

Business Plan: Makeup By Naomi Sara

Introduction

Makeup By Naomi Sara is a professional makeup service dedicated to enhancing clients' natural beauty for special occasions, events, and everyday looks. With a focus on personalized service and quality products, Makeup By Naomi Sara aims to provide a memorable and enjoyable experience for every client.

Business Description

- **Name:** Makeup By Naomi Sara
- **Website:** makeupbynaomisara.com
- **Founder:** Naomi Sara
- **Webmaster:** Marie Seshat Landry
- **Location:** [Include location if relevant]
- **Services:**
 - Bridal makeup
 - Event makeup
 - Makeup lessons
 - Editorial and photoshoot makeup
- **Target Market:**
 - Brides and bridal parties
 - Individuals attending special events
 - Models and photographers
 - Anyone looking for professional makeup services

Unique Selling Proposition (USP)

Makeup By Naomi Sara stands out by offering personalized makeup services tailored to each client's unique style and preferences. Naomi's attention to detail and commitment to using high-quality products ensure that every client looks and feels their best.

Marketing Strategy

- **Website:** The WordPress-powered website will showcase Naomi's portfolio, services, and client testimonials. Marie will optimize the website for search engines (SEO) to increase visibility.
- **Social Media:** Utilize platforms like Instagram and Facebook to share before-and-after photos, makeup tips, and promotions.
- **Networking:** Attend bridal fairs, fashion events, and networking events to connect with potential clients and industry professionals.
- **Referral Program:** Offer discounts or incentives for clients who refer new business.

Financial Plan

- **Pricing:** Establish competitive pricing based on market research and the cost of products and services.
- **Revenue Streams:**
 - Makeup services (bridal, event, lessons, etc.)
 - Product sales (makeup products, accessories, etc.)
- **Expenses:**
 - Makeup products and supplies
 - Marketing and advertising
 - Website maintenance and hosting
 - Travel expenses (if applicable)
- **Projected Revenue:** Based on market analysis and pricing strategy, aim to achieve \$1000+ in monthly revenue within the first year.

Operational Plan

- **Client Consultations:** Conduct thorough consultations to understand clients' needs and preferences.
- **Product Selection:** Use high-quality, cruelty-free products suited to each client's skin type and tone.
- **Appointment Scheduling:** Utilize an online booking system for easy appointment scheduling and management.
- **Client Communication:** Maintain open communication with clients to ensure satisfaction and address any concerns.

Conclusion

Makeup By Naomi Sara aims to provide exceptional makeup services that enhance clients' natural beauty and boost their confidence. With a focus on professionalism, creativity, and personalized service, Naomi Sara and Marie Seshat Landry are committed to making every client look and feel their best.

Note: This business plan is a general outline and may require further customization based on Naomi Sara's specific goals and market conditions.