



Hair Forever

Wigs and Hair extension

BUSINESS PLAN PRESENTATION

Market Need

Age Group	Toronto	Mississauga	Markham
15-24	165,935	46,460	20,050
25-39	315,120	74,595	30,450
40-64	463,430	119,790	58,595

Business nature

“ > **Buying Indian Currency**

Conversion of \$(CAD Dollar) into ₹ (Rupees)

> **International trade agreement**

15.5% Custom Duty on Product 670420

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> **Local culture, ethics, religion etc**

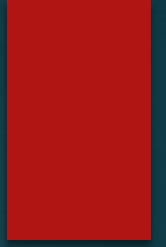
> **Local Labor laws, Labor habits and expectations**

> **Local cost of real estate, furniture, services, etc.**

STEEPLE Factors

- ▶ **Social:** Beauty of women
- ▶ **Technological:** Positive effect
- ▶ **Economical:** Highly effect business
- ▶ **Environmental:** No pollution if discarded properly
- ▶ **Political:** High effect on trade and policies
- ▶ **Legal:** Moderate effect on business
- ▶ **Ethical:** No effect in Canada

Porter's 5 Competitive forces



- ▶ Power of Bargaining of Suppliers
- ▶ Power of Bargaining of Customers
- ▶ Effect of Direct Rival Competitors
- ▶ Effect of Substitutes
- ▶ Threats of New Entrants

SWOT


Weakness: <ul style="list-style-type: none">1. New in market2. Limited budget3. Less manpower4. Young team(lack of experience)5. No Canadian work experience	Strength: <ul style="list-style-type: none">1. better quality product2. Competitive rates3. Trending product4. We provide More varieties5. Huge number of clients6. Understanding with Indian market.7. No monopoly of any particular brand.
Opportunity: <ul style="list-style-type: none">1. Social media2. International expansion3. Higher profit margin4. International product5. Increased demand for our product.	Threat: <ul style="list-style-type: none">1. Experienced competitors2. New rules and regulation by government in future3. Competitors stated selling with same price and verities.4. Trending online business of this product .5. Foreign exchange fluctuation.


9 Ps

- ▶ Product: Hair extensions and wigs.
- ▶ Our commitment:
 - best quality
 - certified and
 - exchange policy.

Price: From \$30 to \$140 dollars

Place: Our store will be located in Queen Street West and an online store

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- ▶ Promotion: Google Adwords
 - ▶ Toronto Bloggers
 - ▶ Send samples to our costumers
 - ▶ Affiliate Networking
 - ▶ People: Work division:
 - ▶ Team Size: Four members
 - ▶ Marketing
 - ▶ Exports
 - ▶ Store Keeping
 - ▶ Inventory Management
 - ▶ Bloggers
 - ▶ Clients

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- ▶ Process: E-commerce
 - ▶ Customizing them according to their face match.
 - ▶ Physical evidence of quality
 - ▶ Punctuality: Delivery
 - ▶ Product in Stock
 - ▶ Principled: no harm to the environment
 - ▶ no harm chemicals in our product
 - ▶ fair price.



Thank for your attention