Luxury look with affordable pricing
- Chill, clean, and professional brand aesthetic
- Multiple services in one studio (hair + nails)
- Strong social media presence
- Personalized client experience
- Trend-focused styles that clients actually want



02

# Name of the section title

You can enter a subtitle here if you need it



# My "Why"

I chose this business because I enjoy beauty and making people feel good about themselves. I also wanted to create a business that allows me to be creative and independent.



A picture is worth a  
thousand words



# Why i should win

I should win because Luxe Layers Beauty Studio is a realistic business with strong demand. People will always want hair and nail services. My business is well planned, creative, and has the potential to grow into something successful.