

BUSINESS PROPOSAL

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LASHES BY
HOPE

LASH
EXTENSION
SERVICES



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INTRODUCTION

WHO WE ARE?

We are, "lashes by hope". It is my pleasure to be describing you are goals, aspirations and the services we will provide to you. This proposal will highlight keypoints and give a structured plan to provide excellent lash extension services as well as create a welcoming enviornment. Lashes by Hope is like no other lash service because unlike others we actually take time to perfect our clients lashes and take pride in our work.

WHAT WE DO?

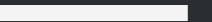
We know getting lash extensions bi weekly or monthly is a struggle so we aim t o provide some of the best wispy or natural looking lashes with great retention. We also make sure to let others know about the importance of keeping them clean and build up free. We want people to feel beautiful which is why we offer them to any individal who wants to get them done. Our liscenced estheticians are trained to be patient and make the customer feel beautiful.

MEET THE FOUNDER: ESPERANZA TORRIJOS



ESPERANZA
TORRIJOS

I grew up as a makeup lover. Later as I grew up I learned about the importance of natural beauty. It honestly influenced me to want to learn more about the beauty world, which is when I started to learn about lashes. Eyelash extensions are a way to enhance ones natural beauty. The desire to make others feel beautiful has driven me to want to open my own business as a lash artist for clients of all kinds of backgrounds. With knowledge about the business world and the lash industry booming I can see this being very successful.

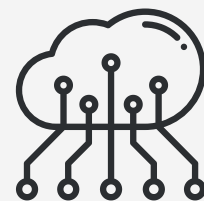


THE PROBLEM



MARKETING

Not many lash artists know their market. Services are to be provided for everyone . Now a days many lash artists get their certificate and start lashing with no good training or being sanitary.



NOT LASHING CORRECTLY

Many lash artists do not take into importance how critical it is for them to take care of their clients lashes. Fr instance not lashing on baby lashes. Clients natural lashes are some of the most important steps to take.



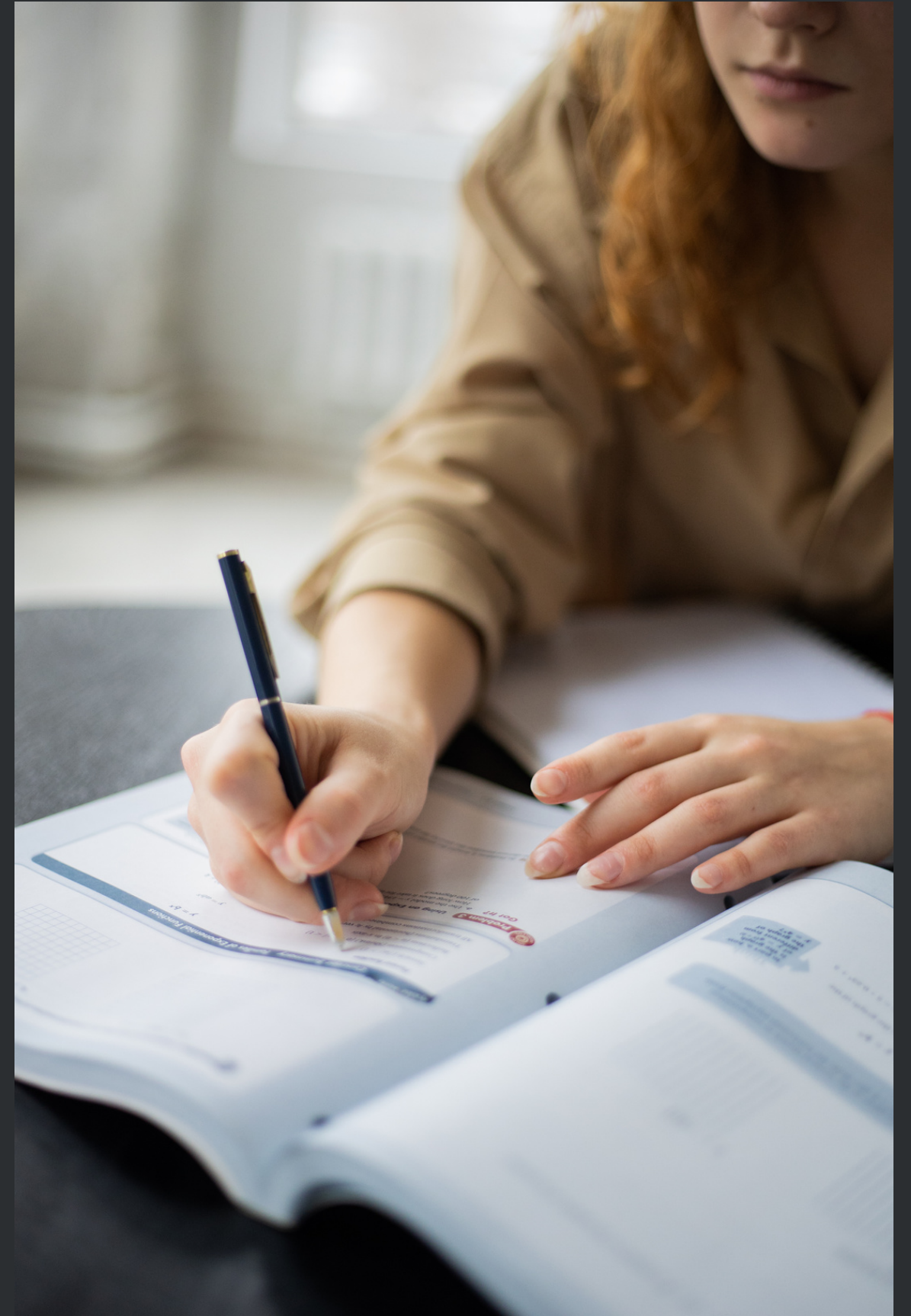
UPPING THE PRICE

Some lash artists take advantage and over charge theeir clients. It is important to know that everyone starts from somewhere and people will pay good money for good lashes with good retention.



THE PROPOSED SOLUTION

We propose to make our clients our number one priority. That means having a clean and sanitary environment, It also means standing out from other lash business and making unique and beautiful lash designs. We feel our prices are fair because we do not over charge and think we set it on a good range and scale.



PRICING



CLASSIC LASHES- \$95



HYBRID LASHES- \$105



VOLUME LASHES- \$115



MEGA VOLUME- \$125



CONCLUSION

To conclude Lashes by Hope mission is to make the client feel beautiful. Everyone will benefit from our lashes because we lash everyone at a reasonable price. We never rush the application and our retention is out of the roof. As we can see the lash industry is currently booming and we know this will be a successful business.

