

SUGAR SMOOTH HAIR REMOVAL SERVICE

Marketing Plan Outline

I. Introduction

Sugar Smooth is an on-call, professional hair removal service for men and women using all natural products. The demand for hair removal services has been growing. According to inc.com, “the personal waxing and hair removal sector, grew an average of 7.6% annually between 2010 and 2015.” This upward trend, is especially apparent amongst the male demographic, who are increasingly availing themselves of “hair removal services and products.” Until now, professional hair removal services, have only been offered on-site in licensed salons, medi-spas, and doctor’s offices. For professional men and women, this has meant time wasted in making appointments, traveling to and from providers, and an expensive endeavor, with unnatural products often yielding inconsistent results. Sugar Smooth is different. It employs highly experienced licensed professionals who are committed to providing high quality service using all natural products. Aestheticians work with client’s schedules at a time and location of their convenience to meet any and every hair removal need. The company was conceived when the owner Tina, noticed that she was getting adverse skin reactions as an aftermath of waxing in professional salons. Wherever she went, no matter how posh the location, the results were the same. After doing some research, Tina found an alternative to waxing called sugaring. Sugaring is a hair removal method, which utilizes an all-natural viscose liquid sugar solution, which when applied to the skin, warms to the body’s heat and is able to be manipulated by hand, to remove hair from the root, leaving skin silky smooth, for 4-6 weeks. This method of hair removal, has been used in the Middle East for centuries, although it is relatively unknown in the United States, which is why so few sugaring salons exist in the country. Now that Tina found her favored hair removal method, she came across another issue, traveling to and from the sugaring salon. She found it very inconvenient to have to commute 45 minutes each way, and came to the conclusion, that busy women and men who sugar, must be facing the same challenges. This was when Sugar Smooth was born, as a way to deliver professional, high quality hair removal services at competitive prices in the convenience of a client’s home or office. Clients who choose Sugar Smooth are able to make their appointments on-line 24 hours a day and can

download an app to their smartphone being confident, that all hair removal services are done by experienced licensed professionals using all natural products, who will work with their busy schedule's to meet their personal hair removal needs in San Francisco. "Nothing's sweeter."

II. Mission Statement

"Committed to providing professional, quality, and affordable hair removal services using all natural products at the convenience of your home or office."

III. S.W.O.T Analysis

Strengths

1. Only professional on-call hair removal service in San Francisco
2. Priced Competitively
3. Use all natural products
4. Experienced and licensed aestheticians
5. Convenient 24 hour appointment app
6. Ability to attract waxers
7. Offer 100% satisfaction guarantee or your money back

Weaknesses

1. Little experience running a business
2. Competition from permanent hair removal systems-electrolysis and Laser providers
3. Lack of brand name recognition
4. Competition from waxing salons
5. Potential clients lack of familiarity with sugaring.
6. Finding experienced licensed aestheticians
7. Parking difficult and expensive in some neighborhoods

Opportunities

1. Rise in demand for hair removal services among both men and women
2. Significant number of professional, affluent residents willing to pay for convenience
3. Consumers are increasingly more health and environmentally conscious and want to use all natural products
4. Expand business outside of San Francisco
5. Reach clients that don't have time to go to offices for hair removal.
6. Expand into other services-blow-outs and make overs
7. Partner with Instagram Mom "celebrities" to promote sugaring

Threats

1. Waxing salons
2. Laser hair removal and electrolysis providers
3. Business imitators
4. Trouble securing license to operate from Department of Public Health
5. Bad reviews from social media users
6. Employee turnover
7. Lack of familiarity with sugaring, may affect client acquisition

IV. Marketing Objectives

1. Place ad on Craigslist for Licensed Aestheticians within one week of business license acquisition
2. Create Facebook, Instagram, and Twitter accounts within two weeks of business license acquisition
3. Create a Yelp page within one week of business "opening"
4. Contact five ob/gyn Doctors and Midwives to promote business within three weeks of opening
5. Contact two Weight Watchers and Jenny Craig consultants in San Francisco and seek partnership within two weeks of opening
6. Contact 15 tech, bank, and law firms in San Francisco advertising business, within a month

7. Hold a free sugaring “party” with wine and refreshments for friends and acquaintances as a Grand Opening

V. Competitive Advantage

Sugaring Smooth’s competitive advantage is service differentiation. It is a brand new company with a brand new business concept, using all-natural products, to bring hair removal services to a client’s home or office in San Francisco by professional, licensed aestheticians at competitive prices. Strategic partnerships have been formed with Ob/Gyn doctors, weight-loss centers, gyms, and Instagram celebrities, to promote the product and bring in clientele.

VI. The External Marketing Environment

1. Social Factors

- Increase of use of hair removal services by women
- Increase of use of hair removal services by men
- Fashion trends influence desire to remove body hair
- An increase in affluence amongst Millennials means more disposable income to use on grooming habits
- Body hair is considered unattractive in women

2. Competition

- Other hair removal products and methods
- Feminism and “body positivity” movement
- Existing loyalty to hair removal providers
- DIY hair removal
- Currently no other on-call hair removal service in San Francisco

3. Political and Legal Factors

- New stringent health code laws
- New tax laws
- Change in immigration laws affects ability to recruit employees.

4. Technology Factors

- On-line retailers offering vast array of affordable hair removal products

- Social media “celebrities” influence hair removal method choices
- Yelp and other service reviewer apps, influence use of service providers
- New, faster, less painful hair removal methods are being developed
- YouTube streaming of DIY hair removal, impacts demand for professional aestheticians

5. Economic Factors

- Increase in cost of hair removal ingredients
- Increase in labor costs
- Increase in fuel costs
- Increase in parking costs
- Increase in income taxes for affluent clientele segment, means less disposable income

6. Demographics

- Increase in professional, single population increases demand for services
- Increase in number of aestheticians leads to glut in labor market and decrease in wages
- Aesthetic beauty trend leads to increase in demand for services
- Millennials and Tweens with high disposable incomes increase demand for services
- Western “American” beauty standards are adopted by more minorities, increasing demand for services

VII. Consumer Buying Decisions

The consumer buying decision, is a five-step process which begins with need recognition, which leads to an information search about the product or service, through which alternatives are evaluated, which leads to a purchase and results in post-purchase behavior.

Need Recognition- every buying decision begins with a need, initiated either by an internal or external stimulus, which causes that buyer to either immediately satisfy that need through a routine response behavior through a quick purchase (because the product is low-cost, frequently used and familiar) or the buyer decides that more information is needed before making a purchase due to factors such as cost, novelty, and complexity of product or service. If the buyer

is doing the latter, he engages in an information search to find the best product for the best price and is engaging in either limited decision making or extensive decision making. For Sugar Smooth clientele, a need may arise for a number of reasons including: swim season and ladies need for bikini waxes; special occasions such as wedding anniversaries, Valentine's Day or other special occasions which elicit the need for professional hair removal; a new marriage or boyfriend or girlfriend, may also initiate the need for hair removal in certain areas of the body; and there are also frequent waxers who make use of professional hair removal services, as their favored hair removal method, on a routine basis and this group is highly influenced by social, cultural, psychological factors. Body hair on women is considered undesirable, unclean, and unfeminine in all cultures and places a stigma on women who do not remove excess body hair. However the amount as well as the location of the hair removal, depends on individual tastes and preferences. For instance, bikini waxes are common amongst all women but Brazilian waxes are relegated to certain areas around the globe, specifically the U.S., the Mediterranean, and India. Since almost all body hair is considered unattractive in women and certain areas of hair growth are considered unattractive in men (e.g. on the back), the market for Sugar Smooth is vast. The challenge, is to get women and men aware of the service, its benefits and superiority versus competing hair removal methods, and getting those who are loyal to their favored hair removal method or salon, to try it and become brand loyal to Sugar Smooth.

Information Search-after a need arises, a consumer either makes a quick purchase based on a routine response behavior, or engages in limited or extensive decision-making. If the product is simple, functional, and inexpensive such as toilet paper, then the customer will display a routine response behavior and will spend little time searching for and evaluating information prior to purchasing the product (e.g. toilet paper) or service (e.g. McDonald's). If the product or service in question is moderately expensive and has a greater impact on the individual (e.g. computer printer, hair cut) than the consumer will spend more time researching and evaluating alternatives, before a purchase is made. Also, if the product or service is very expensive and involved (e.g. car or life insurance policy) than the consumer will spend a greater amount of time researching and evaluating alternatives as well as drawing on internal sources from memory and previous experiences as well as from external sources such as websites and social media, to create an evoked set or list of options based on the analysis and importance of product attributes of

selected brands and cut-off criteria. From this list of options, a purchase decision will be made. The search for product or service information takes on many forms, including: social media, family, friends, neighbors, ads on TV, in magazines, newspapers, and our own experience with the product or similar product or service. Sugar Smooth's potential customers are most likely to engage in limited decision making before seeking a hair removal service, given the moderate price point of \$30-85 and the type of service, which has the potential to impact health and wellness. Thus, any potential customers will likely seek information first from trusted friends or colleagues who wax, second from others who use these services on social media such as Yelp and YouTube and may even consult medical professionals such as OB/GYN's and dermatologists, to discuss any impacts or possible side effects that this type of hair removal may have on the skin and surrounding sexual organs. After consulting these various sources, any potential customer will likely opt for a less intense, more routine hair removal such as on the eyebrows or upper-lip, in order to test the efficacy and physical response to the method itself and the skill and bedside manner of a particular aesthetician. Therefore, it is imperative that Sugar Smooth provides each and every customer with a great experience and stellar service from the onset because one bad experience can cause the customer to never come back and can also lead to negative publicity or reviews from the unsatisfied customer.

Evaluation of Alternatives- before purchasing a product or trying out a new service, customers educate themselves and consider their options. This often takes time and can lead not only to information overload, but may cause customers to hesitate in purchasing the product or service because of reticence to spend a particular amount of money, the commitment involved in a purchase, and fear of the negative impact that that product or service may have on the customer (e.g. maintenance costs, inability to end contractual agreements, health risks, etc.) In the case of Sugar Smooth, it is a new business, which offers a form of hair removal, which is not common in the U.S. This presents a challenge, in that Sugar Smooth must not only bring awareness to its existence as a business, but must educate potential customers about the sugaring hair removal method and its benefits to the consumer versus the competition. Three advertising methods that would most likely have the greatest amount of impact on building awareness for Sugar Smooth are: YouTube, TV "ads" through appearance on talk shows, and price promotions through coupon distribution to the target market. YouTube is a great, free alternative to paid

advertisements because so many social media users consult it for product and service information. Sugar Smooth would create a YouTube video, showcasing the sugaring hair removal method as “the best hair removal method out there” by educating the public on sugaring and on the services offered specifically by Sugar Smooth, through demos involving aestheticians and volunteers. The videos will be short, to the point, and high quality and cause the potential customer to want to try sugaring and Sugar Smooth. Second, Sugar Smooth will contact Bay Area TV talk shows and tell them about the business and ask them to showcase the business by offering to “sugar” the hosts on camera. Since these shows receive wide viewership and appeal, chances are, that our target market will be watching and hopefully will receive a good impression of the business and want to try it for themselves. Lastly, Sugar Smooth will use coupons to promote its business to new clients both on the internet and through the use of traditional paper that will be distributed to locations which the target market frequents such as: gyms, doctor’s offices, weight loss centers, and professional work offices. Everyone wants to save money and offering a free service such as an upper-lip sugaring for free with the purchase of another hair removal method or 50% off a hair removal of the customer’s choice, has a good chance of getting the customer to try the service at very little financial risk.

Purchase- When the consumer gets to this stage, they know what product and service they want, they have the information they need to make their decision, and they have evaluated all their other options, and are ready to make a financial commitment to purchase a particular product or service. In the case of Sugar Smooth, the client will have to download the Sugar Smooth app, go on the website, or call in order to select a service, a location of their choice for the service with a time, and select an aesthetician to perform the service. It is imperative, that the client gets a good impression from the very beginning of the purchasing process, therefore everything must run smoothly at the appointment stage. First of all, the app and website, should be easy to use and anyone taking down appointments should be professional, patient, polite, and have a good knowledge of the services offered. Second, all the aestheticians must be experienced and professional and have a pleasant bedside manner in addition to being competent and skilled at the sugaring method and follow the various sanitary requirements as required by the health code and licensing. It is during this stage, that the customer will decide whether or not sugaring and Sugar Smooth is right for them, therefore it is crucial for the businesses reputation and growth,

that each and every customer has a great experience with the service and with the aesthetician performing the hair removal. The service of hair removal is very intimate and in some cases involves nudity, therefore aestheticians must be very culturally sensitive as well as sensitive to each and every customer's sense of modesty and propriety and respect their wishes when it comes to exposing certain parts of their body.

Post Purchase-after the product or service is purchased, a customer always evaluates their decision and displays a behavior-one that is either positive or negative, relating to the purchase. When a customer has complete autonomy in their decision making, has evaluated all alternatives at their disposal, and have purchased a product that meets their needs at a price that they believe is comparable to what they have received, then they are satisfied. However, if the consumer made a purchase under pressure from friends, family or sales professionals, for a price greater than they wanted to pay for the product or service, and/or did not receive the benefit that they were expecting to from the purchase, then the consumer will display cognitive dissonance or regret from their decision. This what is often known as "buyer's remorse", which is something that Sugar Smooth wants to avoid by providing a great service through competent professionals at competitive prices, with a money-back guarantee.

VIII. Marketing Segmentation

Sugar Smooth's ideal clientele are affluent professionals who bring in \$70,000-\$120,000 salaries. They are in their late 20's-early 50's, and reside and/or work in San Francisco. These ladies and gentlemen are frequent users of hair removal services but are too busy to patronize brick-and-mortar waxing salons and don't desire permanent hair removal. Our clients take pride in their appearance and are body-conscious, frequenting the gym, body-building, swimming and utilizing the service of personal trainers to keep their bodies healthy and toned. When they vacation, they favor warm climates where they can enjoy the beach, swimming, snorkeling, waterskiing and sunbathing to their hearts content. Their enjoyment of such activities, causes them to expose lots of skin and since they are body-conscious, this necessitates the removal of excess body hair, which as most modern Americans believe, is unappealing and unattractive. Given their income and the fact that their self-concept is so intimately tied to their physical appearance, they are willing to take the time and pay the money for the: convenient, safe,

professional and all-natural hair removal method which Sugar Smooth offers as an on-call, at your door business. We predominately expect to be making our calls to business offices in the Financial and SOMA districts, where most professionals work and to the trendy and affluent residential districts of San Francisco such as: the Marina, Hayes Valley, Laurel Heights, and Western Addition where most of our clientele live.

IX. Product Description

Sugar Smooth, provides a service of hair removal for lady and gentlemen clients, using the sugaring method. Sugaring is a process by which an all-natural viscous sugar solution made of a mixture of granulated sugar, water and lemon juice is placed on the skin of the desired area for hair removal and is manipulated by the aesthetician in a press and pull motion, removing the entire hair follicle by the root. Sugaring is a more gentler method of hair removal than waxing and is thus preferable to people who experience sensitivity such as skin irritation or redness from wax hair removal. Its benefits last anywhere from four to eight weeks and must be repeated after that time, in order to remain hair free. Sugar Smooth, desires clients who wish to be hair free on a regular monthly basis because they prefer the appearance of hair free skin and enjoy the benefits of confidence and physical attractiveness that sugaring provides. Since sugaring is a service, it is heterogenous since it is not possible to insure that every sugaring experience will be exactly the same. However, what Sugar Smooth can insure, is that its clients will receive competent, reliable professional service by a licensed esthetician, with hair free results for a minimum of four weeks or their money back.

Branding

Although the sugaring hair removal method has been practiced for centuries in the Middle East, it is not widely utilized in the United States nor in the Bay Area, due to both a lack of knowledge of sugaring and licensed aestheticians who practice this hair removal method. Therefore, it is imperative that Sugar Smooth focuses its efforts on not only making itself known as a business, but as an educator of the sugaring method itself, in order to capture the attention of its target market. Sugar Smooth believes in its superiority as the new go-to hair removal method, which comes to you, at your convenience and provides a high-quality professional service. Sugar

Smooth's goal is to attract affluent professionals who wax regularly, but are too busy to commute back and forth to brick-and-mortar salons. From start to finish, Sugar Smooth will provide an easy and convenient experience with 24 hour on-line booking and cancellation services as well as a meet-you model whereby a licensed aesthetician will meet clients at their home or office at a time of their convenience.

Sugar Smooth's brand mark will be simple and sophisticated, reflecting the personality attributes of our clientele. Two gold overlapping capital "S's" in calligraphic font will be placed against an oval-shaped black backdrop.

Product Line and Mix

At the onset, Sugar Smooth will be offering sugaring hair removal services for areas of the body including: eyebrows, upper lip, arms, legs, bikini line, extended bikini line, brazilian, extended brazilian, chest, abdomen and back. In the future, Sugar Smooth plans to add services such as professional make-up application, blow-outs (which are meant to appeal specifically to ladies) and body massage for both ladies and gentlemen, if there is a demand by its target market.

Design

Sugar Smooth will have a website: www.sugar-smooth.com and a downloadable app that will contain all the information about the company including: our philosophy, all-natural sugaring solution, facts about the sugaring method (e.g. how it works, how long the hair removal benefits last, aftercare, etc.), a video demonstration, as well as an easy to use point-and-click appointment calendar and menu which includes the different body areas and price range for each area that we sugar. Clients will also provide their personal information such as full-name, location where they want the service rendered (which is limited to a home or office) as well as their credit card information for payment and gratuity. A full disclosure of our 100% client satisfaction or full money back guarantee, will also be clearly stated on our website and app.

Rate of Adoption

The rate of adoption and diffusion of a product or service is based on the following five characteristics: complexity, compatibility, relative advantage, observability and "trialability".

Complexity is the degree in which a new product is able to be understood. Sugar Smooth is not very difficult for our affluent, educated, professional target market to understand. Our easily navigable website and app will offer our potential clients all the information they need in order to learn about our service, the products we use, how they can prepare for their appointment, what they can expect from the service, aftercare, rates of hair growth, maintenance, how to make an appointment, our required 24 hour cancellation policy or rendering of a \$50 fee and our full satisfaction or money back guarantee.

Compatibility is the degree in which a new product is consistent with a target market's: current values, product knowledge, past experiences and current needs. The service which Sugar Smooth offers is consistent with our target market's current values which include desiring to spend money to have body hair removed in order to look great and have a greater level of self-confidence. In regards to product knowledge, many of our new clientele may not be familiar with the sugaring method of hair removal, but this is easily mitigated through client education, which we provide in written and video form on our website and app. Sugar Smooth's target market has had experience with other hair removal methods such as: shaving, threading, hair removal creams and waxing, but wants to try something new and better at a time and place of their convenience. Sugar Smooth's service of hair removal supports the current needs of our clientele, who wish to be hair free (in the areas of their choice) year round.

Relative Advantage is the degree to which a particular product's features and benefits are perceived as superior to current products on the market. The hair removal service that Sugar Smooth provides is superior to the competition because of its all-natural formula, which is gentle to the skin; our meet-you model of service whereby clients are served at a time and home or office location of their choice; our 24 hour on-line booking system which allows appointments to be made and canceled; and our full satisfaction and money-back guarantee.

Observability is the degree to which the benefits and results of using a product or service is observable by others and can be communicated to the target market. Sugar Smooth's benefits and results are observable by others (depending on which areas of the body hair has been

removed from) and the satisfaction with our service can easily be spread through word of mouth to close family and friends and even further to strangers through on-line sites such as Yelp and social media sites such as Facebook, Instagram and Twitter. We hope to reach more people in our target market, through this free form of “advertising”.

“Trialability” is the degree in which a product can be tried for a limited time. Sugar Smooth is a service of hair removal which requires payment before services are rendered through a credit or debit card. Therefore, the client commits to the service which upon client request, does not have to be completed due to pain, discomfort, lack of a bedside manner by aesthetician, etc. Also, clients have the ability to receive their money back, after the sugaring has been completed, if they are not fully satisfied.

Product Life Cycle

Sugar Smooth is in the introductory phase of the product life cycle because it is a new service. Therefore, efforts must be made to build awareness by promoting and introducing the product to our target market. Given the heavy expansion of social media, and its use as a medium to connect people with each other and spread word-of-mouth about new products and services, Sugar Smooth will be seeking out social influencers on-line in order to get them to try our service with the intention that their positive reviews of Sugar Smooth and their influence over their followers, will help inform our target market about our service. Also, postcard “coupons” with the promotion of 50% off first sugaring can be provided to high-end hair salons, lingerie stores, fitness centers and yoga studios, which would be able to distribute them to their clientele. Since Sugar Smooth is a new business, therefore we expect our first clients to be innovators and early adopters who already have experience with various types of hair removal services and wish to try something new, with the expectation that it is better than the hair removal method, which they currently use.

X .Placement

As an on-call hair removal service, Sugar Smooth will render the sugaring at a home or office location of the clients choice. Appointments, cancellations and payments will be made on-line on Sugar Smooth’s website: www.sugar-smooth.com or on the free downloadable Sugar

Smooth app. Licensed aestheticians as well as management, will be able to be contacted via e-mail posted on the website and app and clients can choose the option of having a call-back.

On-Call: Licensed estheticians will render the sugaring at a home or office location of the client's choice. All estheticians will be professionally dressed and will arrive with all the materials necessary to render the service (e.g. sugar, prep solution, cleansing clothes, aftercare solution) in a discrete bag. All used materials, will be bagged and taken off the premises for disposal.

On-line: Sugar Smooth will operate a website www.sugar-smooth.com and offer a downloadable app. The website will be simple, sophisticated and easily navigable for busy professionals who wish to obtain the information they need, make their appointment and get on with the rest of their day. The Sugar Smooth logo will be on the home page of the website as well as information about the company-who we are, our mission statement, philosophy and what clients can expect from choosing Sugar Smooth for their hair removal needs. Tabs will be present on the home page, with links to: information on sugaring hair removal and its history, a video link where clients can see a live sugaring demonstration, our 50% off promotion off a sugaring service for first-time clients, a brief health questionnaire where clients will be asked three questions: "Have you ever sugared before?" "Do you have any allergies?" "Have you ever had any adverse reaction to any hair removal method?" "If so, what?", a list of our licensed estheticians with their photo, education and experience as well as a concise "about them" statement made by the estheticians themselves, a price list, payment, a contact us link and a link to our yelp review page. When clients wish to make an appointment, they will click on the make an appointment link, where they will see a calendar and click the day that they wish to schedule the appointment. Appointments can be made six days a week from Monday through Saturday during anytime of the day. A list of time slots will then be displayed where clients can choose a time and an aesthetician. Then, a menu will be displayed asking clients to click on the box, adjacent to the area they wish to have sugared. A brief health questionnaire with three questions, will need to be answered next. Lastly, a price break-down will be displayed and client's will be prompted to enter all relevant personal information including: full name, billing address, phone number, birthdate, e-mail, location of the appointment and referral. The 50% off

promotion will be applied automatically to first time clients. Clients will also receive \$20 off, once a year for their birthday which must be redeemed within a year. Any questions, comments or concerns can be e-mailed and clients can request a call-back from management at a time of their choice during telephone business hours: Monday through Friday from 9:00am to 5:00pm. All estheticians will be required to have their own mode of transportation. Sugar Smooth will neither reimburse nor partially reimburse for gas or insurance. However, Sugar Smooth will split the cost of parking with the esthetician.

The Sugar Smooth sugar solution, prep and after care products (e.g. cleanser, cotton cleaning pads and baby powder) will be shipped to each esthetician, free of charge, at the expense of Sugar Smooth.

All estheticians, will be responsible for clean-up after services are rendered and bagging all refuse for proper disposal at trash receptacles located at the Sugar Smooth home office. Each esthetician will have a key to gain entry to the trash receptacles.

XI. Promotion

Sugar Smooth is a new business which is offering a new service. Therefore, the intention of our promotional campaign is to: build awareness (of our business), provide information (on sugaring), create interest (in our service) and stimulate demand (for the service of on-call sugaring hair removal). Glossy postcards will be printed at a cost of five cents per piece (5,000 postcards will be printed initially, at a cost of \$250.00), for new clients, one initial sugaring service, will be discounted at 50%, and free services will be rendered to select media personalities and social influencers who represent our target market.

Advertising

Print: Strategic partnerships will be formed with San Francisco based high-end hair salon stylists, who will provide their clients with Sugar Smooth promotional glossy postcards. The front of the postcard will be all black and our logo of two gold overlapping capital “S’s” will be printed in the center of the card. On the back, will be our company’s name, information about our sugaring services, web address, information on downloading our app, as well as our promotional offer of 50% off an initial sugaring service for new clients. These postcards will

also be distributed to strategic locations where our target market works and congregates including: banks, professional law offices, tech companies, Equinox and body-building gyms, tennis and swim clubs and weight loss centers. For professional offices, we will have administrative assistants place a postcard on the desks of all executives and also place postcards on tables in employee lounges. In gyms, we will have personal trainers distribute cards to their clients and have tennis and swim coaches, distribute cards to their students. In exchange, those distributing the cards will receive 20% off a sugaring service, for each new client they bring in.

Online:

The home page of Sugar Smooth will have the promotional offer of 50% one sugaring service for new clients. Sugar Smooth will also create a Facebook page, where those who “like” us will be granted 50% off one sugaring service. Our page will also contain links to our strategic partners sites who also agree to place links to Sugar Smooth on their Facebook pages. In addition, we will create our own Instagram page with photos of patrons who sugar with Sugar Smooth. Our intention is to build a brand that is people-centered and that people will have the opportunity to see and meet others who have the same background and interests that they do and view Sugar Smooth as a facilitator of such connections. Therefore, we will also create a Yelp profile and offer 50% off one sugaring service for new clients who give us a five star Yelp review.

Public Relations

Sugar Smooth will contact social media “celebrities” on Instagram, Facebook and YouTube and offer them a free head-to-toe sugaring in exchange for a positive word-of-mouth: post, blog or vlog about our service and their experience. We will also contact local San Francisco Bay Area TV stations with shows such as *Best of the Bay* and ask them to feature Sugar Smooth on their show. In addition, we will contact Fashion and Lifestyle magazines which include our target market as their readership such as: *Allure*, *Vogue*, *Elle*, *Harper’s Bazaar* and *Men’s Health* and ask them to do a feature story on Sugar Smooth.

Promotional Programs

Our promotional program is 50 is Fab. New clients receive 50% off one sugaring service for downloading our app or for visiting our website; showing us their Sugar Smooth postcard; for liking us on our Facebook page and for posting a positive, five star Yelp review.

Sales Force

Sugar Smooth employees will be required to have a valid cosmetology license from the state of California and at least two years of sugaring experience. They will also need to have access to a vehicle for their on-call visits. Employees will receive 40% of the cost of all sugaring services they render to clients, as well as gratuity. Sugar Smooth will not offer any medical, dental or vision health insurance plans, nor life insurance to employees.

XII. Pricing

Sugar Smooth will implement a status-quo pricing strategy, keeping in alignment with the sugaring industry's standard pricing in San Francisco. As a new company, Sugar Smooth's main tasks are: to build awareness, interest and trial and as such, its prices must remain competitive with premiere sugaring salons. However, since Sugar Smooth is an on-call service as opposed to a brick-and-mortar, it will charge for the convenience of meeting its clients at a home or office of their choosing, based in San Francisco. Therefore, Sugar Smooth will charge five dollars more than its brick-and-mortar competitors, per sugaring service.

On Sugar Smooth's website, app, Facebook and Instagram, clients will find a menu of services as well as a price list. There will be two separate service and price menus, one for ladies and one for gentlemen. The gentlemen's prices, will be seven dollars higher than the ladies, due to gentlemen's higher body hair density and the increased product and time it will take estheticians to sugar a gentleman. Sugar Smooth will have a set price per service, as opposed to a price range and will offer price discounts on some combined sugaring services as listed.

Menu

Eyebrow shaping: \$40

Upper lip or chin: \$25

Eyebrow shaping and upper lip: \$55

Half arm: \$40

Full arm: \$60

Under arms: \$35

Full Stomach: \$25

Half leg: \$75

Full leg: \$105

Bikini: \$50

Extended Bikini: \$55

Brazilian: \$80

Extended Brazilian: \$85

Gentlemen

Upper and Lower Back: \$60

Full Back: \$95

Full Chest: \$95

Derriere: \$60