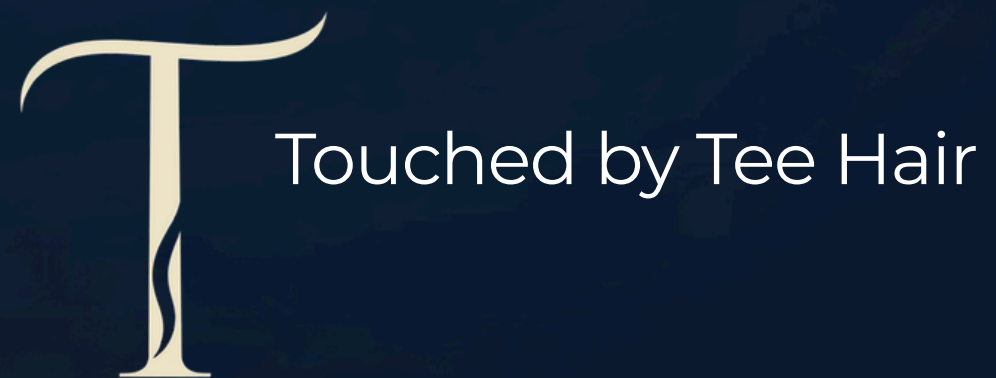




TOUCHED BY TEE HAIR

Where Beauty Meets
Confidence



Presented By : Tee | August 11, 2026



BUSINESS OVERVIEW & MISSION

**Our mission is to provide high-quality, affordable
hairstyling services that help every client feel confident.**

Core Values: Quality, Professionalism, Customer Satisfaction

Increase bookings and grow a loyal repeat customer base

Strengthen social media presence and open a recognised
salon brand

Building confidence, one client at a time — Where Beauty Meets Confidence





OUR SERVICES

Expertly crafted styles for every client:

Knotless Braids & Box Braids

Stitch Braids & Cornrows

Wig Installations & Ponytails

Children's Hair Styles & Protective Treatments

Quality styles that protect, last, and celebrate your beauty.



TARGET MARKET

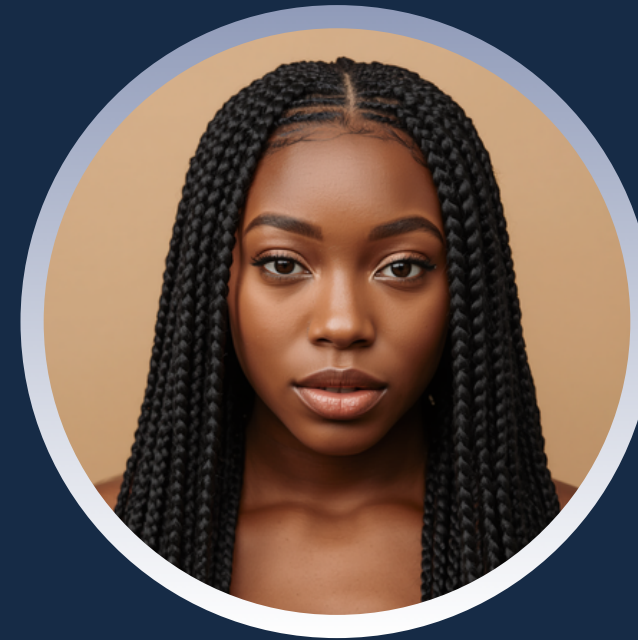
Our ideal clients and who we serve:



Women aged 16–40
seeking quality styling



Students and
young professionals



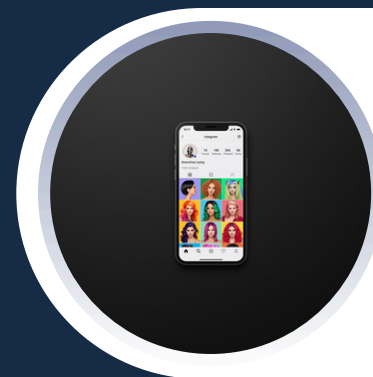
Clients seeking
protective, long-
lasting styles



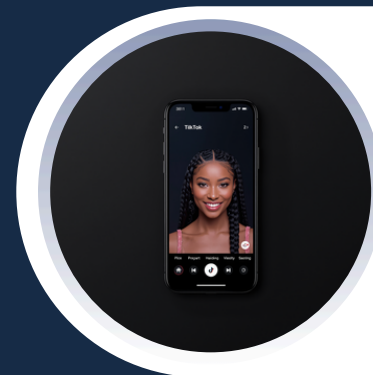
Diverse and inclusive
clientele welcome

MARKETING STRATEGY

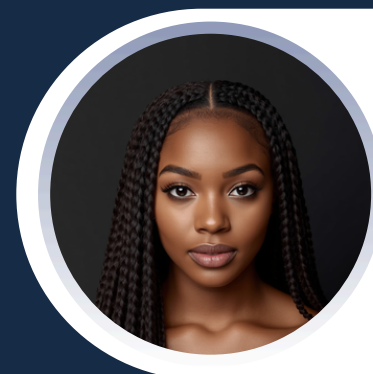
Our marketing strategy
includes:



Instagram @touchedbytee — share styles, reels & client transformations



TikTok presence — before-and-after content to grow visibility



Client reviews and testimonials to build trust and credibility



Loyalty discounts and referral programmes to retain clients

SWOT ANALYSIS

Evaluating where Touched by Tee Hair stands and where it's headed:



STRENGTHS

Skilled braiding services
& loyal returning clients



WEAKNESSES

Limited capacity &
solo service provider



OPPORTUNITIES

Social media growth
& hair product sales



THREATS

Local competition &
rising supply costs



Touched by Tee Hair

FINANCIAL SUMMARY

**Revenue projections demonstrating
business viability and growth potential:**

25 clients per week at an average of £90 per
service

Approx. £9,000 monthly revenue before
expenses

Steady growth projected through increased
bookings and referrals

Consistent client retention and social media growth
will drive revenue beyond initial projections.



Source: AI-generated data. Replace or verify before use.



BRAND POSITIONING

What sets us apart in the market:

Luxury Braids • Wig Installs • Protective Styles

Professional • Affordable • Long Lasting

Committed to quality craftsmanship and helping every client feel confident and beautiful

Where Beauty Meets Confidence — our brand promise to every client.



NEXT STEPS & CLOSING

- Expand client bookings and service capacity
- Enhance social media engagement and product offerings
- Plan salon opening within 1–2 years

Thank You!



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www.touchedbytee.com



Questions & enquiries welcome!

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Touched by Tee Hair