

April 24, 2023

## Elaine Kalhori's Home Occupation Business Plan

<b>Principal</b> Elaine Kalhori has owned and operated Hair Bazaar for 35 years, and intends to curtail operations.	<b>Mission</b> Elaine Kalhori, having been in the "hair business" for over 4 decades, has decided to downsize and operate <b>by appointment only</b> .
<b>The solution</b> Infrastructure, including a bathroom and upgraded septic system is in place to relocate the Salon in to the home basement. Minimal changes will be required to create a small, efficient 1-chair salon space. Parking is available off-street.	<b>Target market</b> The target audience is Elaine's existing clientele. New clients are not sought after. Elaine sees a maximum of 40 clients in a workweek. She is in the process of reducing days worked and clients seen. Her workdays are varied, with fluctuating hours.
<b>Performance</b> Hair Bazaar, an established business has a loyal and limited clientele.	<b>Revenue streams</b> Hair Bazaar will offer hair services to it's clientele, in it's new location.
<b>Marketing activities</b> Hair Bazaar does not advertise. The addition of a "scaled-up" set of shears atop the existing mailbox at 24 Gage Road will be the only signage visible from the street.	<b>Expenses</b> <ul style="list-style-type: none"><li>• Salon products</li><li>• Insurance and Utility costs</li></ul>
<b>Team and key roles</b> The only team member is the Principal, Elaine Kalhori. Additional staff is not necessary.	<b>Exit Strategy</b> The owner plans to reduce the number of clients seen, and eventually retire.

4/24/23

Elaine L. Kalhori  
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