



1. Executive Summary

TP Luxe Studios is a boutique salon designed to feel like home — a place where independent stylists thrive, clients feel welcomed, and the community feels connected. Our salon offers two private suites for independent stylists and four open stations on the floor. We provide space for educational classes and community events. Our mission is to empower stylists to grow their individual brands while creating a collaborative, non-competitive environment that supports personal and professional development.



2. Mission Statement

At TP Luxe Studios, we are more than a salon — we are a home for passionate, independent beauty professionals to grow, thrive, and serve. Our mission is to create an inclusive, welcoming space where every stylist brings their unique artistry to their own clientele, free from competition and full of collaboration. With private suites and open stations, we empower stylists to build their brands while providing top-tier service. Through community engagement and educational classes, we give back



— helping both our team and our neighborhood shine. We don't just do hair — we grow futures.

Everyone is independent contractors meaning we are all very much established and wouldn't have to seek clientele from other professionals, we have our own.



3. Services Offered

- Hair styling and coloring
- Two private salon suites for independent stylists
- Four open stylist stations
- Educational classes (technique training, business development)
- Community pop-up events or workshops
- Product retail



4. Market Analysis

Target Market

- Independent hairstylists seeking autonomy with community
- Clients looking for high-quality



- Aspiring professionals seeking education and mentorship
- Community members interested in wellness, beauty, and self-care events

Market Need

- A home-like salon environment where professionals work independently without conflict
- A space that supports the career growth of stylists
- Opportunities for continuous education in beauty and wellness



5. Competitive Advantage

- Unique blend of independence and community — “your chair, your business, your family”
- Focus on education and empowerment
- Homey, welcoming environment
- Opportunities for brand-building for each stylist
- Community outreach and involvement



6. Business Model



Revenue Streams

- Chair rentals (open floor stations)
- Suite rentals
- Class/event space rentals
- Product sales
- Ticketed classes or workshops

Pricing Model

- Weekly/monthly rental rates for suites and stations
- Sliding scale or tiered pricing based on stylist needs/experience
- Optional commission splits for new stylists

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7. Operations Plan

- Open 5–6 days a week
- Stylists manage their own bookings and clientele
- Owner/manager oversees space rental, supplies, education schedule, and marketing
- Regular cleaning and maintenance included in rental fees

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8. Marketing & Promotion

- Social media (Instagram, TikTok, Facebook)
- Collaborations with local businesses and influencers
- Launch events and free community days
- Online portfolio of each stylist
- Flyers, business cards, and referral incentives



9. Team Structure

- Salon Owner/Manager
- 2 Suite Stylists (independent contractors)
- 4 Floor Stylists (independent contractors)
- Occasional educators/instructors for classes
- Bookkeeper or part-time assistant



10. Financial Plan

Startup Costs

- Lease/security deposit:



- Renovations/interior setup: \$10,000
- Salon equipment and furniture: \$5,000
- Licensing, insurance, and legal: \$100-\$200
- Marketing and launch budget: \$1,000

Monthly Costs

- Lease/rent
- Utilities and internet
- Supplies (shared/common area)
- Maintenance and cleaning
- Marketing and advertising
- Education expenses

Revenue Projections

- 2 Suites @ \$200/week= \$800/month
- 4 Stations @ \$150/week= \$600/month
- Class/Event Revenue = (based on schedule)

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11. Growth Plan

- Add more stations or expand to a second location
- Develop an in-house training program for new stylists



- Launch a branded product line & grow my my hair extensions business.
- Host regular community events or mini beauty expos
- Establish a mentorship program



12. Conclusion

TP Luxe Studios will be more than just a salon — it will be a space for empowerment, creativity, and community. With a focus on education, independence, and heart-centered service, we aim to become a beacon for both stylists and clients in our area.