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Keller, TX 76244

[REDACTED]
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March 20, 2025

City of Keller Planning Department
1100 Bear Creek Parkway
Keller, TX 76248

Dear Members of the City Planning Department,

I am writing to formally request a **Special Use Permit** for my business, *Jade Beauty Collective*, an established beauty studio and MedSpa with a growing reputation for excellence, professionalism, and community engagement. We are seeking to expand our operations to 116 Taylor Street in Old Town Keller, with the intention of creating a dynamic, dual-purpose space: a boutique beauty collective and an empowering women's cooperative event and workspace.

Our mission goes beyond beauty. Jade Beauty Collective is designed to serve as a community anchor—a space that not only provides high-quality, inclusive wellness and beauty services, but also fosters personal and professional development through workshops, mentorship, networking events, and community partnerships.

This vision is not new to us—it's already being successfully executed. We are proud to have built strong alliances with impactful organizations such as Embrace Grace, Unfaulted, Stepping Stones Foundation, Christ's Haven for Children, The Femme Initiative, Development Culture, and Celebra Grapevine, among others. These partnerships allow us to host events that benefit underserved communities, offer mentorship to young women, and create spaces where healing and growth take place.

What sets our proposal apart—and aligns with Keller's values—is our commitment to:

- **Empower local women and young girls** by offering educational and entrepreneurial events.
- **Support the local economy** by providing independent beauty professionals with opportunities to grow their businesses.
- **Activate and enhance Old Town Keller** by attracting visitors through community-driven events and partnerships.
- **Contribute to Keller's inclusive and collaborative culture** by providing a safe, professional, and inspirational environment.

We understand the importance of maintaining the charm and integrity of Keller's unique community. Please know that we are fully committed to operating in full compliance with city codes, ordinances, and zoning requirements. Our goal is to complement the surrounding area, not disrupt it. We welcome any feedback or conditions the Planning Department may have to ensure our presence aligns with the city's vision.

I respectfully ask for your favorable consideration of this Special Use Permit application and welcome the opportunity to speak further or answer any questions during the next public hearing or staff review.

Thank you for your time, service, and dedication to supporting responsible and visionary growth in Keller. I look forward to contributing to that vision through Jade Beauty Collective.

Warm regards,

Jessica Hunter

Founder, *Jade Beauty Collective*

JADE BEAUTY
COLLECTIVE

JADE BEAUTY
COLLECTIVE JADE BEAUTY
COLLECTIVE JADE BEAUTY
COLLECTIVE
BUSINESS
PLAN

2024



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EXECUTIVE

SUMMARY

JADE BEAUTY COLLECTIVE IS A LUXURY BEAUTY AND WELLNESS BUSINESS PROVIDING HIGH-END BEAUTY, MED SPA SERVICES, AND EVENT EXPERIENCES. FOUNDED BY JESSICA HUNTER, JESSICA GRAJEDA, AND AZEZA UDDIN IN 2024, THE BUSINESS SPECIALIZES IN SKINCARE, HAIR, BROWS, LASHES, BRIDAL BEAUTY, LASER AESTHETICS, AND HOLISTIC TREATMENTS.

JADE BEAUTY COLLECTIVE IS COMMITTED TO BEING THE PREMIER DESTINATION FOR BEAUTY AND WELLNESS, MERGING ARTISTRY WITH CUTTING-EDGE TECHNIQUES TO DELIVER SAFE, EFFECTIVE, AND TRANSFORMATIVE BEAUTY EXPERIENCES.

OUR COMMITMENTS INCLUDE:

- FOR OUR CLIENTS: PROVIDING NON-TOXIC, HIGH-QUALITY BEAUTY TREATMENTS THAT PRIORITIZE HEALTH, SUSTAINABILITY, AND RESULTS-DRIVEN INNOVATION.
- FOR OUR TEAM: ENSURING CONTINUOUS EDUCATION, SKILL-BUILDING, AND CAREER DEVELOPMENT OPPORTUNITIES IN AN EMPOWERING, BALANCED, AND CREATIVE WORKSPACE.
- AS OWNERS: COMBINING BEAUTY INDUSTRY EXPERTISE, MEDICAL OVERSIGHT, AND EVENT COORDINATION EXPERIENCE TO BUILD A SUSTAINABLE, INNOVATIVE, AND CUSTOMER-FOCUSED BUSINESS.

LET'S BEGIN...



MISSION

OUR MISSION IS TO PROVIDE

HIGH LEVEL BEAUTY & AESTHETIC
SERVICES & EVENTS TO OUR
CLIENTS WHILE TEACHING THEM

HOW TO HEAL THEIR
SKIN/BODY/SOUL FROM THE
INSIDE OUT.

NURTURED THROUGH PERSONALIZED,
TRANSFORMATIVE BEAUTY EXPERIENCES
& EVENTS. WE STRIVE TO REDEFINE
BEAUTY STANDARDS BY CELEBRATING
DIVERSITY AND FOSTERING SELF-LOVE,
CREATING A HAVEN WHERE INNER
RADIANCE SHINES BRIGHTLY,
REFLECTING THE TRUE ESSENCE OF

VISION

EMPOWERING INDIVIDUALS TO
EMBRACE THEIR UNIQUE BEAUTY AND
RADIATE CONFIDENCE, OUR BEAUTY
BUSINESS ENVISIONS A WORLD WHERE
EVERY PERSON FEELS NOT ONLY EACH INDIVIDUAL WE SERVE.
PAMPERED AND GLAMOROUS BUT ALSO

BUSINESS PLAN MARCH 2024 02

THE COMPANY

CONCEPT

WHERE BEAUTY, WELLNESS & EVENTS MEET, OFFERING ELITE CONCIERGE BEAUTY SERVICES & EVENTS UNDER ONE ROOF. PROVIDING SPECIALIZED & HOLISTIC SERVICES AND PRODUCTS.

OUR PROMISE

JADE BEAUTY COLLECTIVE WILL PROVIDE CLEAN BEAUTY WITH ALL OUR PRODUCTS DERIVING FROM NATURAL PLANT EXTRACTS. WE WILL USE AROMATHERAPY IN OUR SKIN, HAIR AND BODY SESSIONS. WE WILL PROVIDE A SERENE ENVIRONMENT WHERE WOMEN OF ALL AGES CAN COME, DECOMPRESS, AND EXPERIENCE ONE ON ONE BEAUTY WELLNESS SESSIONS. WE WILL OFFER BEAUTY PACKAGES UTILIZING THE ENTIRE TEAM'S TALENT TO GIVE EVERYONE BUSINESS AND MAXIMIZE PROFITS. WE WILL BE A NO DRAMA, EDUCATIONAL ENVIRONMENT WHERE OTHER ARTISTS CAN COME AND LEARN FROM US THROUGH ONE ON ONE CLASSES FOR CERTIFICATION.

BUSINESS PLAN MARCH 2024 03

THE OWNERSHIP

JADE BEAUTY COLLECTIVE WILL BE STRUCTURED AS A PARTNERSHIP.

BUSINESS STRUCTURE

JADE BEAUTY COLLECTIVE OPERATES AS A PARTNERSHIP BETWEEN:

- **JESSICA HUNTER** – CO-FOUNDER, CEO, BEAUTY ARTIST & EVENT MANAGER
- **JESSICA GRAJEDA** – PARTNER, BEAUTY ARTIST, EVENT COORDINATOR & EDUCATOR
- **AZEZA UDDIN, MD** – SILENT PARTNER, MEDICAL DIRECTOR & INVESTOR

THE OWNERSHIP BACKGROUND

PARTNER: JESSICA HUNTER

JESSICA IS A BUSY MOM AND SERIAL ENTREPRENEUR WHO HAS A PASSION FOR ALL THINGS BEAUTY RELATED, AND A PASSION FOR EMPOWERING AND MAKING WOMEN FEEL THEIR ABSOLUTE BEST. SHE BELIEVES THAT ALL WOMEN ARE BEAUTIFUL AND POWERFUL, AND, THROUGH HER EXPERTISE AND EXPERIENCE, SHE CAN TRANSFORM A WOMAN FROM THE INSIDE OUT.

JESSICA GRADUATED IN ESTHETICS FROM AVEDA INSTITUTE WHERE SHE LEARNED HOLISTIC AND AYURVEDIC TECHNIQUES TO OPTIMIZE THE FACIAL EXPERIENCE. BY USING NATURAL PLANT BASED PRODUCTS AND AROMATHERAPY, SHE IS ABLE TO BRING OUT A PERSON'S BEST SKIN NATURALLY. SHE ATTENDED TONI & GUY HAIRDRESSING ACADEMY WHERE SHE STUDIED THE ART OF HAIR CUTTING AND ELITE COLOR TECHNIQUES. WHILE IN SCHOOL, JESSICA RECEIVED MULTIPLE AWARDS AND GAINED APPRENTICESHIP / TRAINING UNDER HOLLYWOOD MAKEUP ARTIST, JAMES RYDER.

APPLYING BOTH PRINCIPLES TAUGHT, JESSICA HAS CREATED HER OWN LEARNING ENVIRONMENT, BEAUTY STYLE, AND TECHNIQUES. SHE BELIEVES IN PROVIDING HOLISTIC, NONTOXIC SERVICES.

JESSICA IS AN EXPERIENCED MAKEUP AND HAIR ARTIST WHO HAS PARTICIPATED IN DALLAS AND LOS ANGELES FASHION WEEK AMONGST OTHER RUNWAY SHOWS. ALSO, HER WORK HAS BEEN PUBLISHED IN EDITORIALS WHILE WORKING WITH A FEW CELEBRITIES LIKE LILYAN COLE FROM MAKING A MODEL, HAILEY MICHELLE WEST THE FACE OF MORPHE, CLAIR CAPEK FROM HALLMARK CHANNEL, AND KOURTNEY KELLER WHO IS A MODEL AND WIFE TO NBA PLAYER ISAAH HARTENSTEIN TO NAME A FEW.

JESSICA HAS WORKED BOTH ON PRINT AND FILM, HOWEVER, HER TRUE PASSION LIES IN CREATING AN INVITING ATMOSPHERE AND DEALING WITH LOCAL WOMEN ONE ON ONE.

THE OWNERSHIP BACKGROUND

JESSICA GRAJEDA – PARTNER, BEAUTY ARTIST, EVENT COORDINATOR & EDUCATOR

JESSICA GRAJEDA IS A HIGHLY SKILLED BEAUTY PROFESSIONAL, BUSINESS STRATEGIST, AND EDUCATOR, WITH A BACKGROUND IN COSMETOLOGY, BRANDING, AND EVENT MANAGEMENT.

SHE IS A LICENSED COSMETOLOGIST AND HEAD SPA SPECIALIST, HAVING TRAINED AT:

- TONI & GUY HAIRDRESSING ACADEMY – SPECIALIZED IN ADVANCED HAIR COLORING, PRECISION CUTTING, AND EDITORIAL STYLING.
- CURRENTLY PURSUING A BACHELOR'S IN EDUCATION – COMBINING HER LOVE FOR TEACHING WITH BEAUTY INDUSTRY EXPERTISE, SHE IS COMMITTED TO MENTORING ASPIRING BEAUTY PROFESSIONALS AND BUSINESS OWNERS.

JESSICA IS AN EXPERT IN BRIDAL BEAUTY, LUXURY SPA SERVICES, AND MARKETING-DRIVEN BRAND DEVELOPMENT. SHE HAS SUCCESSFULLY COORDINATED:

- EXCLUSIVE BRIDAL STYLING AND BEAUTY CONCIERGE SERVICES
- LUXURY SPA AND WELLNESS RETREATS
- INFLUENCER AND VIP BEAUTY EVENTS

AS AN AMAZON INFLUENCER AND BEAUTY MARKETING EXPERT, JESSICA IS A DRIVING FORCE BEHIND JADE BEAUTY COLLECTIVE'S BRANDING, SOCIAL MEDIA PRESENCE, AND EXPANSION STRATEGY. HER ROLE AS EVENT COORDINATOR ENSURES THAT ALL BRIDAL AND SPA EVENTS ARE EXECUTED WITH PERFECTION, ELEGANCE, AND SEAMLESS ORGANIZATION.

JESSICA'S ULTIMATE GOAL IS TO EMPOWER WOMEN THROUGH BEAUTY, BUSINESS EDUCATION, AND LUXURY SELF-CARE EXPERIENCES.

BUSINESS PLAN 04 MARCH 2024

THE OWNERSHIP BACKGROUND

PARTNER: AZEZA REZAEI, MD

SILENT PARTNER/INVESTOR/MEDICAL DIRECTOR

MEDICAL SCHOOL : MEHARRY MEDICAL COLLEGE

UNIVERSITY OF TENNESSEE NASHVILLE: INTERNAL MEDICINE INTERN

2005-2006 UCSF FRESNO PSYCHIATRY RESIDENCY 2006-2009

TEXAS LICENSED PHYSICIAN SINCE 2018

A DEDICATED AND RENOWNED PHYSICIAN, DR.UDDIN STRIVES TO PROVIDE THE SAFEST AND BEST MEDICAL CARE FOR OUR CLIENTS WHILE TRYING TO USE A HOLISTIC APPROACH.

THE MANAGEMENT

JESSICA HUNTER WILL MANAGE JADE BEAUTY COLLECTIVE.

THE BOARD WILL OVERSEE BUSINESS CONDUCT AND SUPERVISE MANAGEMENT

(TO BE DETERMINED AT A LATER DATE). BUSINESS DECISIONS, SUCH AS THE ACQUISITION OF PROPERTIES OR LOANS, SHALL BE DECIDED BY A MAJORITY VOTE OF THE PARTNERS.

DAILY OPERATIONS

MONDAY CLOSED
TUESDAY 9 AM - 7 PM
WEDNESDAY CLOSED
THURSDAY 9 AM - 7 PM
FRIDAY 9 AM - 8 PM
SATURDAY 9 AM - 8 PM
SUNDAY 1 PM - 7 PM

BY APPOINTMENT ONLY. EXCEPTION TO OPERATIONAL HOURS PER CLIENTS NEEDS AND OPERATIONS MANAGER APPROVAL.

BUSINESS PLAN MARCH 2024 05

OPERATIONAL FACILITIES

JADE BEAUTY COLLECTIVE WILL OCCUPY SUITE 150 AT 6213 COLLEYVILLE BLVD, COLLEYVILLE, TX 76034 AND AT 116 TAYLOR ST, KELLER, TX 76248

TOTAL SQUARE FOOTAGE

THIS BUILDING LOCATED AT 6213 COLLEYVILLE BLVD STE 100, COLLEYVILLE, TX 76034 IS 2303 SQ. FT. HOWEVER, JADE BEAUTY COLLECTIVE WILL BE UTILIZING 645 SQ. FT. WHEREAS 116 TAYLOR ST., KELLER, TX 76248 OCCUPIES 1121 SQ. FT.

BUSINESS PLAN MARCH 2024 06

COMPANY ASSETS

THE COMPANY HAS THE FOLLOWING ASSETS:

REAL PROPERTY \$ 0 EQUIPMENT \$70,000 INVENTORY \$ 33,000 SHARES

OR STOCKS \$ 0 OTHER ASSETS \$ 7,000

CAPITAL REQUIREMENT

JADE BEAUTY COLLECTIVE WILL INITIATE THIS BUSINESS STARTUP WITH ROUGHLY \$82,000 INVESTMENT. THE INITIAL INVESTMENT AND LOAN'S TERMS ARE:

JESSICA HUNTER'S INITIAL INVESTMENT IS \$36,500. JESSICA GRAJEDA'S INITIAL INVESTMENT IS \$22,000.

AZEZA UDDIN WILL GET A \$42,500 LOAN FOR THE HYDRAFACIAL DEVICE.

JADE BEAUTY COLLECTIVE IS PROJECTED TO PAY OFF THIS DEVICE WITHIN 9-12 MONTHS FROM INITIAL INVESTMENT AND LOAN.

AS AGREED, JESSICA AND AZEZA WILL SPLIT THE HYDRAFACIAL PROFITS 50/50 AFTER PAYING OVERHEAD BUSINESS COSTS. HYDRAFACIAL TREATMENTS WILL BE SPLIT ON A 70/30 SPLIT (70% TO BUSINESS 30% TO SUB CONTRACTORS).

EACH PARTNER AND SUB CONTRACTORS WILL CONTRIBUTE THEIR PREVIOUS BUSINESS VENTURE FURNITURE AND/OR BEAUTY SUPPLIES TO ABSORB SOME OF THE ASSET/CAPITAL REQUIREMENTS.

BUSINESS PLAN MARCH 2024 07

SERVICE OFFERING

BRIDAL PACKAGES

BROW SERVICES

HAIR SERVICES

INJECTABLES

LASH SERVICES

RETAIL

SKINCARE SERVICES

SPA PARTIES /MAKEUP PARTIES/BRIDAL BEAUTY
GATHERINGS/GIRLS & WOMENS EVENTS &
GATHERINGS

WAXING SERVICES

BUSINESS PLAN 08 MARCH 2024

BRIDAL SERVICES

JADE BEAUTY COLLECTIVE WILL OFFER FOUR BRIDAL PACKAGES
AS FOLLOWS:

THE BOUGIE BRIDE PREP: 1 YEAR SERVICE FOR \$5000

12 FACIALS - \$900

12 BROWS - \$300

LASH (1 FULLSET 11 REFILLS) - \$540

12 LIPS - \$240
12 NAILS - \$780
12 BODY CONTOURING - \$1800
HMUA TRAIL - \$150
HMUA DAY OF SERVICE - \$250

THE GLAM GIRL PREP: 6 MONTHS SERVICE FOR \$2500

6 FACIALS - \$450
6 BROWS - \$150
LASH (1 FULLSET PLUS 5 REFILLS) - \$370
6 LIPS - \$120
6 NAILS - \$390
6 BODY CONTOURING - \$900
HMUA TRAIL - \$150
HMUA DAY OF SERVICE - \$250

CONTINUE TO THE NEXT PAGE FOR ADDITIONAL PACKAGES.

STARTING FROM \$400 - \$5000 USD

BUSINESS PLAN 09 MARCH 2024

BRIDAL SERVICES

THE TIMELESS BRIDE PREP: 1 MONTH SERVICE FOR \$950

FACIAL - \$75
BROWS - \$25
LASH (FULLSET) - \$140
LIPS - \$20
NAILS - \$65
BODY CONTOURING - \$150
HMUA TRAIL - \$150
HMUA DAY OF SERVICE - \$250

THE BLISSFUL BRIDE: 1 DAY SERVICE FOR \$400

HMUA TRAIL - \$150

HMUA DAY OF SERVICE - \$250

ADDITIONAL ADD-ON SERVICES:

MOTHER OF BRIDE/GROOM - \$165 EACH

BRIDESMAIDS - \$175 EACH

FLOWER GIRL - \$100 EACH

PERSONAL GLAM SQUAD (TOUCH-UPS) - \$225 PER HOUR

STARTING FROM \$400 - \$5000 USD

BUSINESS PLAN 10 MARCH 2024

BROW SERVICES

BROW TAILORING: \$30

BROW LAMINATION: \$65 - \$100

BROW TINT: \$20 - \$30

BROW MICROBLADING: \$250 - \$350

BROW SHADING OMBRE: \$350

COMBO BROWS: \$400

4-6 WEEK BROW TOUCH-UP: \$100

YEARLY BROW TOUCH-UP: \$140

STARTING FROM \$20 - \$400 USD

BUSINESS PLAN 11 MARCH 2024

HAIR SERVICES

HAIRCUT: \$65 - \$75

RETOUCH: \$90

ALL OVER COLOR: \$120 +

PARTIAL COLOR: \$165 +

HIGHLIGHTS: \$195 +

BALAYAGE: \$175 +

TONER ONLY: \$75

BLOWOUT (ROUND BRUSH): \$65

SHAMPOO & STYLE (BASIC): \$85

HEAD SPA EXPERIENCE STYLE: \$250 – \$300

EXPRESS STYLE: \$65

SPECIALTY STYLE: \$95

STARTING FROM \$65 – \$300 USD

BUSINESS PLAN 12 MARCH 2024

INJECTABLES

BOTOX: \$10 – \$18 PER UNIT

JUVEDERM: \$475 – \$675 PER SYRINGE

KYBELLA: \$475 – \$675 PER SYRINGE

STARTING FROM \$10 - \$675 USD

BUSINESS PLAN 13 MARCH 2024

LASH SERVICES

CLASSIC: \$100

1 WEEK FILLS: \$55

2 WEEK FILLS: \$65

3 WEEK FILLS: \$75

HYBRID: \$125

1 WEEK FILLS: \$65

2 WEEK FILLS: \$75

3 WEEK FILLS: \$85

VOLUME: \$150

1 WEEK FILLS: \$75

2 WEEK FILLS: \$85

3 WEEK FILLS: \$95

MEGA: \$175

1 WEEK FILLS: \$80

2 WEEK FILLS: \$90

3 WEEK FILLS: \$100

LASH LIFT: \$65

LASH TINT: \$20

LASH LIFT & TINT: \$85

REMOVAL: \$45

LASH ADD-ONS:

COLOR: \$10

DECALS: \$15

STARTING FROM \$20 - \$175 USD

BUSINESS PLAN 14 MARCH 2024

RETAIL – MERCH

XO – SKINCARE

LASH GROWTH SERUM

LASH KIT

LIP KIT

CROP TOPS

WATERCUPS

SHAMPOO / CONDITIONER

SCALP TREATMENT

HAIRSPRAY PRODUCTS

AFTERCARE KIT

STARTING FROM \$TBD USD

BUSINESS PLAN 15 MARCH 2024

SKINCARE SERVICES

HYDRAFACIAL:

60 MINUTES: \$ 200

90 MINUTES: \$ 250

120 MINUTES: \$ 300

EXPRESS FACIAL: \$45

CUSTOMIZED FACIALS:

60 MINUTES: \$ 85

90 MINUTES: \$ 95

120 MINUTES: \$ 105

CHEMICAL PEELS:

LOW-END: \$70

HIGH-END: \$120

GLOW FACIAL BIO REPEEL: \$130

FACIAL ADD-ONS:

DERMAPLANE: \$35 - \$45

MASK: \$20

SCRAPPER: \$20

LED: \$40

SERUMS: \$15

VAGICAL: \$65

BACK FACIAL: \$75

BOOTY FACIAL: \$85

STARTING FROM \$20 - \$300 USD

BUSINESS PLAN 16 MARCH 2024

SPA PARTIES

SPA PACKAGE 1:

\$150/HR. FOR THIS PARTY WITH BELOW ADD-ONS:

MINI EXPRESS FACIAL FOR 15 MINUTES INCLUDES
CLEANSING, TONER, SHELL MASK, MOISTURIZER, AND
CUCUMBER EYE TREATMENT. BOHO BRAIDS, MINI
MANI, AND/OR MINI PEDI.

SPA PACKAGE 2:

\$175/HR. FOR THIS PARTY WITH BELOW ADD-ONS:

MINI EXPRESS FACIAL 30 MINUTES INCLUDES
CLEANSING, TONER, JELLY MASK, MOISTURIZER, EYE
TREATMENT, AND HAND OR SCALP MASSAGE. BOHO
BRAIDS, MINI MANI, AND/OR MINI PEDI.

STARTING FROM \$150 – \$175 USD

BUSINESS PLAN 17 MARCH 2024

WAXING SERVICES

BRAZILIAN: \$95

BIKINI: \$50

BIKINI FULL: \$75

BROW: \$30

LIP: \$20

LOWER LEGS: \$60

UPPER LEGS: \$100

BACK: \$95

ARMPITS: \$40

STOMACH: \$45

STARTING FROM \$20 – \$100 USD

BUSINESS PLAN 18 MARCH 2024

FUTURE PRODUCT & SERVICES OFFERINGS

IN THE NEAR FUTURE, WE WILL BE ADDING MORE BEAUTY AND MED SPA SERVICES LISTED BELOW IN ORDER TO HELP INCREASE BOTH BRAND AWARENESS AND MARKET VISIBILITY. SOON, WE WANT TO OPEN MULTIPLE LOCATIONS THROUGHOUT BUSY AREAS WITHIN DFW.

1. LASERS
2. WEIGHT LOSS TREATMENTS (CURRENTLY OFFERING AS OF 12/1/24)
3. WELLNESS / IV'S
- 4 .HEADSPA TREATMENT (CURRENTLY OFFERING AS OF 10/1/2024)

SUPPLIERS

HYDRAFACIAL
CIRCADIA
BROW CODE
DERMAPLANE PROS
WAX WAX .COM

PRETTY IN THE CITY LASH
BRAND
AMAZON
ZO
JANE IREDALE GENE0
MORPHEUS

BUSINESS PLAN MARCH 2024 19

GLAM SQUAD

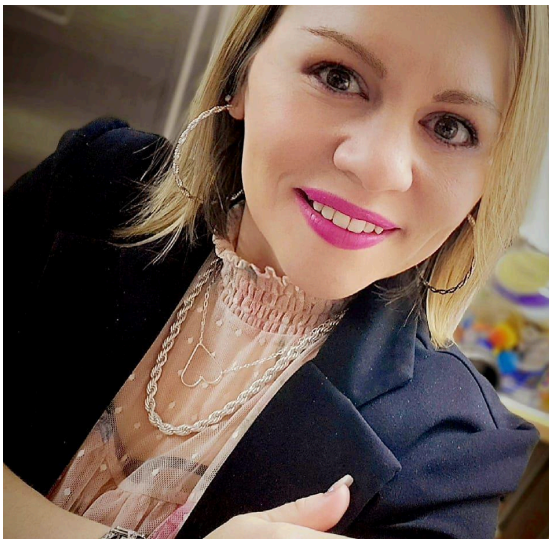


JESSICA HUNTER

OPERATIONS MANAGER/CEO/CFO
ESTHETICIAN/COSMO

JESSICA GRADUATED IN ESTHETICS FROM AVEDA INSTITUTE SPECIALIZED IN HOLISTIC AND AYURVEDIC FACIAL TECHNIQUES. IN ADDITION, SHE ATTENDED TONI & GUY HAIRDRESSING ACADEMY WHERE SHE STUDIED THE ART OF HAIR CUTTING AND ELITE COLOR TECHNIQUES.

OVERALL, JESSICA HAS 14 YEARS INDUSTRY EXPERIENCE AND OPERATED 12 YEARS AS AN ENTREPRENEUR.



JESSICA GRAJEDA-

PARTNER
COSMETOLOGIST/HEADSPA
SPECIALIST/EVENT PLANNER

SHE ATTENDED TONI & GUY HAIRDRESSING ACADEMY WHERE SHE STUDIED THE ART OF HAIR CUTTING AND

ELITE COLOR TECHNIQUES. OVERALL, JESSICA HAS 8 YEARS INDUSTRY EXPERIENCE AND OPERATED 15 YEARS AS AN ENTREPRENEUR.



JAEDEN GOODLOE

SPA MANAGER /ESTHETICIAN/INJECTOR/LASH ARTIST

JADE GRADUATED IN ESTHETICS AND LASH EXTENSIONS FROM DUVALL'S SCHOOL OF COSMETOLOGY WHERE SHE STUDIED INGREDIENT KNOWLEDGE, SKIN TYPES, LASH PLACEMENTS AND SO MUCH MORE. SHE HAVE EXTENSIVE EXPERIENCE WORKING WITH HER MOM IN THE BEAUTY INDUSTRY AND WELL AS HIGHLY RANKED SPAS IN THE DFW AREA. JADE WAS A SPA ASSISTANT MANAGER AT SUNDARA AESTHETICS.



KAT GOODLOE

MARKETING MANAGER
BRIDAL STYLIST

KAT COMPLETED COSMETOLOGY SCHOOL IN 2019 THROUGH KCAL COSMETOLOGY PROGRAM WHILE IN HIGH SCHOOL. SHE WORKED WITH BELLA SPOSA BRIDAL SINCE 2020. IN 2022, SHE STARTED HER OWN SOCIAL MEDIA MARKETING BUSINESS AND ASSISTED WITH BELLA SPOSA BRIDAL SOCIAL MEDIA.

BUSINESS PLAN 20 MARCH 2024

GLAM SQUAD



NITA BEDOLLA

HAIR STYLIST

NITA HAVE OVER 7 YEARS HANDS-ON EXPERIENCE AS A HAIRSTYLIST WITH BELLA SPOSA BRIDAL AND ROYALE LUXE APPRENTICING UNDER JESSICA HUNTER. SHE WORKED ON A SET OF EDITORIALS WITH CELEBRITY CLIENTS. NITA IS NOW BACK IN BEAUTY SCHOOL STUDYING THE ART OF AESTHETICS AND PMU.



ALEYIAH MOORE

BODY SCULPTING/MAKEUP ARTIST/NAIL TECHNICIAN

ALEYIAH COMPLETED COSMETOLOGY SCHOOL IN 2019 THROUGH KCAL COSMETOLOGY PROGRAM WHILE IN HIGH SCHOOL ACQUIRING CERTIFICATIONS IN SPECIAL EFFECTS MAKEUP, FANTASY HAIR COLOR AND THEORY, WAXING, AND FACIALS. SHE RECEIVED CERTIFICATIONS IN BODY AND FACIAL SCULPTING USING RADIO FREQUENCY TECHNIQUES. ALEYIAH WORKED AT MAC AND MOVED ONTO BELLA SPOSA BRIDAL IN 2020.

BUSINESS PLAN 21 MARCH 2024

TEAM ROLES AND RESPONSIBILITIES

JAE HUNTER CEO/CFO/OPERATIONS MANAGER/ ESTHETICIAN/COSMO

JESSICA GRAJEDA PARTNER/COSMETOLOGIST/HEADSPA SPECIALIST/EVENT PLANNER

AZEZA UDDIN SILENT PARTNER & MEDICAL DIRECTOR

JAEDEN GOODLOE SPA MANAGER ESTHETICIAN/LASH ARTIST

NITA BEDOLLA HAIR STYLIST

KAT GOODLOE MARKETING MANAGER & BRIDAL STYLIST

ALEYIAH MOORE BODY SCULPTING/MAKEUP ARTIST/NAIL TECHNICIAN BUSINESS

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TEAM STRUCTURE

JADE BEAUTY COLLECTIVE, LLC

D.B.A.
JADE BEAUTY & WELLNESS
MARKETING
MANAGER

JESSICA HUNTER
CEO & CFO
OPS MANAGER

BAILEY TOMPKINS
SALES & INVENTORY
MANAGER

JAEDEN GOODLOE SPA
MANAGER

KAT GOODLOE

OUTSOURCE
SERVICES

AZEZA
MEDICAL DIRECTOR
(SILENT PARTNER)

ACCOUNTING,
BOOKKEEPING,
TAXES

CREATORS / STYLISTS

LEGAL

BUSINESS PLAN MARCH 2024 23

MARKETING PLAN

THE ANNUAL BUDGET FOR ADVERTISING IS \$2500.

SOCIAL MEDIA FACEBOOK, TIKTOK,

INSTAGRAM ONLINE CHANNELS WEBSITE, GOOGLE ADS, ETC

EMAIL MARKETING NEWSLETTERS, BRAND STORY, ETC. WORD OF MOUTH TELL

FRIENDS AND FAMILY TO TELL THEIR FRIENDS FREE NETWORK EVENT ATTEND

SOCIAL NETWORK EVENTS FOR EXPOSURE FREE PRINT MAGAZINES, FLYERS, ETC.

TBD

MARKET RESEARCH

COLLEYVILLE HAS A POPULATION OF 22,807 OF WHICH 47% ARE WOMEN, THAT'S A MARKET OF ABOUT 10,000 POTENTIAL CLIENTS. MEDIAN HOUSEHOLD INCOME IS ROUGHLY \$192,000/YEAR. THERE ARE ROUGHLY 170 WOMEN OWNED BUSINESSES IN COLLEYVILLE THAT WE COULD MARKET TOO. WE ALSO PLAN TO MARKET TO NEARBY CITIES SUCH AS SOUTHLAKE, NORTH RICHLAND HILLS, GRAPEVINE, KELLER, AND NORTH FORT WORTH. AVERAGE DAILY SERVICE TICKET FOR THE BEAUTY INDUSTRY IN THIS DEMOGRAPHIC IS ABOUT \$200 - \$1000 PER CLIENT.

[HTTPS://WWW.CENSUS.GOV/QUICKFACTS/FACT/TABLE/COLLEYVILLECITYTEXAS/PST045222](https://www.census.gov/quickfacts/fact/table/colleyvillecitytexas/PST045222)

TARGET MARKET

OUR IDEAL CLIENT IS THE WOMAN WHO UNDERSTANDS HOW TO PUT HER SELF CARE FIRST. IN TODAY'S ENVIRONMENT, OUR SKIN AND HAIR IS SUBJECTED TO TOXINS DAILY WHETHER IT'S THROUGH THE FOOD WE EAT, PRODUCTS WE USE ON OUR BODIES, OR NATURAL ENVIRONMENTAL EXPOSURES. BY COMING TO US, WE WILL TEACH WOMEN HOW TO USE OUR PRODUCTS AND SERVICES SO THAT THEY CAN DETOX THEIR SKIN, FACE, HAIR, AND BODY.

10-65 F

\$30K - \$250K

TARGET AGE FEMALES YEARLY INCOME RANGE

LOCATION ANALYSIS

COLLEYVILLE/SOUTHLAKE/KELLER IS THE MECCA OF BEAUTY AND WELLNESS. SOME OF THE MOST ELITE PLASTIC SURGEONS AND MED SPAS ARE LOCATED WITHIN THIS 30 MILE RADIUS. COLLEYVILLE IS CENTRALLY LOCATED BETWEEN DALLAS AND FT. WORTH. LOCATED OFF COLLEYVILLE BLVD, IN THE MEDICAL AND BEAUTY DISTRICT ON A BUSY BUSINESS AREA.

WOMEN IN THIS AREA ARE INTO THEIR APPEARANCE AND PRESERVE A YOUTHFUL APPEARANCE.

HYDRAFACIAL STUDY

ADULTS (AGES 26-50): IN THIS AGE RANGE, INDIVIDUALS MAY HAVE A "WIDER RANGE OF SKIN CONCERNS, INCLUDING FINE LINES, WRINKLES, SUN DAMAGE, AND UNEVEN SKIN TONE. HYDRAFACIAL CAN BE EFFECTIVE AT ADDRESSING THESE CONCERNS BY EXFOLIATING, HYDRATING, AND REJUVENATING THE SKIN."

CONCLUSION: THE "FIRST CLINICAL STUDY OF HYDRAFACIAL CLARIFYING TREATMENT DEMONSTRATED THE THERAPY WAS WELL TOLERATED AND RESULTED IN A SIGNIFICANT IMPROVEMENT IN ACNE SEVERITY PER BOTH INVESTIGATOR AND PATIENT ASSESSMENT FOLLOWING SIX TREATMENTS OVER 12 WEEKS. IMPORTANTLY, 100 PERCENT OF PATIENTS AGREED OR STRONGLY AGREED THAT THEIR SKIN LOOKED AND FELT CLEANER AND THAT THEY FELT MORE CONFIDENT IN THEIR APPEARANCE. THIS DATA DEMONSTRATES THAT HYDRAFACIAL TREATMENT IS AN EFFECTIVE AND WELL TOLERATED THERAPY OPTION FOR PATIENTS SUFFERING FROM ACNE VULGARIS." WRITTEN IN A STUDY TITLED, EFFICACY AND TOLERABILITY OF HYDRAFACIAL CLARIFYING TREATMENT SERIES IN THE TREATMENT OF ACTIVE ACNE VULGARIS.

REFERENCED IN THE NATIONAL LIBRARY OF MEDICINE:
[HTTPS://WWW.NCBI.NLM.NIH.GOV/PMC/ARTICLES/PMC9762628/](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9762628/)

PRICING ANALYSIS

JADE BEAUTY COLLECTIVE WILL USE AN AFFORDABLE AND MARKET FRIENDLY PRICING STRATEGY FOR OUR DEMOGRAPHICS. IN ADDITION, WE WILL OFFER ADDITIONAL INCENTIVES FOR LOYAL, NEW, OR REFERRED CLIENTELES.

A.

REFERRAL PROGRAM – CLIENT WILL RECEIVE 10% – 15% FOR EACH FAMILY AND/OR FRIEND REFERRED TO JADE BEAUTY COLLECTIVE

B.

REWARDS PROGRAM – A REWARDS PROGRAM OFFERING SPECIAL DISCOUNTS TO QUALIFIED CUSTOMERS WILL ALSO BE INTRODUCED AND TRACKED USING A DIGITAL PUNCH CARD VIA SQUARE.

C. GIFT CARDS – DIGITAL GIFT CARDS CAN BE PURCHASED ON SQUARE.

COMPETITOR ANALYSIS

DURING OUR COMPETITOR AND SWOT ANALYSIS, WE WERE ABLE TO DETERMINE NONE OF OUR COMPETITOR'S OFFER THE SAME VARIETY OF SERVICES AS JADE BEAUTY COLLECTIVE. WE REVIEWED OUR COMPETITORS BY SERVICE CATEGORIES TO ENSURE WE GET A HOLISTIC VIEW OF OUR MARKET.

E.COM

HAUTE LASH BOUTIQUE

BROW AND LASH
COLLEYVILLE, TX

WWW.MLBARTISTRY.COM
FRANCHISE,
ESTABLISHED BROW AND
LASH BOUTIQUE
COMPETITIVE PRICING
OUTDATED DECOR

WWW.FORTWORTHFACIAL.C

RENEW DAY SPA FACIALS
AND LASERS FORT WORTH,
TX

UNDESIRABLE
LOCATION
USE CLINICALLY
PROVEN FORMULA FOR
SKINCARE
PRICING NOT LISTED
NUMEROUS FACIAL
PACKAGES AND
NEED TO CONDENSE
SERVICES

OM

MODERN LUXURY BEAUTY

BRIDAL BEAUTY / MAKEUP
SERVICES OKLAHOMA
WWW.HAUTELASHBOUTIQUE

COMPETITIVE PRICING
MINORITY OWNED AND
SMALL BUSINESS
MODERNIZED AND
BEAUTIFIED WEBSITE
CATERED TO SMALL BRIDAL
PARTIES

BUSINESS PLAN 28 MARCH 2024

**MODERN LUXURY
BEAUTY**

BRIDAL BEAUTY / MAKEUP
SERVICES OKLAHOMA

COMPETITIVE PRICING
WWW.JPURESANASALON.CO PARTIES

HIGH-END SALON
CARRIES AND USE ORIBE,
KEVIN MURPHY, AND
SCHWARZKOPF PRODUCTS
COMPETITIVE PRICING
OFFER CONTINUOUS
EDUCATION
USER FRIENDLY WEBSITE

PURE SANA SALON HAIR
SERVICES
SOUTHLAKE, TX

M

SUMMARY

WWW.MLBARTISTRY.COM

MINORITY OWNED AND
SMALL BUSINESS
MODERNIZED AND
BEAUTIFIED WEBSITE
CATERED TO SMALL BRIDAL

WE WILL BE THE FIRST COMPANY OFFERING AN ALL INCLUSIVE AND WIDE RANGE OF BEAUTY, BRIDAL, AND MED SPA SERVICES IN ONE LOCATION. WE CAN CATER TO ALL OF OUR CLIENT'S BEAUTY NEEDS ALL IN ONE PLACE CREATING A "ONE STOP SHOP" EXPERIENCE. THIS WILL BE OUR COMPETITIVE ADVANTAGE.

BUSINESS PLAN 29 MARCH 2024

SWOT ANALYSIS

JADE BEAUTY COLLECTIVE

THIS SWOT ANALYSIS IS SPECIFIC TO JADE BEAUTY COLLECTIVE. SELF AWARENESS WILL ENABLE US TO IDENTIFY OUR STRENGTHS / WEAKNESSES / OPPORTUNITIES / THREATS AND RECONCILE AREAS TO REDUCE MARKET VULNERABILITY AGAINST OUR COMPETITORS.

DECADE WORTH OF EXPERIENCE AS AN ENTREPRENEUR WITHIN THE BRIDAL, HAIR, AND MAKEUP INDUSTRY LICENSED / TRAINED PROFESSIONALS AND FAMILIAR WITH STATE LAWS / REGULATIONS

STRENGTHS

EXISTING CLIENTS FROM PREVIOUS BUSINESS VENTURE CAN BE LEVERAGED

WE ARE FIRST IN OUR AREA TO OFFER A VARIETY OF BEAUTY, BRIDAL, AND MED SPA SERVICES UNDER ONE BUSINESS COMPLETE CUSTOMIZED TREATMENTS TO EACH CLIENT

START UP COMPANY WITH NOT A LARGE SPACE AND A DEDICATED BUILDING

NEW BRAND AND NEED TO BUILD CLIENTELE / BRAND AWARENESS
NOT NICHE SPECIFIC IN THE BEAUTY INDUSTRY

WEAKNESSES OPPORTUNITIES

ROOM FOR GROWTH TO OWN OUR OWN BUILDING IN THE NEXT 3-5 YEARS

OFFER HOLISTIC PACKAGES AND TREATMENTS ACROSS ALL SERVICES SO CLIENT CAN EXPERIENCE ONE PLACE THAT FITS ALL THEIR BEAUTY NEEDS/GOALS

THREATS ECONOMIC AND MARKET CHANGES OUT OF OUR CONTROL

BUSINESS PLAN 30 MARCH 2024

GOALS

JADE BEAUTY COLLECTIVE WILL CORNER THE BEAUTY INDUSTRY BY BECOMING ONE OF THE SOUGHT AFTER 1:1 CONCIERGE BEAUTY COMPANIES WITHIN THE COLLEYVILLE, SOUTHLAKE, KELLER, GRAPEVINE, AND NORTH RICHLAND HILLS DEMOGRAPHIC. TO PROVIDE TRAINING AND CONTINUING EDUCATION TO OUR SUB-CONTRACTORS. PROVIDING A HEALTHY LIFE/WORK BALANCE FOR ALL OUR BEAUTY PROFESSIONALS UNDER THE JADE BEAUTY COLLECTIVE UMBRELLA. WE WANT EACH BEAUTY PROFESSIONAL TO REACH A 6-FIGURE YEAR. HENCE ALLOWING JADE BEAUTY COLLECTIVE TO GAIN A NET PROFIT OF AT LEAST

6-FIGURES IN THE FIRST YEAR OF BUSINESS. TO PAY OFF OUR EQUIPMENT WITHIN 9-12 MONTHS AND THEN RE-INVEST IN THE NEXT TOP-NOTCH DEVICE.

GOAL 1: SALES

NET \$20,000/MONTH

GOAL 2: SOFT OPENING OF MED SPA BY MARCH 15, 2024 GOAL

(HIT)

EXPANSION INTO KELLER, TEXAS

WHY KELLER IS AN IDEAL MARKET FOR JADE BEAUTY COLLECTIVE

1. AFFLUENT CLIENT BASE

KELLER HAS A HIGH MEDIAN HOUSEHOLD INCOME OF \$140,000+, MAKING IT AN IDEAL TARGET MARKET FOR HIGH-END BEAUTY AND WELLNESS SERVICES. THE DEMAND FOR LUXURY SELF-CARE AND PREMIUM WELLNESS SERVICES ALIGNS PERFECTLY WITH JADE BEAUTY COLLECTIVE'S BRAND.

2. GROWING DEMAND FOR LUXURY BEAUTY & MED SPA SERVICES

DESPITE KELLER'S ECONOMIC STRENGTH, THERE ARE LIMITED LUXURY BEAUTY AND MED SPA PROVIDERS. JADE BEAUTY COLLECTIVE WILL FILL THIS GAP BY PROVIDING STATE-OF-THE-ART BEAUTY, BRIDAL, AND WELLNESS SERVICES.

3. COMMUNITY & ECONOMIC GROWTH

KELLER IS A RAPIDLY EXPANDING CITY COMMITTED TO SUPPORTING BUSINESS GROWTH AND HIGH-QUALITY SERVICE PROVIDERS. JADE BEAUTY COLLECTIVE'S EXPANSION WILL:

- CREATE JOBS IN THE BEAUTY, AESTHETICS, AND WELLNESS INDUSTRIES
- CONTRIBUTE TO LOCAL ECONOMIC DEVELOPMENT
- ENHANCE KELLER'S REPUTATION AS A BEAUTY AND WELLNESS HUB

4. COMMITMENT TO CITY STANDARDS & REGULATIONS

JADE BEAUTY COLLECTIVE IS FULLY COMMITTED TO:

- HEALTH & SAFETY COMPLIANCE FOR ALL BEAUTY AND MED SPA TREATMENTS
- BUSINESS LICENSING AND TRANSPARENCY
- COMMUNITY ENGAGEMENT AND LOCAL BUSINESS PARTNERSHIPS

5. AESTHETIC & WELLNESS TOURISM APPEAL

JADE BEAUTY COLLECTIVE'S FUSION OF BEAUTY, MED SPA, AND EVENT COORDINATION SERVICES WILL HELP ATTRACT CLIENTS FROM SURROUNDING CITIES, INCREASING FOOT TRAFFIC AND REVENUE FOR KELLER'S HOSPITALITY AND RETAIL SECTORS.

CONCLUSION

WITH JESSICA HUNTER'S ARTISTRY AND EVENT EXPERTISE, JESSICA GRAJEDA'S EDUCATION AND MARKETING SKILLS, AND DR. AZEZA UDDIN'S MEDICAL OVERSIGHT, JADE BEAUTY COLLECTIVE IS POSITIONED AS KELLER'S PREMIER LUXURY BEAUTY AND WELLNESS DESTINATION.

OUR INVESTMENT, BUSINESS STRATEGY, AND ECONOMIC CONTRIBUTIONS MAKE JADE BEAUTY COLLECTIVE AN ESSENTIAL ADDITION TO KELLER'S GROWING COMMERCIAL AND SERVICE INDUSTRY LANDSCAPE.

WE ARE COMMITTED TO ENHANCING KELLER'S ECONOMIC AND CULTURAL DEVELOPMENT WHILE DELIVERING UNMATCHED BEAUTY, WELLNESS, AND EVENT SERVICES.

JADE BEAUTY COLLECTIVE IS NOT JUST A BUSINESS—IT IS A TRANSFORMATIONAL EXPERIENCE THAT WILL ELEVATE KELLER'S REPUTATION IN THE BEAUTY AND WELLNESS INDUSTRY.

