



# SHEAR GRACE



## OUR BUSINESS PLAN



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# INTRODUCTION

Hello and thank you for taking the time to review our Business Plan, referred to throughout as BP, in some cases. We, as a Team, have taken every opportunity to custom write and design this BP with a built-in flexibility so that the content has a longer shelf-life and so that it is more realistic.

We have been creative in the custom flow of this information and we are excited about the opportunity to elaborate on anything you, as the Reader, may want to know more about.

Shear Grace is the creation of Keidra McCullough and has been formed as a Limited Liability Company (LLC) with the NC Secretary of State.

**The business will be a full service beauty salon specializing in styling and other related services.**

The business "Shear Grace" will have three individual revenue generating aspects and they are;

- Booth Rental to Stylists
- Continued Education
- Beauty and Hair Care Product Sales

Our business will not be your run of the mill salon and this BP will allow us to clearly indicate why this is so.

Our intentions are to use this BP to form cooperative business relationships, to seek necessary funding options and to define who we are, why we are different and why supporting our initiatives will have a positive impact on the community in which we serve. Thank you again for taking the time to read this BP and we welcome your reply communications and the opportunity to dialogue further.

Respectfully,

The "Shear Grace" Team  
Keidra McCullough, Principal Owner  
C: 704-450-9104  
E: keidra@shear-grace.com  
W: www.ShearGrace.com





# EXECUTIVE SUMMARY



## OUR BUSINESS MODEL, SERVICES AND GEOGRAPHIC SERVICE ARE:

Our model visually represents the flow of the business showing the different elements involved in our operations. It was custom designed to convey all of the key elements involved in our business and is featured on page 5 of this BP.

Our services include, however may not be limited to, hair styling and barber services, hair weaves and treatments, wigs and coloring, continued stylist and barber education and training on modern trends and hair care product sales. We are actively seeking a property to lease in the greater Statesville North Carolina area and we will consider the Mooresville and Huntersville areas of North Carolina as well.



## ADDITIONAL SERVICES, TECHNOLOGY UTILIZATION AND OUR NEW WEBSITE:



In addition to our primary services Shear Grace will offer “Stylist and Barber” advanced training and business development coaching. In the beginning Shear Grace will use a licensed POS (point of sale) system that integrates salon service bookings, however we may leave booking to each stylist individually.

Our new website will feature a diversity of information and allow for direct contact with the Stylists we have in-house. We will add our social media profiles and allow feedback from our Clients to be displayed. As we evolve we may also include a Chat Client for people to gain direct information immediately.

# EXECUTIVE SUMMARY

CONTINUED...

## SOCIAL MEDIA, MARKETING AND ADVERTISING

Shear Grace will actively post on all of our social media profiles rich content, videos, photos and comments from our Clients utilizing the organic reach that will result in for us locally. We will focus on online marketing strategies as well as “word of mouth” enhancement strategies that we have developed.



Our advertising and marketing campaign initiatives are a “perk” for those who rent booths from us because their exposure is included in our activities. We have a desire to also engage in printed materials and advertising via radio and in local publications.

## OUR DIFFERENCE, COMPETITION AND DEMOGRAPHICS:



The goal is to reach and then maintain maximum capacity in our salon while providing a very high level of Client service. We will also allocate some of our time to catering to Clients who may have a challenge reaching our location by providing limited transportation services. Black owned and operated salons exist and the demand for more options could not be higher at this time therefore we do not see competition as a key factor in our success.

The Statesville area needs more salon options for the African American community, as do the Mooresville and Huntersville areas. Shear Grace will likely have no problem establishing a footprint in either one of these demographics.

## GIVING BACK AND OUR FACILITY:

Our plans are to start a subsidiary to Shear Grace that will be a 501 C3 Non-profit Organization that we will funnel our charitable initiatives through. We also plan to beautify our leased facility internally and externally as we will be using it for classes and small intimate events.



# EXECUTIVE SUMMARY

CONTINUED...

## CONTINUED EDUCATION AND COOPERATIVES:

Just short of being a certified training facility Shear Grace will provide our Stylists, and others within the community, with advanced styling techniques and training on specific services. Our cooperatives will assist in this area as well as allow Shear Grace to become a salon with a reputation of giving back to our community.



## FINANCIALS:



As you will see in our BP we use a custom created financial flow that is easier to substantiate. We acknowledge there is no logical way to guarantee our ability to meet a finite set of financial figures so we created a 3 tier system that shows our 100% operational sales capacity and then tiers those figures down to a 80%, 70% and 60% range of possibilities. We are confident this will make much more sense.

## THE BALANCE OF INFORMATION:

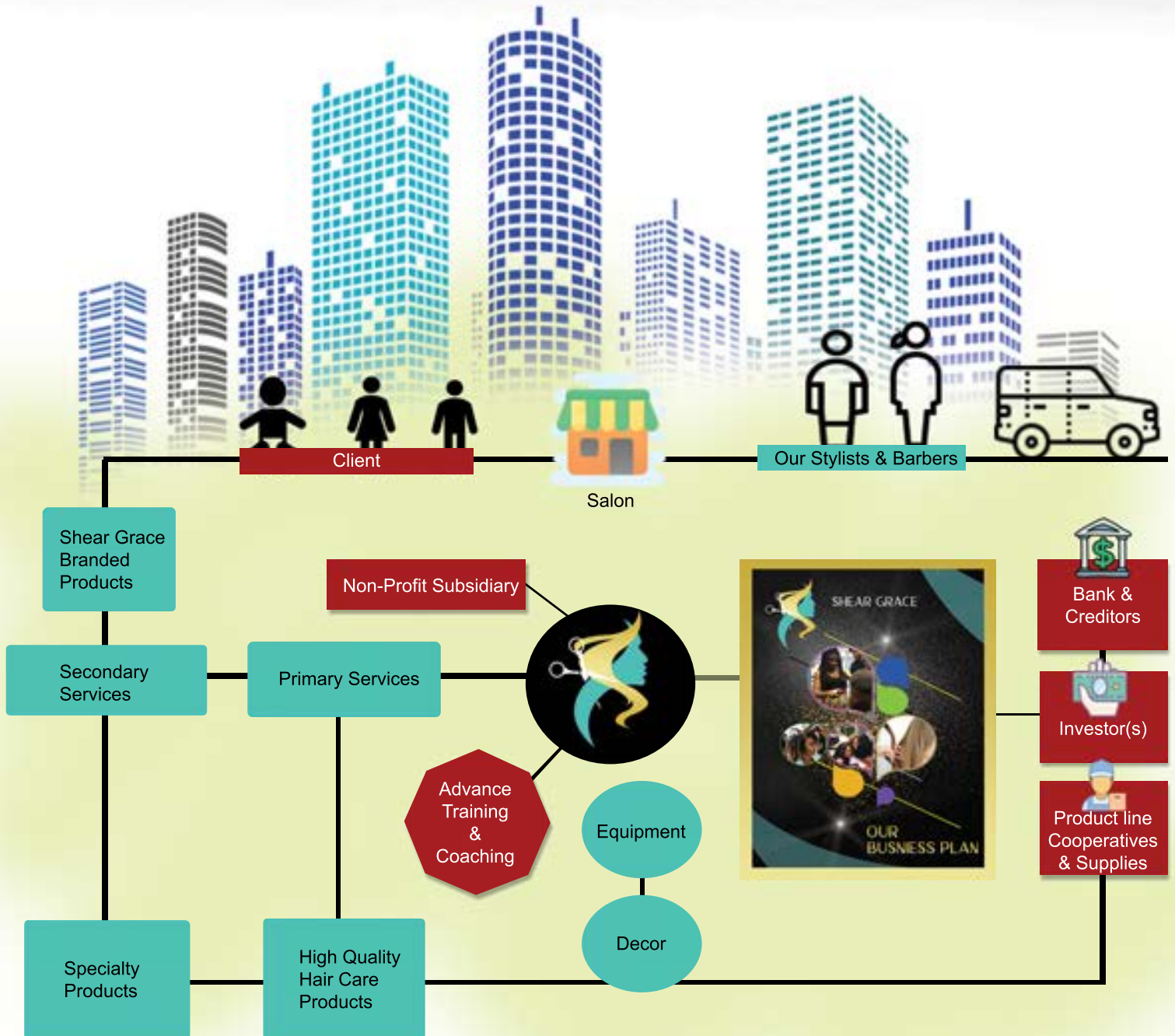
From pages 32 through 35 Shear Grace will seek concessions and incentives, outline information about our Team and list acknowledgments closing with how to get started doing business with us. Page 36 will feature addendums that may accompany this BP.

In the event additional information is requested Shear Grace will be more than happy to provide secondary information in addendum form.



# OUR BUSINESS MODEL

The business model below visually represents the individual elements of our business for daily operations.



As you see there is considerable detail that may not otherwise be featured by other like kind businesses. The uniqueness of our business model substantiates our ability to develop and maintain a diversity of revenue streams.



# OUR SERVICES

We have four primary service categories as outlined below that produce the bulk of our revenue. Shear Grace will work to scale up these service categories to our maximum sales capabilities within the shortest amount of time possible. The demand for these services are very high as the available selection from other salons locally are limited. We will prove our business model in quickly and then scale up from there.



## Primary Service 1

Cutting, Styling and Coloring Hair, completed by our "Booth Renters" and the Principle Owner of Shear Grace, Keidra McCullough.



Weave Extensions that our Clients select from our available hair products. Each weave is uniquely different based on our Clients own hair.

## Primary Service 2



## Primary Services 3

Wig Styling and Sales, where we offer our Clients a nice selection of wig hair products and the ability to style existing wigs that our Clients have.

Booth Rental to our Barber(s) and Stylists, where we rent them space for them to serve their own Client base. All product sales flow through us.

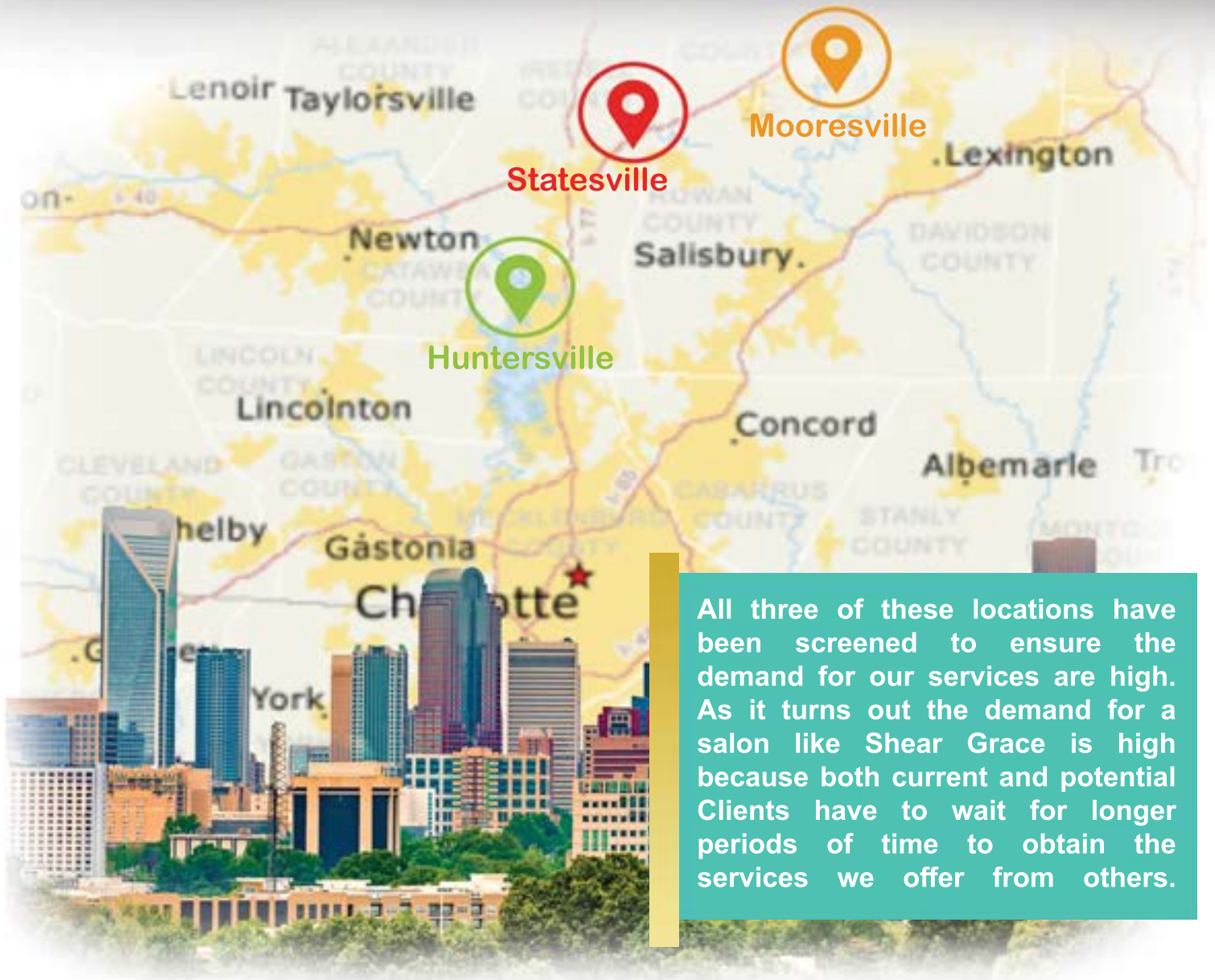
## Primary Services 4







# GEOGRAPHIC SERVICE AREAS



**Statesville  
(Primary)**



**Mooresville  
(Secondary)**



**Huntersville  
(Third)**

As a startup Shear Grace is actively seeking retail salon space within the greater Statesville North Carolina area and we have already identified several properties that are available for sale and for lease. Shear Grace will consider Mooresville and Huntersville as secondary and third option locations.



# ADDITIONAL SERVICES AVAILABLE



We are excited about the popularity these additional services will grow to become within a short period of time.

Another key element of our growth and uniqueness factor is in the additional services we will offer to Barbers, Stylists and our Clients. Shear Grace has put a lot of time and effort to create these additional services because they meet an existing demand while adding value to our overall business model. We do have other services that we may add as we continue to evolve however those featured in the model below are currently in place.



Shear Grace will provide coaching and training for Barbers and Stylists to increase their skills.



We plan to host our own events to sell wigs, to showcase hair extensions and other products.



Shear Grace will participate in small events that we host for our Cooperatives who sell things.



# TECHNOLOGY UTILIZATION

Initially related to our POS (point of sale system) there are many options to consider for the Shear Grace Salon. We are currently looking at both Clover and Square while obtaining quotes from our local bank and other licensing POS.



We have not yet made the decision however we are open to building a long term mutually beneficial relationship with a company that can provide a wide range of useful tools to ensure Shear Grace is efficient and technologically advanced.



& many more

# OUR NEW WEBSITE

Shear Grace now owns the website url [www.Shear-Grace.com](http://www.Shear-Grace.com) purchased from GoDaddy.com and we are in the process now of having our website built by a professional designer.

*We have  
great plans for our future*

*online presence and are working diligently to get*

*things done to ensure our  
website is amazing.*



Our new website will feature information about our services products and training programs as well as provide links to our social media profiles and eventually to the App Store and Google Play where our mobile apps can be downloaded.




# SOCIAL MEDIA

Initially Shear Grace will focus our social media presence on just a few platforms gradually increasing our reach by adding new social media profiles on other platforms. We will actively post on our social media profiles, promote select posts as well as engage others locally and globally.

Shear Grace will take full advantage of the available “paid services” each social media platform provides to increase awareness about our salon.



GOOGLE REVIEWS - TWITTER POSTS - LINKEDIN GROUP  
YOUTUBE VIDEOS - FACEBOOK ADVERTISING -  
INSTAGRAM POSTS



We will ask our Clients for Facebook and Google Reviews to help generate more exposure and we will promote our additional services and events as well.



# MARKETING AND ADVERTISING



The Shear Grace Team has developed a diversity of marketing and advertising strategies that are known to work and we plan to implement campaigns to test the waters on a number of them. Those that show promise we will amplify and continue to do additional research to develop new strategies and continue the process.

We are well aware of what has worked and is working for other salons and we have also created new strategies to implement that they have not.

## Create Plan of Action

Shear Grace will follow the plan(s) of action we create after each phase of research.

## Implementation Rollout

We will rollout our initiatives, a few at a time, and test the waters with an initial budget.

## Amplify & Continue

Those strategies that work well for us we will amplify and then create new strategies.

# MARKETING AND ADVERTISING



Traffic Building   Planning   Conversion Analysis   Offline integration  
Website Design   Social Media   Management   Optimization Process

## Shear Grace will also

- Use Radio
- Local Publication Ads
- Coupons
- Fliers and Mailers
- Endorsements
- Sponsorships
- Cooperatives

Our new website and our social media profiles will play an essential role in how Shear Grace promotes our salon and the products/services we offer. We understand that it takes time to build an audience organically and authentically however our intentions are pure. Our strategies are an intimate part of our IP (intellectual property) so we will be happy to selectively elaborate upon request.

All of our marketing and advertising initiatives will be tested for results, with those that work being amplified and those that do not being discontinued.





# WHAT MAKES SHEAR GRACE DIFFERENT



We will set ourselves further apart by providing excellent Client Service and by providing transportation to some of our Clients who cannot otherwise get to our salon easily on their own.

There are three key differences that makes Shear Grace unique from any would be competitors and they are;

1



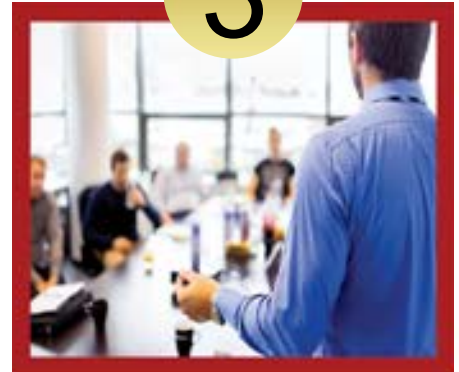
Our salon has both stylists for female Clients and barbers for male Clients.

2



Part of our salon space will be “multi-use” so we can host small events where members of our community has an alternative way to get to know Shear Grace.

3



We are going to offer “Stylist Training” to advance the skills of both barbers and stylists.



# WHAT MAKES SHEAR GRACE DIFFERENT



We are planning on doing a wide diversity of things for the visual appeal of our salon, both internally and externally and so of these may in fact be;

- Artistic Decor internally and on the exterior of our salon, featuring local artists.
- Shear Grace branded products for sale.
- A nice selection of other moderate to high-end products that are in demand.
- In the Spring and Summary months we may offer a free “exterior car wash” for those who get their hair cut or styled on certain days.
- A community space where other businesses can feature their business card or brochure for our Clients to consider.



Our intentions are to make our salon a warm and welcoming space that blends diversity with cultural elements in an inviting way.



# COMPETITION ANALYSIS



Relative to Statesville North Carolina specifically, the competition, based on a Google Search and our own local knowledge is very limited. None of the locations known by us or featured in the map below will offer the uniqueness that Shear Grace will.

Additionally, the lack of competition, especially in the African American community, means that the demand for the type of salon services we will be offering is considerably higher in this area.

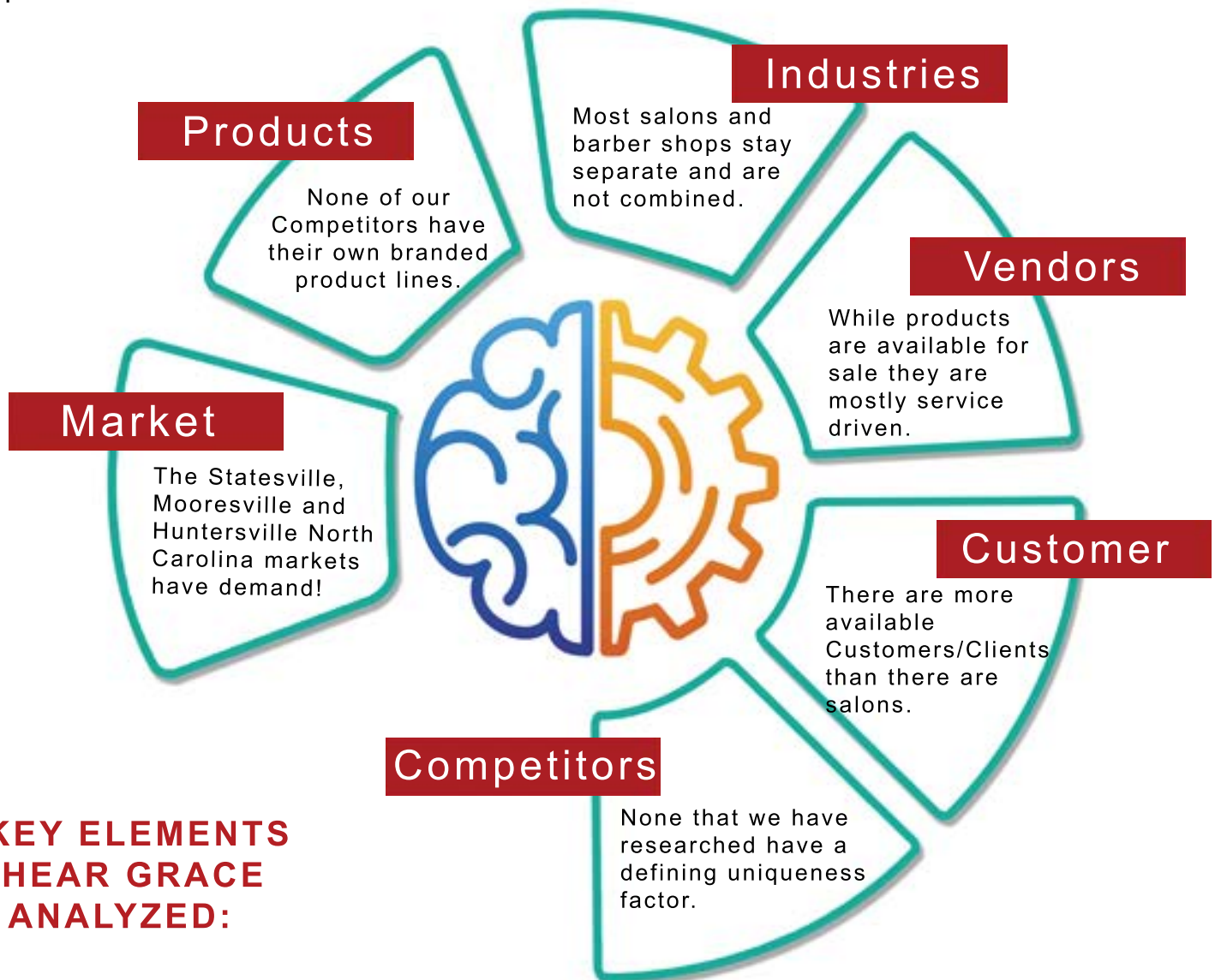
This is why Shear Grace would prefer to open and operate in Statesville North Carolina as we know the community and its population.

<b>Designs Hair Salon</b> 4.7 ★★★★★ (6) · Beauty salon 859 N Center St · In Forest Heights Shoppin... (704) 872-1535	
<b>Nu-Yu Hair Salon</b> 4.7 ★★★★★ (12) · Beauty salon 1222 W Front St (704) 872-9044	
<b>Anointed Hands</b> 5.0 ★★★★★ (16) · Beauty salon 435 S Center St (704) 450-2919 "Best Hair Salon in Statesville ..."	
<b>Kachi African Hair Braiding</b> 3.7 ★★★★★ (46) · Beauty salon 208 Eastside Dr · In Broad Street Station Closes soon · 7PM · (704) 883-7788	
<b>Supercuts</b> 4.2 ★★★★★ (102) · Hair salon 1058 Crossroads Dr · In Crossr... Open · Closes 8PM (704) 880-2232	

# COMPETITION ANALYSIS

The Principal Owner of Shear Grace is from Statesville North Carolina and already knows the local competition. She has chosen to start a new salon that will serve both male and female Clients and offer a diversity of products and visual appeal factors that make coming to our salon enjoyable.

We have taken the time to look at what our Competitors offer and quite honestly it is the bare minimum so Shear Grace will quickly become a local meeting place for salon services. We have not completed a more in-depth review of our Competitors due to the limited number of salons that could be considered our competition.



**6 KEY ELEMENTS  
SHEAR GRACE  
ANALYZED:**



# DEMOGRAPHICS



Our preferred base of operations for Shear Grace will be Statesville North Carolina and we sourced the information below from the Greater Statesville North Carolina Chamber of Commerce. Statesville is located in Iredell County.

## City of Statesville & Iredell Country Statistics



### Altitude: (Above mean sea level)

Statesville:	900 to 950 feet
Iredell County:	700 to 1,760 feet
Iredell Co. People per Sq. Mi.	175.2



### CLIMATE

Average Temperature:	58.5°
Average Precipitation:	45.97"
Average Frost-Free Days:	212
Average Relative Humidity:	68%
<i>(Lowest in Spring)</i>	



### Square Miles:

Statesville:	20.6
Iredell County:	574.45
North Carolina:	53,821



### POPULATION

Census	Actual 2010	Actual 2012
North Carolina	9,535,471	9,752,073
Iredell County	159,442	162,708
<b>Statesville</b>	<b>24,633</b>	<b>25,044</b>
Love Valley	30	91
Troutman	1,592	2,431
Mooresville	32,711	33,451
Harmony	526	539

### 2010 Census - Latino Population:

**Iredell County: 10,844;**  
**Statesville: 2,665; Mooresville: 1,967**

Statesville North Carolina has a thriving and growing African American population.



# DEMOGRAPHICS



Shear Grace can provide demographic information for both Mooresville and Huntersville North Carolina upon request. Once again the demographic information featured was sourced from the Greater Statesville North Carolina Chamber of Commerce.

## Demographics

† Margin of error is at least 10 percent of the total value. Take care with this statistic.

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### Age

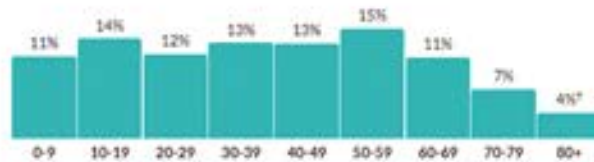
## 40

#### Median age

a little higher than the figure in North Carolina: 38.9

a little higher than the figure in United States: 38.2

Population by age range



Show data / Embed

Population by age category



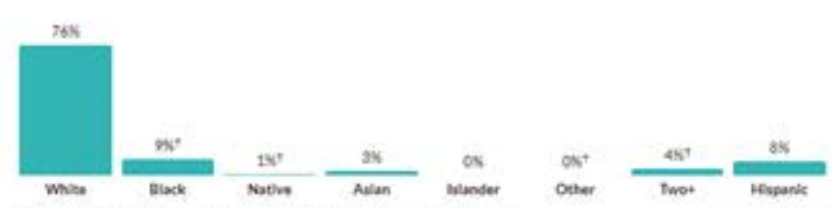
Show data / Embed

### Sex



Show data / Embed

### Race & Ethnicity



Show data / Embed

\* Hispanic includes respondents of any race. Other categories are non-Hispanic.

Show data / Embed

## \$32,936

#### Per capita income

about 10 percent higher than the amount in North Carolina: \$30,737

a little less than the amount in United States: \$33,831

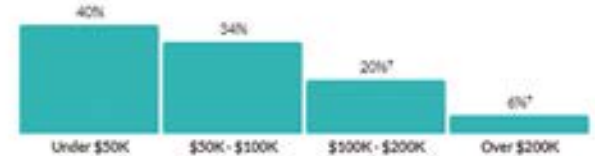
## \$59,341

#### Median household income

about 10 percent higher than the amount in North Carolina: \$53,855

a little less than the amount in United States: \$61,937

Household income



Show data / Embed

### Poverty

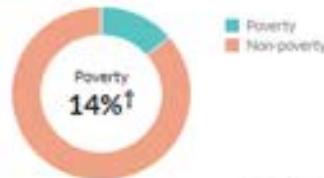
## 9.3%

#### Persons below poverty line

about two-thirds of the rate in North Carolina: 14%

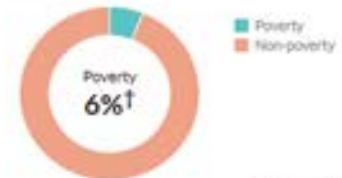
about two-thirds of the rate in United States: 13.1%

Children (Under 18)



Show data / Embed

Seniors (65 and over)



Show data / Embed

### Transportation to work

## 25.8 minutes

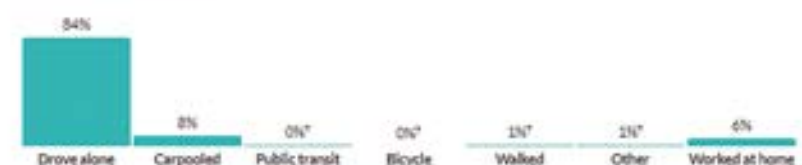
#### Mean travel time to work

\* ACS 2018 5-year data

a little higher than the figure in North Carolina: 24.5

a little less than the figure in United States: 26.6

Means of transportation to work



\* Universe: Workers 16 years and over; ACS 2018 5-year data

Show data / Embed

# OUR GIVING BACK PROGRAM



Initially Shear Grace will be an active Business within our community that implements initiatives that “give back” to those in need. We will focus our efforts on the initiatives to start with and they are;

- 1** Free Rides and in some cases Free Cuts and Styles to the under privileged and unserved members referred to us by our Clients.
- 2** Free Empowerment Events that are designed to encourage and coach women, single mothers and children in a diversity of subjects.
- 3** Our Sponsorship of local community events and other small charitable work that Shear Grace will do in our spare time,



# OUR GIVING BACK PROGRAM

Our new Non-profit Organization will be a subsidiary of Shear Grace and will be partially funded by our surplus income!

Shear Grace will “give” charitable donations through our Non-profit!

We will feature our new Non-profit on our existing website, however, we will eventually create an independent website just for our non-profit!



Our Non-profit will eventually evolve into its own, stand alone, organization that will seek funding from others to create and operate new initiatives.

This aspect of Shear Grace is very important to us and we are confident that we can operate our 501 C3 Non-profit as a subsidiary to Shear Grace, part-time and still have an amazing impact on people within our community.

Our passion is in empowering those less fortunate so that they can become productive members of society, some of which will do their own giving back initiatives.

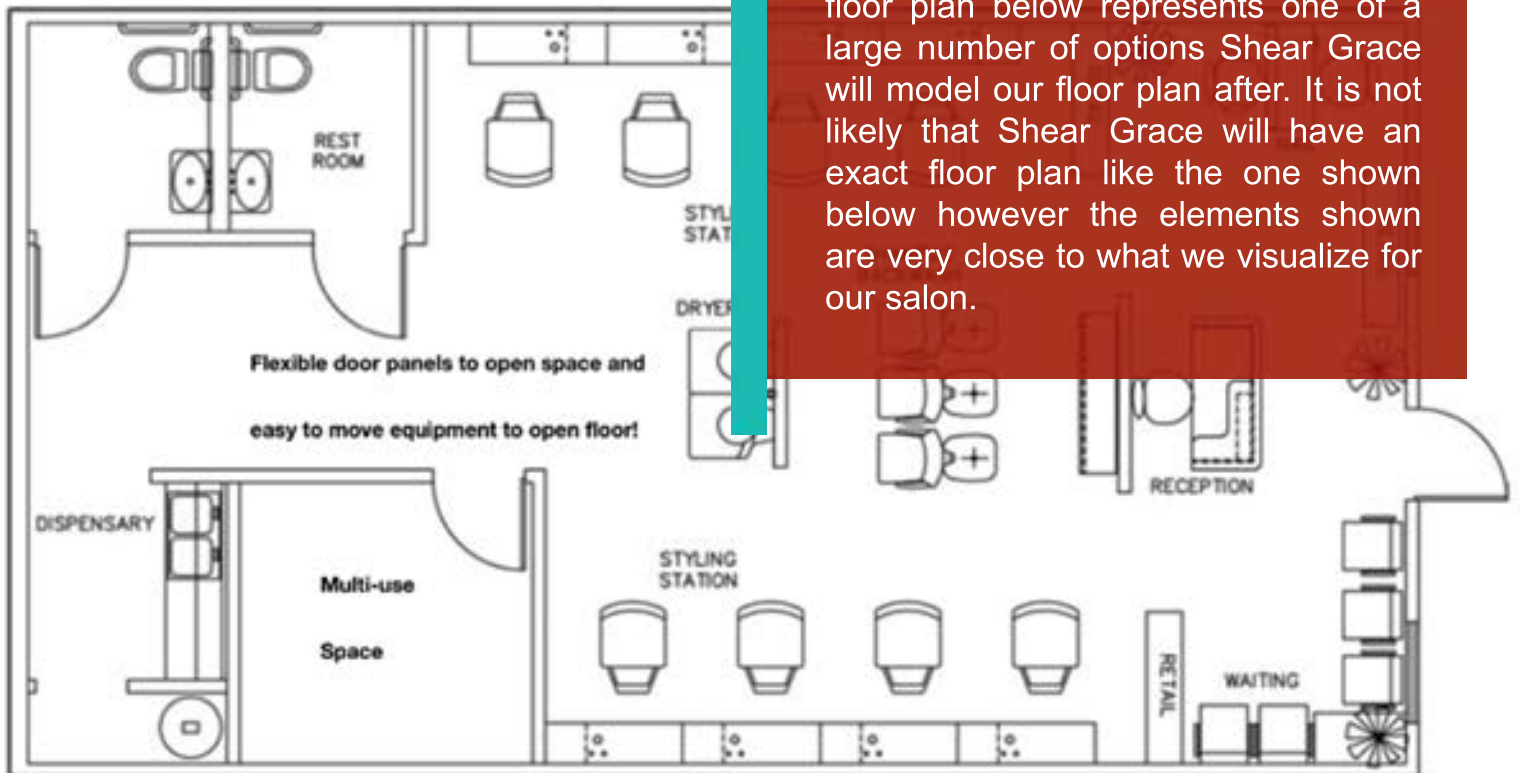




# OUR FACILITY



Depending greatly on the retail salon space we lease, or the building we buy, Shear Grace wants to have ample room for growth and also space we can designate for multi-use as needed. The floor plan below represents one of a large number of options Shear Grace will model our floor plan after. It is not likely that Shear Grace will have an exact floor plan like the one shown below however the elements shown are very close to what we visualize for our salon.







# OUR FACILITY



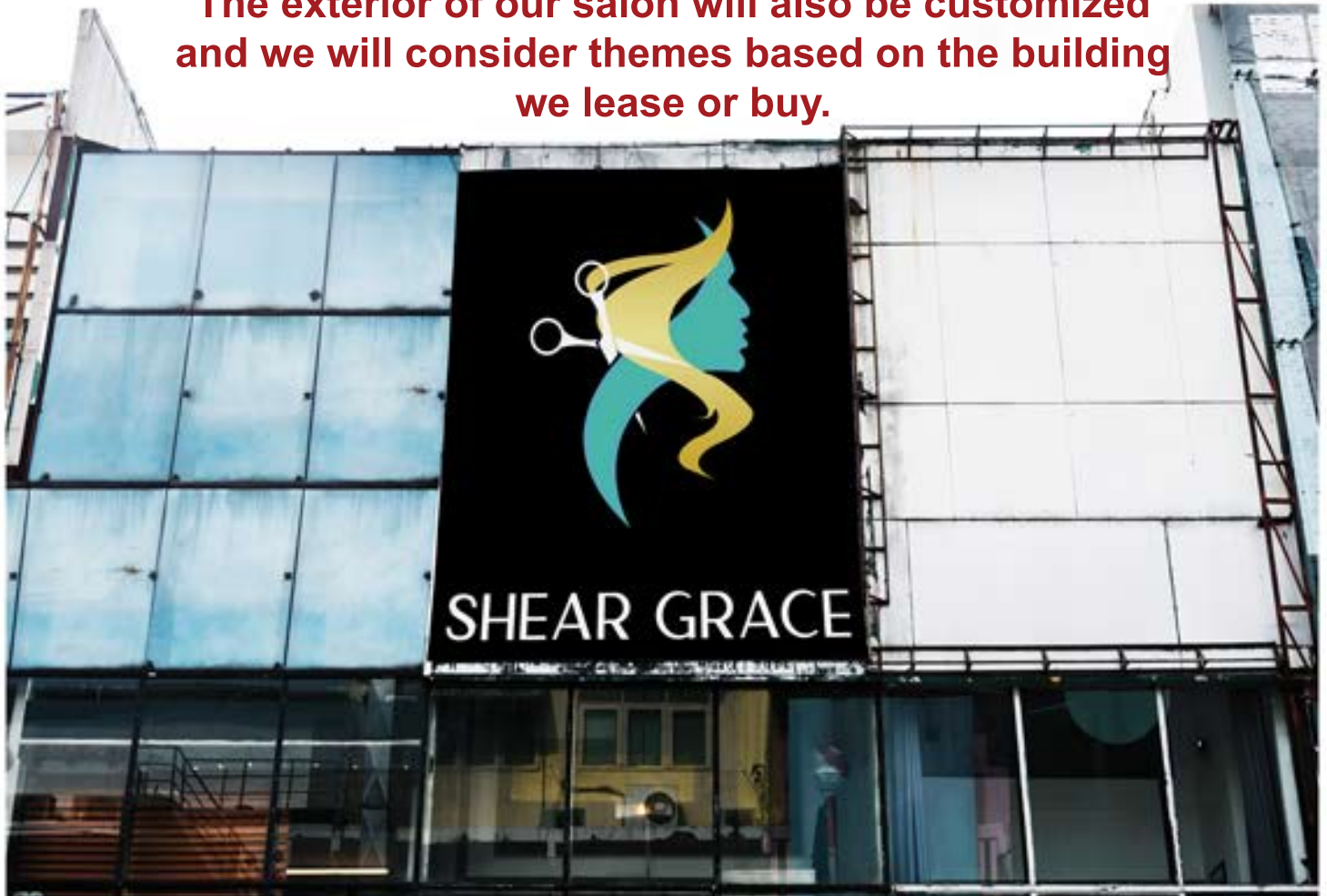
Everything about our salon will be warm and welcoming and this is the point to make our environment relaxing.



We may look into providing beverages and snacks but this is not a necessity at present.

Cleanliness will be an absolute #1 priority for the interior and we plan to space equipment for the new “social distancing” standard as well as make hand sanitizer available to all Clients.

**The exterior of our salon will also be customized and we will consider themes based on the building we lease or buy.**





# CONTINUED EDUCATION



Without being a certified beauty and cosmetology school Shear Grace will still provide continued education for Barbers and Stylists to help them improve their skills and enhance their knowledge on current trends.



The principal owner of Shear Grace, Keidra McCullough, is very well known in the local market as a **“hair guru”** and her knowledge has been sought after for many years.



Taking full advantage of this Keidra will provide “continued education” for licensed stylists and barbers who want to remain current on techniques and who want to gain additional wisdom from a seasoned professional.





# CONTINUED EDUCATION



The continued education offered by Shear Grace can help those who take our classes in a number of ways, different for each individual. We do however assume the following steps are a primary goal for our professionals;

STEP  
01

Learn new skills and advance their applicable knowledge.



Have a positive impact on the Clients our professionals serve.

STEP  
02

STEP  
03

Start their own barber shop or salon to serve their community.



Become well known for their skills establishing their own reputation.

STEP  
04


Shear Grace will be proud to help others meet and then exceed their own potential!



# COOPERATIVES



Shear Grace already has established relationships that are mutually beneficial with other individuals and businesses started by Keidra McCullough. Keidra understands that having mutually beneficial cooperative relationships “that work” can create conduits for new business to flow.



Additionally the sharing of ideas and other information helps to strengthen the bonds with those we cooperate with.

**COLLECTIVE ABILITY TO BE MUTUALLY BENEFICIAL FOR EACH OTHER**

**A SINCERE INTENTION TO BENEFIT EACH OTHER ACTIVELY AND REGULARLY**

**BEING CREATIVE IN OUR SHARING OF IDEAS WITH EACH OTHER**

Our intentions are to seek out and form new cooperatives, selectively, to help us grow our reach and increase the recognition of our brand through creative indirect approaches that stem from our cooperatives.

# FINANCIAL ASSUMPTIONS

While developing our financial projections Shear Grace recognizes that it is nearly impossible to substantiate a “finite” set of financial figures. Because of this fact we have chosen to create a very logical flow of financial assumptions using a three tier system developed by our lead Consultant. In the following pages you will see a “range of possibilities” where Shear Grace will fall into one of the columns naturally.



**We are using a three tier system based on logic and what we know to be true.**



With regards to the income potential Shear Grace shows what we believe to be the

**100% Operational Sales**

capacity for each revenue category and then tiers those figures down to 80%, 70% and 60% to show a range of potentiality.

With regards to the expenditures Shear Grace shows High, Moderate and Low expectations. We then cross reference all of the figures giving a range for pre-tax, post expenditure net.

This allows us to show a realistic “range” instead of a finite set of financial figures that would be impossible to meet. Shear Grace is confident that our formula is much better than a “break even” spreadsheet as no one can predict the future however one can show a range of potential that is far more realistic.



# FINANCIAL ASSUMPTIONS



## 2020 THROUGH 2021 INCOME

Revenue Stream	@ 100%	@ 80%	@ 70%	@ 60%
Cut & Style \$30	\$73,500	\$58,800	\$51,450	\$44,100
Booth Rental \$150	\$44,100	\$35,280	\$30,870	\$26,460
Hair Products	\$120,000	\$96,000	\$84,000	\$72,000
Salon Products	\$80,000	\$64,000	\$56,000	\$48,000
Training	\$20,000	\$16,000	\$14,000	\$12,000
<b>TOTAL</b>	<b>\$337,600</b>	<b>\$317,600</b>	<b>\$236,320</b>	<b>\$202,560</b>

## 2021 THROUGH 2022 INCOME

Revenue Stream	@ 100%	@ 80%	@ 70%	@ 60%
Cut & Style \$30	\$84,525	\$67,620	\$59,167	\$50,715
Booth Rental \$150	\$50,715	\$40,572	\$35,500	\$30,429
Hair Products	\$138,000	\$110,400	\$96,600	\$82,800
Salon Products	\$92,000	\$73,600	\$64,400	\$55,200
Training	\$23,000	\$18,400	\$16,100	\$13,800
<b>TOTAL</b>	<b>\$388,240</b>	<b>\$310,592</b>	<b>\$272,767</b>	<b>\$232,944</b>

In year 2 Shear Grace assumes a 15% increase in all revenue streams. We will work to exceed this expectation however it is realistic. The financials in year 2 are rounded down. This is a realistic range of possibilities for the income for Shear Grace.



# FINANCIAL ASSUMPTIONS



## EXPENDITURES 2020 THROUGH 2021

Description	High	Moderate	Low
Retail Space	\$24,000	\$20,400	\$18,000
Utilities	\$7,200	\$6,000	\$4,800
Insurance	\$3,600	\$3,000	\$2,400
Inventory	\$50,000	\$40,000	\$30,000
Supplies, etc...	\$20,000	\$18,000	\$17,000
Credit & Loans	\$24,000	\$22,000	\$20,000
*Other	\$12,000	\$11,000	\$10,000
<b>TOTAL</b>	<b>\$140,800</b>	<b>\$120,400</b>	<b>\$102,200</b>

## EXPENDITURES 2021 THROUGH 2022

Description	High	Moderate	Low
Retail Space	\$26,400	\$22,440	\$19,800
Utilities	\$7,920	\$6,600	\$5,280
Insurance	\$3,960	\$3,300	\$2,640
Inventory	\$55,000	\$44,000	\$33,000
Supplies, etc...	\$22,000	\$19,800	\$18,700
Credit & Loans	\$26,400	\$24,200	\$22,000
*Other	\$13,200	\$12,100	\$11,000
<b>TOTAL</b>	<b>\$154,880</b>	<b>\$132,440</b>	<b>\$112,420</b>

In year 2 Shear Grace has assumed an annual increase in expenditures of 10% even for the inventory. There is an ability to purchase hair products and supplies at a larger discount when we buy in bulk.



# FINANCIAL ASSUMPTIONS



## THROUGH 2021 PRE-TAX POST EXPENDITURE NET RANGES 2020

Expense Tier	@ 100%	@ 80%	@ 70%	@ 60%
- High	\$196,800	\$176,800	\$95,520	\$61,760
- Moderate	\$325,200	\$197,200	\$115,920	\$82,160
- Low	\$235,400	\$215,400	\$134,120	\$100,360

## THROUGH 2021 PRE-TAX POST EXPENDITURE NET RANGES 2020

Expense Tier	@ 100%	@ 80%	@ 70%	@ 60%
- High	\$233,360	\$155,712	\$117,887	\$78,064
- Moderate	\$255,800	\$178,152	\$140,327	\$100,504
- Low	\$275,820	\$198,172	\$160,347	\$120,524

The Principal Owner, Keidra McCullough, will take her personal income out of the pretax, post expenditure net on a monthly basis equal to no less than 70% of the net income, leaving 30% in operational expenses.



# FINANCIAL ASSUMPTIONS

Since Shear Grace will be renting booths generating monthly income only product sales from those booths will be credited to the pre-tax, post expenditure income shown on the previous page.

Here are some key points to show how Shear Grace arrived at the 100% income figures on the previous 3 pages of Financial Assumptions that we scaled down in three tiers of 80%, 70% and 60% to show a range of income potentiality;

Maximum booth rental is \$150 each with 6 booths maximum for rent over only a 49 week period to account for absence and transitions.

Keidra McCullough is the only income generator for Cuts, Styles and Training.

Products sold by Team members who rent booths will receive a profitability share paid out monthly.

Training is limited to 5 people per week over a 20 week period to account for planning and the use of the space for other things.

We can provide a detailed outline of how we arrived at the figures on the previous 3 pages upon request, however, we are confident that they are relatively self-explanatory.

# CONCESSIONS AND INCENTIVES

It is the intention of Shear Grace to seek and obtain financial resources, concessions and incentives that are available for our business in the areas of;



Mentoring and Training



Exterior Beautification



Business Operations



Community Infrastructure Development

The resources we identify and receive will enable Shear Grace to build a solid foundation for our success in the years to come while having a positive impact on our community. Once Shear Grace formalizes our “501 C3 Non-pro pursue available resources to help us fund our Giving Back Programs and other initiatives.



## Economic Development

- Resources available locally through our City and County Economic Development Council..
- Resources available on a State and Federal level that can be requested or applied for...
- Agency and Foundation based Resources that can be applied for to facilitate specific mandates...



# OUR TEAM



**Professional Stylist**



**Consultant**



**Professional Barbers**



**Finance & legal**

Keidra McCullough is the Principal Owner of Shear Grace and she has a really good pool of Stylists and Barbers to recruit for renting booths in her salon. In addition she is working with a professional Consultant and already has a great Finance and Legal Team ready to be of service. Keidra has a reputation of integrity and professionalism that proceeds her in a wide range of cultural circles and she loves what she does. A more in-depth professional profile can be requested at anytime.

Keidra is very passionate about starting and operating her own salon and she has built an impressive reputation over the last 10 years as a Stylist. She has also held the title of Cosmetologist Instructor for a period of six years and she is known as a

## “Hair Guru”

by her Peers and Clients alike.





# ACKNOWLEDGMENTS

**Keidra McCullough, Principal Owner of Shear Grace, is grateful for all of the positive influences in her life that have helped her to be in the position of starting her own salon!**

The model below is a small attempt to give credit where credit is due and Shear Grace apologizes if anyone feels left out as that is not our intention whatsoever.

We all, as individuals, are a unique combination of both positive and negative influences in our lives and Shear Grace has the enormous potential it has today because of all of it.



**I Acknowledge GOD for his Favor, Grace and Mercy.**

I Acknowledge my Bank, Creditors and Lenders for believing in me.

I Acknowledge my Community who allows me to serve and be served.

I Acknowledge my Teachers and Mentors who gave me wisdom.

I Acknowledge my Friends, Family and Colleagues for their support.

# GETTING STARTED



## SHEAR GRACE IS SO EXCITED TO BEGIN OPENING AND OPERATING OUR NEW SALON!

We are eager to form mutually beneficial relationships and will use this business plan to make formal introductions to open new doors of opportunity.



It is our desire and intention to maintain “mutually beneficial” relationships and cooperative partnerships so that our worth will quickly become evident. Please feel free to communicate with us anytime for additional information and/or to develop a working relationship together.

At present our work to;

- a.) locate a building,
- b.) build our website and social media presence,
- c.) recruit Team members,
- d.) form business relationships with creditors and lenders and
- e.) to identify resources that will help us get open and operational will aggressively continue.

Respectfully,

**The “Shear Grace” Team**  
Keidra McCullough, Principal Owner

704-450-9104

keidra@shear-grace.com

www.Shear-Grace.com

***I look forward to your reply communications and to doing business soon!***



# ADDENDUMS

Upon request Keidra McCullough is prepared to provide the additional information, in addendum form, upon formal request;

Academic Credentials for Keidra McCullough | Lease or Purchase information for Salon Space  
| Itemized List of Equipment and other necessities | Secondary Information on any content  
listed herein | Applications or RFP's | Other as may be deemed necessary



Thank you for your willingness to appreciate the hard work Shear Grace put into this business plan, its creativity and its overall uniqueness.

**HAVE AN INCREDIBLE DAY!**