

Marketing



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BUSTER**

Marketing The business that will be discussed is a beauty salon. The salon offers a wide range of services for the hair, nails and body. A whole array of beauty products for the hair, nails and skin are also sold at the salon. The target market are female office workers because the salon is located at the ground floor of an office building in the business district. A major advantage of this salon is its strategic location. It is conveniently located near offices to attract female office workers who would like to pamper themselves after a hard day's work at the office. It is also a place where they can easily go to during lunch breaks for quick make-overs such as manicures or pedicures. Clients from the offices do not need to commute to go to the salon since it is just walking distance from their offices. Competition is not very stiff because most salons are located in the malls.

For the hair, the services offered at the salon include hair cut, shampoo, blow dry, hair relax, hair rebonding, color, perm, wave, hair extension, hot oil and other specialized hair treatments. Grooming services include hair waxing and threading. For the nails, the services offered are manicure and pedicure. Make-up services are also offered. For the body, there is a choice of massage services which include a chair massage, foot massage/spa and a full-body massage.

The salon will be marketed as a “one-stop shop” meaning it offers all the services that a woman is looking for in a salon. There is no need for her to go to one salon to have her hair done and go to another to have a foot spa. The unique selling point of the salon is the convenience it offers to its clients. It is not a high-end salon since the target market are office workers. Prices for the services will be somewhere in the middle-ground to be affordable to its market. To attract customers, coffee, tea or fresh juices will be offered to

them while at the salon. Aside from magazines, there will be LCD televisions to entertain them while being serviced at the salon. In this way, even if they have to wait and stay in the salon for hours, the clients will not be bored.

Advertising for the salon will be limited to flyers which will be distributed to offices nearby or to passersby. Membership cards will be given to customers wherein they are able to accumulate points for every service done on them. After reaching a certain number of points, they can avail of free services or beauty products or apply the points for discounts.

Another marketing strategy that will be implemented in the salon to attract more customers is the holding of “ payday promos”. During paydays, special discounts for services will be offered. Another promotional strategy that will be employed is the offering of special packages. Examples of these packages are (1) Package A - includes haircut, hair color and hot oil treatment; (2) Package B - includes manicure, pedicure and foot spa; or (3) Package C - includes manicure, pedicure, hair spa and chair massage. Different packages will be offered during different times of the year. These packages will cost less than having to pay for the services separately.

The proposed marketing strategy for the salon will hopefully attract more customers to the salon. From time to time, there is a need to review the strategy to determine if there are changes that must be made to increase revenues. It may be useful to have evaluation forms be filled out by customers after a visit to get immediate feedback on the salon service.