



TOTAL BEAUTY SALON

GRANT PROPOSAL

Confidentiality Agreement

The undersigned reader acknowledges that the information provided in this grant proposal is confidential; therefore, the reader agrees not to disclose it without the express written permission of the Management team.

It is acknowledged by the reader that information to be furnished in this grant proposal is in all respects confidential in nature, other than information which is in the public domain through other means, and that any disclosure or use of same by reader, may cause serious harm or damage to **TOTAL BEAUTY SALON**.

Upon request, this document is to be immediately returned to the Management Team.

Signature

Date

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1.0 Introduction Letter

TO WHOM IT MAY CONCERN

RE: GRANT APPLICATION FOR AN EXISTING BUSINESS

I am writing to introduce Total Beauty Salon, an established beauty services provider dedicated to expanding our offerings and creating greater economic opportunities in our community. Founded by Shetalia Miller, an experienced cosmetology professional with extensive industry knowledge, our salon is seeking grant funding to enhance our operational capabilities and create a wider impact in the beauty industry.

Total Beauty Salon specializes in providing high-end beauty services for women of all hair textures without the high-end attitude. Our mission is to elevate our guests from the inside out, not only creating beautiful appearances but also nurturing the spirit and relaxing the body and mind. We aim to ensure that each guest leaves our salon looking and feeling their absolute best.

Our founder, Shetalia Miller, brings a unique perspective to the beauty industry. Her journey began in cosmetology school during high school at a vocational institution. After exploring another career field while maintaining beauty services on the side, she returned fully to the industry in 2018. Her path to entrepreneurship was motivated by the desire to balance work life with family responsibilities, allowing her to be present for her children's activities and education.

We are seeking grant funding to:

- Purchase a property to establish a permanent location for our salon
- Expand our services to include a day spa, addressing a need expressed by local mothers' groups
- Develop salon suite rental spaces to create opportunities for other beauty professionals
- Enhance our current offerings to better serve our community in Upstate New York

Your support would enable us to build upon our success and further our vision of becoming a leading beauty services provider that creates a nurturing environment for both clients and beauty professionals, while contributing to sustainable economic development in Poughkeepsie and surrounding areas.

We would welcome the opportunity to discuss how Total Beauty Salon aligns with your funding priorities and to provide any additional information you may require.

Thank you for considering Total Beauty Salon for the grant. We are truly grateful for the opportunity to share our story and our vision with you. Together, we can make a difference in our community's beauty service landscape and economic development.

2.0 Executive Summary

Executive Summary

Total Beauty Salon is a dynamic and innovative beauty services provider that operates with a clear focus on delivering high-end beauty services without the high-end attitude. Founded and led by Shetalia Miller, the salon has established itself as a trusted destination for women of all hair textures seeking quality beauty services in a welcoming environment.

At its core, Total Beauty Salon is dedicated to elevating clients from the inside out. The salon believes that beauty services go beyond physical appearance, encompassing the nurturing of spirit and relaxation of body and mind. This holistic approach drives its comprehensive suite of services. By offering customized beauty solutions, attentive customer care, and a relaxing atmosphere, Total Beauty Salon equips clients with the confidence and self-care they need to navigate their daily lives.

The salon's approach is deeply rooted in the principles of inclusivity, quality, and client satisfaction. Total Beauty Salon understands that beauty services are not just about aesthetics; they're about creating experiences that make clients feel valued and refreshed. The salon works closely with each guest to identify their unique beauty needs and preferences, then develops personalized solutions that enhance natural beauty while fostering a sense of well-being.

Total Beauty Salon serves a diverse clientele of women with various hair textures and beauty needs throughout Upstate New York and surrounding areas. This broad reach allows the salon to impact many individuals seeking quality beauty services in an environment that prioritizes both results and experience.

The salon's founder, Shetalia Miller, brings valuable experience and expertise to her business. With a background that began in cosmetology school during high school and continued as a side pursuit before becoming her full-time profession in 2018, Shetalia has a deep understanding of beauty industry techniques and client needs. Her journey to

entrepreneurship was motivated by the desire to balance work responsibilities with family life, allowing her to be present for her children while building a successful business. This personal mission has shaped the salon's family-friendly values and flexible approach to serving clients.

Total Beauty Salon measures its success not just by the quality of services provided but by the lasting relationships it builds with clients. Whether through expertly executed hair services, personalized consultations, or the overall salon experience, Total Beauty Salon is committed to ensuring each guest leaves looking and feeling their absolute best.

The salon is currently located in Poughkeepsie, New York, but its vision extends to expanding both its physical presence and service offerings. Through its commitment to excellence and customer satisfaction, Total Beauty Salon serves clients throughout Upstate New York, offering beauty services that help women express their unique style and enhance their natural beauty. The salon's commitment to continuous improvement and service excellence ensures that it remains at the forefront of the beauty industry, constantly evolving to meet the changing needs of its clients.

2.1 Statement of Needs

Total Beauty Salon recognizes critical gaps in the beauty service industry that, if addressed, could significantly impact client satisfaction and community economic growth. Our research and experience have identified several pressing needs.

Many women in Upstate New York, particularly those with diverse hair textures, lack access to inclusive, high-quality beauty services that understand and properly address their specific needs. This gap limits their ability to receive appropriate care and styling for their hair type, leading to frustration and dissatisfaction with available options.

The current beauty industry landscape often creates a division between high-end services and approachable, welcoming environments. Many salons offering premium services adopt an exclusive atmosphere that can feel unwelcoming, while more accessible salons may not

provide the quality-of-service client's desire. Total Beauty Salon aims to bridge this gap by offering high-end services without the intimidating environment.

The rapidly evolving beauty industry requires service providers who can adapt to changing trends, techniques, and client expectations. Many current providers lack the flexibility to continually update their skills and service offerings to meet evolving client needs and industry standards.

There is a growing demand for comprehensive self-care spaces that address both physical appearance and mental well-being. Most beauty providers focus solely on appearance-based services, overlooking the importance of creating an environment that nurtures overall wellness. The mothers' groups in our area have specifically expressed a need for day spa services that provide relaxation and rejuvenation opportunities.

Beauty professionals, particularly those starting their careers or transitioning to entrepreneurship, struggle to find affordable, professional spaces to build their clientele. There's a need for salon suite rental options that provide the infrastructure for beauty professionals to operate their businesses without the prohibitive costs of establishing independent locations.

Communities need businesses that create stable employment opportunities and contribute to local economic development. There's a demand for beauty establishments that can create quality jobs with growth potential while supporting the larger business ecosystem through partnerships and community engagement.

The Poughkeepsie area would benefit from a centralized beauty destination that offers multiple services under one roof, reducing the need for clients to visit separate locations for different beauty and wellness needs. This type of integrated facility is currently lacking in the region.

Total Beauty Salon is uniquely positioned to address these needs through our comprehensive, inclusive approach to beauty services. With grant funding to secure our own property, we can

expand our reach and impact, creating a more accessible, welcoming, and complete beauty and wellness ecosystem that supports clients and beauty professionals while driving economic growth in our community.

2.2 Target Market

Total Beauty Salon strategically focuses on serving diverse clients with varying beauty needs across Upstate New York. Our primary markets include several key segments within the beauty service landscape.

Women with diverse hair textures form our core client base. We specifically cater to clients with all hair types who struggle to find salons equipped with the expertise and product necessary for their particular hair needs. Our inclusive approach ensures that every client receives appropriate care tailored to their unique hair texture and condition.

Working professionals represent a significant segment of our target market. These women seek efficient, high-quality beauty services that fit into their busy schedules. They value salons that respect their time while delivering consistent results that help them maintain a polished, professional appearance.

Mothers and caregivers form another important client group. These women often prioritize family needs above personal care and require beauty service options that accommodate their scheduling challenges. Our founding philosophy of work-life balance resonates deeply with this audience, as we understand the importance of creating flexible service options.

Self-care enthusiasts who view beauty services as part of their overall wellness routine comprise a growing segment of our clientele. These individuals see beauty appointments not merely as maintenance but as essential self-care experiences that contribute to their mental and emotional well-being.

Special occasion clients seek our services for weddings, graduations, and other significant events. These customers require specialized styling services and personalized attention to help them look and feel their best during important life moments.

Beauty-conscious residents across age demographics who appreciate quality services in a welcoming environment make up our broader market. From younger clients exploring their personal style to mature clients with established beauty routines, we provide age-appropriate services that enhance natural beauty at every life stage.

2.3 Organization Summary

TOTAL BEAUTY SALON	
Location	
Address	
CEO	
Email	
Website	
Phone	

2.4 Mission & Vision

Our mission is to provide high-end beauty services without the high-end attitude. We aim to elevate our guests from the inside out, helping them become their best selves and live their best lives. We not only create beautiful appearances but also nurture the spirit and relax the body and mind. Our goal is to ensure that each guest walks out of our doors looking and feeling their absolute best.

Our vision

Our vision is to become the premier beauty destination in Upstate New York, known for excellence, inclusivity, and holistic beauty care. We envision a future where every woman, regardless of hair texture or beauty needs, has access to high-quality services in a welcoming environment. We aim to build a beauty ecosystem where technical expertise meets genuine care, where modern techniques complement traditional values, and where

our success directly contributes to community prosperity through expanded employment opportunities and professional development.

2.5 Key to Success

The key to our success lies in our client-centric and inclusive approach to beauty services. We understand that effective beauty care is not a one-size-fits-all operation, but rather a customized service that requires attention to each client's unique needs and preferences. Our operations are designed to bridge the gap between high-end services and approachable environments, ensuring that clients receive premium care without feeling intimidated or unwelcome. We place a strong emphasis on ongoing education and technical skill development, equipping our team with the knowledge and tools to serve diverse hair textures and evolving beauty trends.

Our success is also attributed to our focus on building lasting relationships, creating beauty experiences that foster long-term client loyalty rather than simply providing transactional services. By combining technical expertise with genuine care, and leveraging the vision and industry experience of our founder, we create a unique service experience that resonates with clients from all walks of life.

The work-life balance that inspired our founding continues to influence our business model, allowing us to create flexible scheduling options that accommodate busy clients while maintaining quality standards. This approach has proven especially valuable to mothers and working professionals who struggle to find time for self-care.

Ultimately, our key to success is our unwavering commitment to our clients' complete satisfaction and our ability to inspire confidence that extends far beyond the salon chair, influencing how they feel about themselves in their daily lives. We believe that when our clients feel their best through our services, they carry that confidence into their families, workplaces, and communities, creating a ripple effect of positivity throughout the region.

3.0 Proposal Statement

Total Beauty Salon respectfully requests grant funding to expand our beauty services and increase our impact across Upstate New York. This funding will enable us to purchase a property to establish a permanent location for our business, allowing us to implement a comprehensive growth plan that serves both our clients and the broader beauty professional community in Poughkeepsie and surrounding areas.

We plan to develop our new location into a dual-purpose facility that will house both our expanded salon and day spa services and create affordable salon suite rental spaces for independent beauty professionals. This initiative aims to address the expressed need for day spa services from local mothers' groups while providing entrepreneurial opportunities for beauty professionals seeking to establish or grow their businesses without the prohibitive costs of independent locations.

The property acquisition will allow us to create a beauty destination that offers integrated services, empowering clients to address multiple beauty and wellness needs in one location. This will enhance convenience for our existing clientele while attracting new clients seeking comprehensive beauty care in a welcoming environment.

Our expansion will also enable us to hire additional staff, creating new employment opportunities in our community while building a team capable of serving more clients with diverse beauty needs. By growing our team, we can maintain our high standards of service while increasing our capacity and service offerings.

This grant will significantly amplify Total Beauty Salon's ability to serve the beauty needs of local residents while contributing to regional economic development through job creation and entrepreneurial support. By investing in our proven approach to inclusive, high-quality beauty services, we can create a positive impact that extends beyond individual clients to benefit the broader community.

Our track record of success in serving diverse clients and creating a welcoming environment for women of all hair textures demonstrates our capacity to deliver measurable results. With your support, we can scale our operations and develop a more robust beauty service ecosystem equipped to meet the evolving needs of our rapidly growing region.

We are committed to transparent communication regarding the use of funds and the outcomes achieved, ensuring full accountability throughout the grant period. Your investment in Total Beauty Salon will help us realize our vision of becoming the premier beauty destination in Upstate New York while supporting economic growth and entrepreneurial development in our community.

3.1 Proposed Objectives

- Purchase a commercial property to house an expanded salon and spa facility, creating a permanent location for business growth and asset development
- Develop a dual-purpose business model with salon/spa services on one side and rental salon suites on the other to create additional revenue streams
- Establish the first full-service day spa in the area to meet the demonstrated demand from local mothers' groups and expand service offerings
- Create additional employment opportunities in the beauty industry for the Upstate New York region, supporting local economic development
- Reduce long-term operational expenses by transitioning from leasing to property ownership, improving business sustainability and profitability

4.0 Management Summary

Having the right organization structure is very important to us at **TOTAL BEAUTY SALON**, so we have laid the right plans to ensure that our foundation is right but stays true to our aims, mission, and vision. We are sensitive to our community needs and are dedicated to their satisfaction. However, Shetalia Miller will be tasked with the following roles and responsibilities;

Roles and Responsibilities of Shetalia Miller (CEO)

- ✚ Dictating the direction of the organization.
- ✚ **Setting the Vision and Mission:** Establishing the organization's core mission, vision, and values.
- ✚ **Leadership:** Providing strategic leadership and serving as the primary spokesperson.
- ✚ **Strategic Planning:** Developing and implementing long-term strategies and operational plans.
- ✚ **Financial Management:** Overseeing budgeting, fundraising, and financial sustainability efforts.
- ✚ **Team Building and Management:** Recruiting, managing, and developing staff and volunteers.
- ✚ **Cultivating Organizational Culture:** Fostering a culture that reflects the organization's values.
- ✚ **Building Partnerships:** Establishing partnerships with other organizations, donors, and stakeholders.
- ✚ **Ensuring Compliance:** Ensuring the organization complies with legal and regulatory obligations.
- ✚ **Program Development:** Overseeing the development and implementation of programs and services.

 **Monitoring and Evaluation:** Implementing systems to monitor the organization's impact and adapt strategies as necessary.

4.1 Letter of Support

TO WHOM IT MAY CONCERN

RE: GRANT APPLICATION FOR AN EXISTING BUSINESS

As the owner and founder of Total Beauty Salon, I am writing to present our grant proposal, emphasizing the significant opportunity for business expansion and community impact that your support would make possible.

Total Beauty Salon has been successfully operating in Poughkeepsie, New York, providing high-quality beauty services to women of all hair textures. While we've established a loyal client base and strong reputation in our community, we are now ready to take our business to the next level through property ownership and service expansion.

Key reasons to consider awarding this grant to Total Beauty Salon:

Proven Business Model: Our salon has demonstrated consistent growth and customer satisfaction, with a business model that effectively balances profitability with accessibility, providing high-end services without the high-end attitude.

Strategic Growth Plan: We have identified a significant market opportunity through our connections with local mothers' groups who consistently express demand for day spa services in our area. Our expansion would directly address this unmet community need.

Dual Revenue Strategy: Our proposal includes not only expanding our own service offerings but also creating rental salon suites, providing opportunities for other beauty professionals while developing an additional revenue stream.

Community Impact: As a woman-owned business in Upstate New York, our expansion would create additional employment opportunities in the beauty industry and provide enhanced services to our community.

Family-Centered Business Values: Our business was founded on the principle of balancing work and family life, allowing for greater involvement in children's activities while building a sustainable enterprise. This grant would further strengthen our ability to maintain this balance while growing our business.

Long-Term Sustainability: Transitioning from leasing to property ownership will significantly improve our long-term financial outlook by building equity and reducing operational costs over time.

Your support would be instrumental in helping us realize our vision of creating a comprehensive beauty destination that serves our community while building a stronger economic foundation for our business. We're ready to expand our impact, reach more clients, and contribute to building a more vibrant local economy.

Thank you for your consideration. I would be more than happy to discuss our proposal further or provide any additional information you may need.