

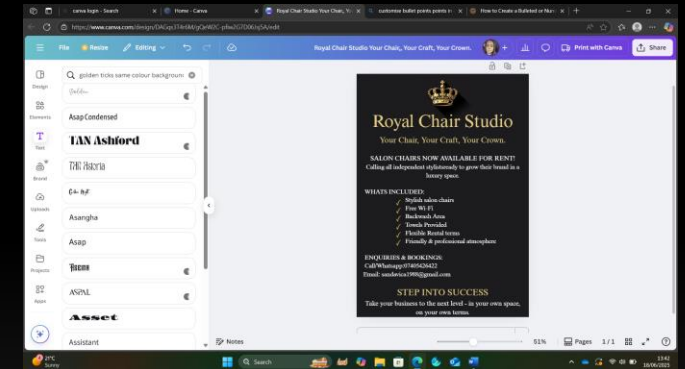


ROYAL CHAIR STUDIO

MORE THAN JUST A CHAIR

VIDEO ADVERT AND FLYER

- Now, let's talk about the video...
- It was just me , my phone, a bit of natural light, and a lot of pretending I wasn't nervous.
- I may not be an actress, but I did smile, speak from the hart, and said everything before my battery died!



INTRODUCTION

01

Hi everyone, my name is Sanda – and no, I'm not here to open a royal place, although it might sound like it!

02

I'm here to share the story behind my business project: Royal Chair Studio – a chair rental salon for self-employed hairdressers.

03

I will walk you through my journey – the research, the flyer, the website... And don't worry there's no quiz at the end ...unless you count guessing how many times I nearly gave up on Canva.

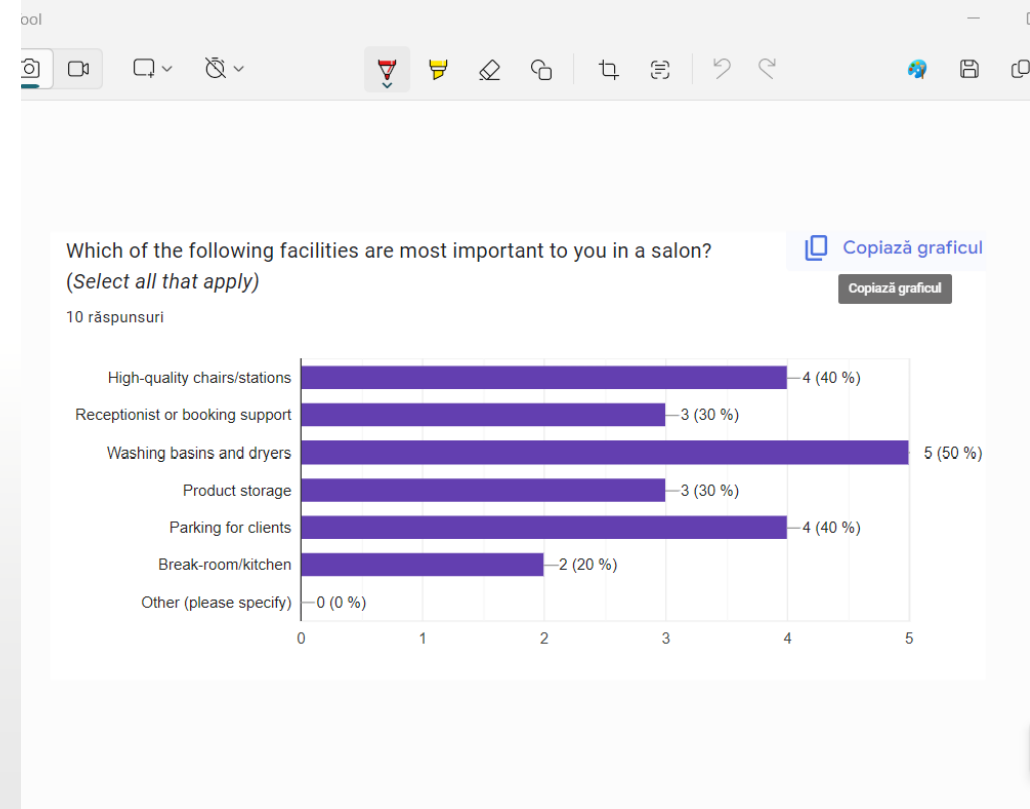
MARKET RESEARCH

I had 10 people answer my questionnaire - all from hair and beauty industry. 60% were employed hairdressers, and 30% were freelancers. So, I knew I had a good mix of people who understand both sides – working for someone else and working Independently.

Their feedback really helped shape not just my prices but the way I talk about the business – with real people in mind.

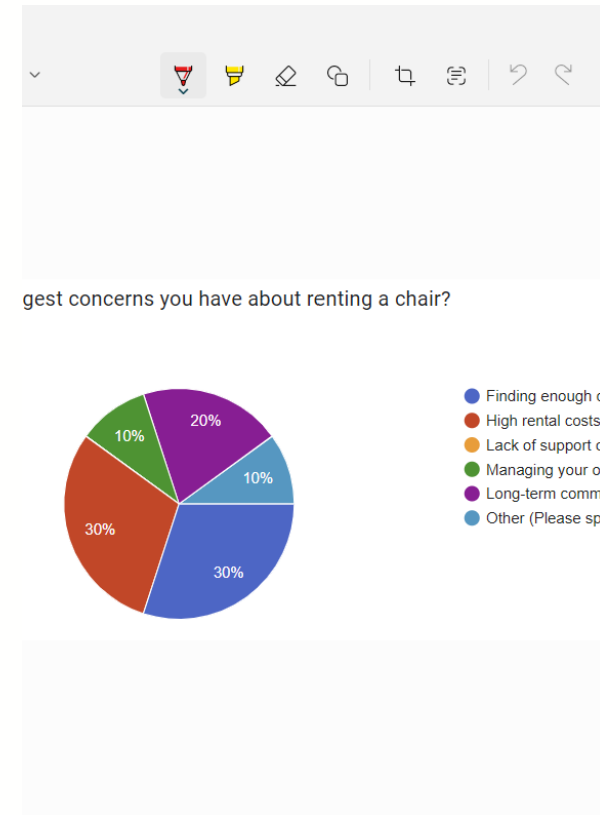
WHAT ATTRACTS PEOPLE TO CHAIR RENTAL?

- Being your own boss and working flexible hours were the top reasons- both chosen by 66%
- That clearly showed me this business isn't just about the money. It's about independence, freedom, and being in control of your own time.



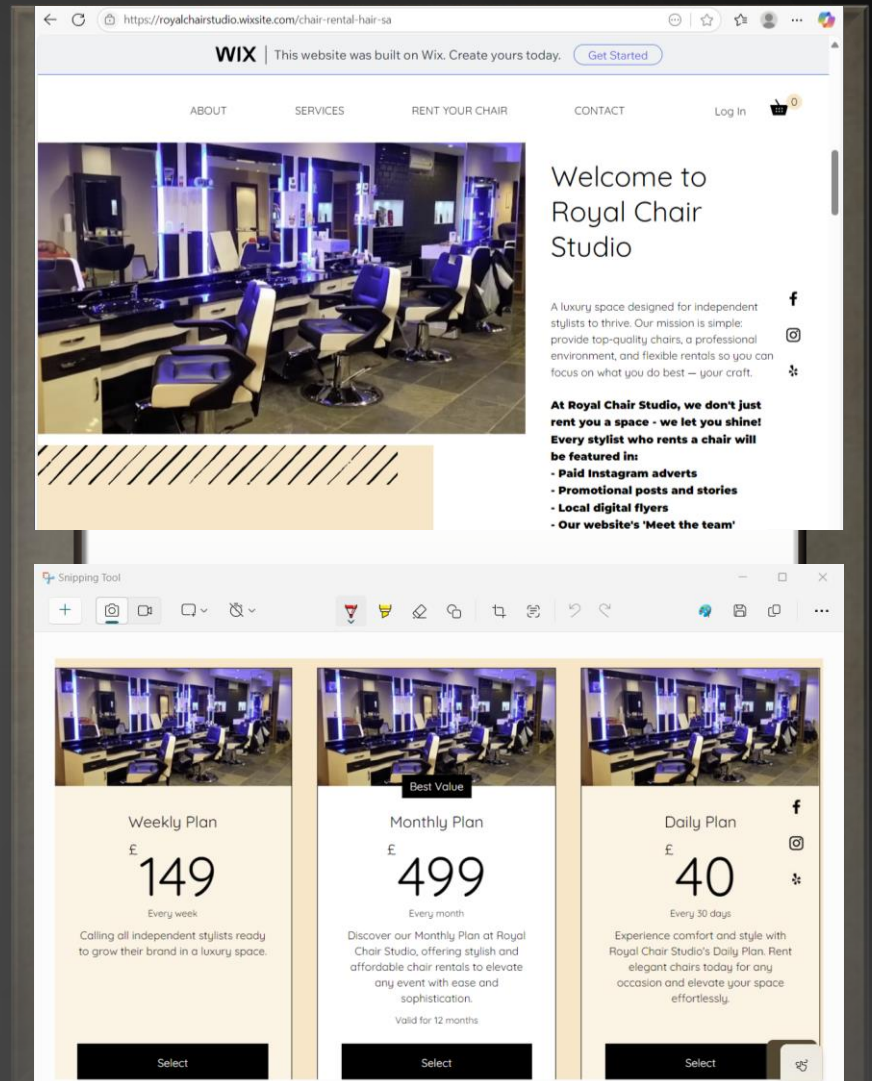
BIGGEST CONCERN

- The top two concerns were finding enough clients and high rental cost – both chosen by 30%. This made it clear that while people want independence, they still worry about how to make it work financially. That's why I decided to offer affordable chair prices and to include help with promotion.



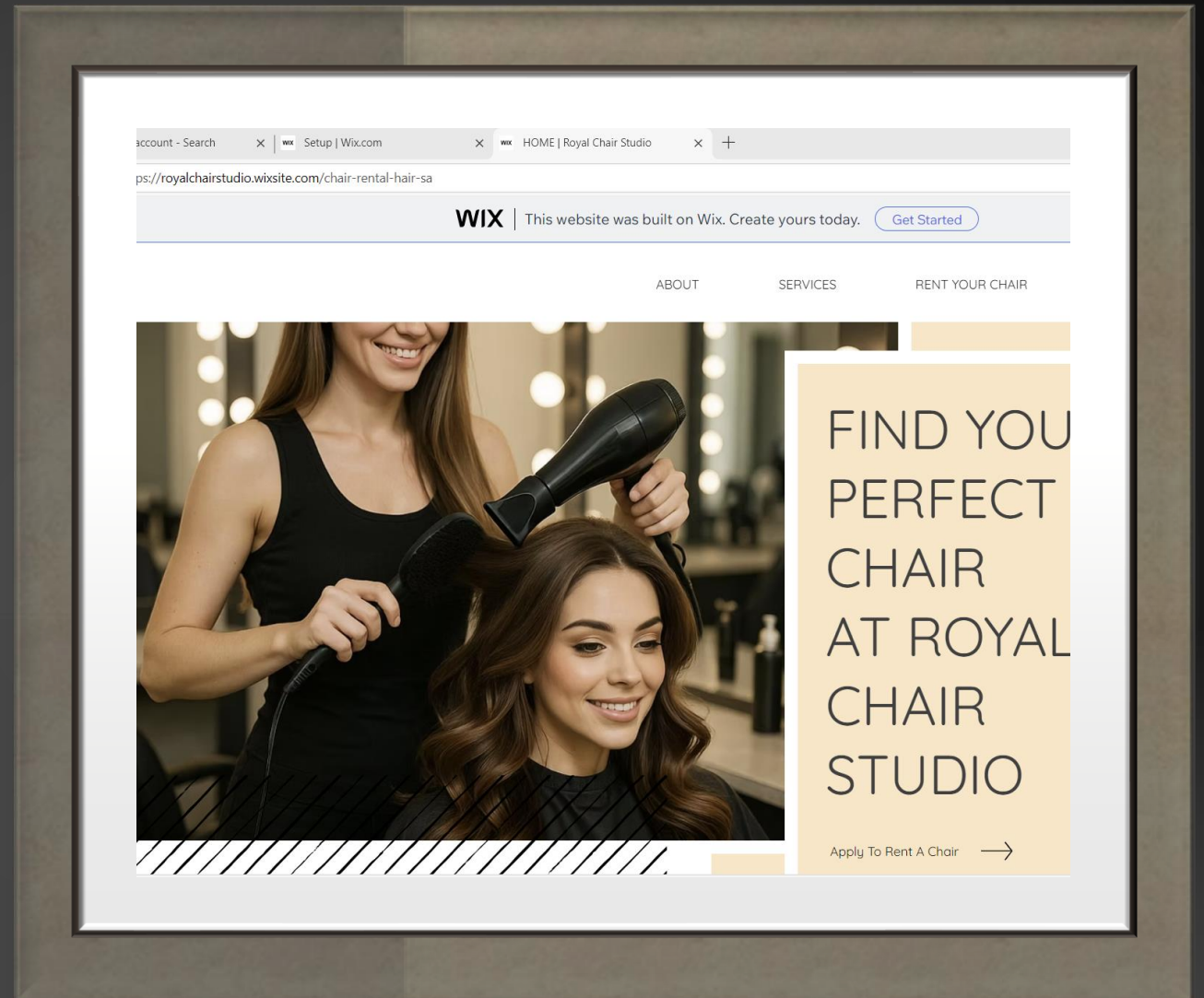
PROMOTION SUPPORT AND FLEXIBLE RENTAL OPTIONS

- Let me tell you about a girl I met during my research. Her name is Maria. She had been a hairdresser for 12 years. But when the salon she worked at closed down, she couldn't afford to pay to rent a chair anywhere else. The deposits were too high. No one was helping her promote her work. So, she ended up working from home, in a tiny hallway, using a camping chair and a kitchen mirror. She told me: "I don't need a palace, I just need a chance".
- That stayed with me. And that's when I knew – royal Chair Studio had to be more than just a place to rent a seat. It had to be a place where stylists like Maria could walk in with nothing but their scissors and walk out with their own business.
- That's why I offer flexible rental options. No long contracts. No hidden fees and most of all – I help promote them. Flyers videos, website features.



WHAT I'VE LEARNED.

- This project taught me so much – like how to make a flyer in Canva without throwing my laptop out the window.
- Making the website in Wix was easy...said no one ever, one minute it looked perfect, the next minute my text was floating on the space.
- But in the end, I figured out and for someone who thought all this was impossible...I'm honestly proud of what I created.



- PROMOTING ROYAL CHAIR STUDIO IN ACTION

YOUTUBE LINK

- https://youtu.be/yXh4RkqlFHc?si=Hq5VJx6FL_uZmWLz