

ATC HairCare Executive Summary

Overview

ATC HairCare is a great hair product line targeted for more textured hair but can be used on any hair texture. ATC HairCare is perfect for those that suffer from alopecia, premature hair loss, thinning, or just simply want a boost of hair growth. It also replenishes dry hair, prevents hair loss, and helps maintain healthy hair. Customers and consumers love ATC HairCare because it's a middle to high end-product that works, and all ingredients are safe for the hair, health, and environment.

Team

ATC HairCare team consists of the founder and a group of members that occasionally team up and work at events and serve as hair ambassadors. Aisha Pasha is the Founder and Owner of ATC HairCare. Aisha Pasha is a highly ambitious, creative, and productive person, but also patient, knowledgeable, and independent. Aisha is experienced in banking, teaching, and cosmetology. All 3 experiences are essential to the hair product line because banking experience helps with numbers, accounts, sales, and product capabilities. The teaching experience helps educate consumers about the product and its usage. The cosmetology experience helps because the knowledge of the hair industry, hair growth phases, the mixing of products and ingredients, what works and doesn't work on the hair, as well as how a product should feel on the hair and how it should be used to achieve the best results. Aisha has already received awards/certificates for what she does and because of her beauty industry experience, this makes her the perfect person to launch this line of hair products!

Product

ATC HairCare currently consists of eight different products. The More Hair Therapy Solution is the Standard Diamond of all the products. This product is a hair growth product which is in the form of an oil. The other seven products consist of a silk moisturizing system which serves as a preventive against hair loss, replenishes dry hair, and helps to maintain healthy hair. These products consist of a shampoo, rinse out conditioner, leave in conditioner, sheen, edge tamer, 2n 1 curl definer, and curl enhancer. Customers can purchase ATC HairCare in local beauty supply stores, collective stores, the beauty salon, and right from their own home though the website.

Revenue Model

As of right now, 60% of revenue is made through events, 15% of revenue is made through the beauty salon, 15% of revenue is made through the local stores, and 10% of revenue is made online through the website.

Market

ATC HairCare currently markets to both male and female, between the ages of 20-90, income level may range from \$24,000-\$100,000 a year, both married and single, with or without children, high school diploma and college degrees, and from African American, African, Jamaican, Caucasian, and Middle Eastern Ethnicity. This product line can currently be purchased at the local beauty supply and collective stores, at the beauty salon, through the website, and through local events.

ATC HairCare goal is to target females, age range between 25-60 years of age, income minimum level of \$40,000 a year, both married and single with children, trade paying jobs and careers, and those with curly hair textures and/or of African descent ethnicity. This product line goal is to continue to sell through the website, local beauty supply and collective stores, beauty salon, and events, but also aims to reach larger volumes through beauty supply stores in areas outside of Wisconsin, department stores such as Target and Walmart, other beauty salons outside of our own salon, the booths in local mall areas, and inside local hotels as well.

Competition

ATC HairCare competitors currently are Wild Growth Hair Oil and Kaleidoscope Miracle Drops. Wild Growth Hair Oil consists of two different hair growth oils, one is a regular oil and the other is a moisturizing oil. They do not provide a full line of products. I have one hair growth oil, but I also provide a full line of preventive and healthy hair silk moisturizing care products. Kaleidoscope Miracle Drops are only available in stores such as Walmart, Target, and some beauty supply stores. They do not have an actual website. ATC HairCare is currently sold in a few small local stores, and I also have an actual website for those that are not local. What makes ATC HairCare stand out from the other two is that the founder is also a cosmetologist with over 20 years of experience and is highly passionate about the results of growing the hair back and making the hair soft and healthy as well.

Financing and Milestones

ATC HairCare started with \$2,500 from the Blueprint Cohort in 2019. This helped with the startup cost which was the release of the More Hair Therapy Solution product, labels, and packaging. We grossed a total of \$13,606 in 2022. We are currently using 75% of the money that the business grossed for investments in making bulks of products, labels, packaging, the website, store rents, and local events. As the business grows, monies will be used for larger scales of product inventory, package improvements, label cost reduction, advertisement, and product expansion. Our current goal is to reach \$50,000 within the next 3 years and gross a minimum of \$100,000 throughout the next years with a future goal of reaching at least 1 million in revenue.