

La Belle Bridal LLC

Business Plan

Mariah Tietz, Owner

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Executive Summary

Product

La Belle Bridal LLC provides an array of services including lash sets and fills, permanent make-up, wedding hair and make-up, retail and space rentals for aestheticians and cosmetologists.

Customers

The target audience for La Belle Bridal is woman between the ages of 25-45 as that is the majority demographic in the area. Specifically, we specialize in helping people feel comfortable in their skin no matter what that looks like.

Future of the Company

Beauty is a fast-paced, evolving industry. In response to this climate, La Belle Bridal LLC will offer other services, including continuing education for everyone in the industry such as Lash education and permanent make-up education as an additional income to the business.

Company Description

Mission Statement

To provide a one stop beauty shop for anything you could ever need, with quality and passion at the forefront.

Principal Members

Mariah Tietz — Owner, Aesthetician

Marissa Blosser— Business manager/ Cosmetologist

Legal Structure

La Belle Bridal is a Limited Liability Company, incorporated in Kaukauna, Wisconsin.

Market Research

Industry

La Belle Bridal LLC will join the Beauty and Wedding industry. We will work with people of all ages and backgrounds of all. Industry research suggest that the ever-evolving industry will exceed 716 billion by 2025 with it currently being at 511 billion currently, averaging a 4.75% growth rate.

Detailed Description of Customers

The target customers for La Belle Bridal are woman, ages of 25-45. The area demographic is primarily ages 25-59 years of age, with the median household income at about \$62,877 a year. To capitalize on opportunities that are geographically close as we start and grow our business, La Belle Bridal LLC will specifically target the working-class households within the community.

Company Advantages

Because La Belle Bridal provides services and products, our advantages are only as strong as our quality. Aside from ensuring our team is passionate and well-educated to provide expert beauty services we will take the following steps to support our services:

- Top of the line education with some the industries best leading brands and retail products.
- All our staff members are licensed and have experience in the industry prior to us.
- Hard to beat referral and rewards programs to keep customers coming back again and again.
- Fun and upbeat atmosphere for client and employee interaction.

Service Line

Services Include:

- Eyelash Extensions (Full Sets / Fills)
- Permanent Make-Up
 - Brows (microblading, ombre, nano blading)
 - Lip Blushing
 - Foxy Liner
- Stretch Mark Camouflage
- Lash Lift & Tint
- Waxing
- Teeth Whitening
- Micro needling
- Fibroblast
- Lash Education
- Permanent Make-Up Education
- Full Hair & Make-Up Services

Pricing Structure

La Belle Bridal LLC will offer its services at a set rate using the following labor categories and rates:

- Eyelash Extensions (Full Sets - \$140-\$170 / Fills - \$50 - \$65)
- Permanent Make-Up
 - Brows (microblading \$400, ombre - \$450, nano blading - \$500)
 - Lip Blushing - \$500
 - Foxy Liner - \$375
- Stretch Mark Camouflaging - \$500 - \$2000
- Lash Lift & Tint - \$65
- Waxing - \$12-\$70
- Teeth Whitening
- Micro needling - \$150
- Fibroblast - \$500- \$2500
- Lash Education & Permanent Make-Up Education - \$1200 - \$3500
- Full Hair & Make-Up Services – Varies

Product Lifecycle

All services are ready to be offered to clients, pending approval of contracts.

Intellectual Property Rights

La Belle Bridal LLC is not a trademarked name in the state of Wisconsin, and we have not filed for protection of our proprietary processes and other intellectual property, such as our logo. We have registered our domain name and parked relevant social media accounts for future use and to prevent the likelihood of someone impersonating us.

Marketing & Sales

Growth Strategy

To grow the company, La Belle Bridal LLC will do the following:

- Network at tradeshow, bridal events, at privately held events.
- Establish a company website that contains engaging multimedia content about our services
- As the business grows, advertise in publications that reach our target industries and bring in brand ambassadors to help market our business.

Communicate with the Customer

La Belle Bridal will communicate with its customers by:

- Meeting with potential clientele within targeted markets
- Using social media such as Twitter, YouTube, Facebook, and LinkedIn
- Providing contact information on the company website

How to Sell

Currently, every person in charge of sales for La Belle Bridal. As profits increase, La Belle Bridal LLC will look to add brand ambassadors to assist with sales and marketing and a receptionist to assist in account/client Management. This individual will also provide company social media and online marketing support. The company will increase awareness to our targeted customers through online advertising, proactive public relations campaigns, and attending tradeshow.