



# Royalty Beauty Supply

“Inspiring women to be their own kind of *Beautiful*”

# About us

- Royalty Beauty Supply is a retail beauty supply store serving the immediate community of Akron.
- Royalty Beauty Supply will focus on creating a one-stop, full service shopping experience
- Royalty Beauty Supply will offer an extensive line of beauty supplies



“Offering a comfortable place to shop and discuss hair care and make-up tips while providing quality products and excellent service”

# Our Mission & Vision

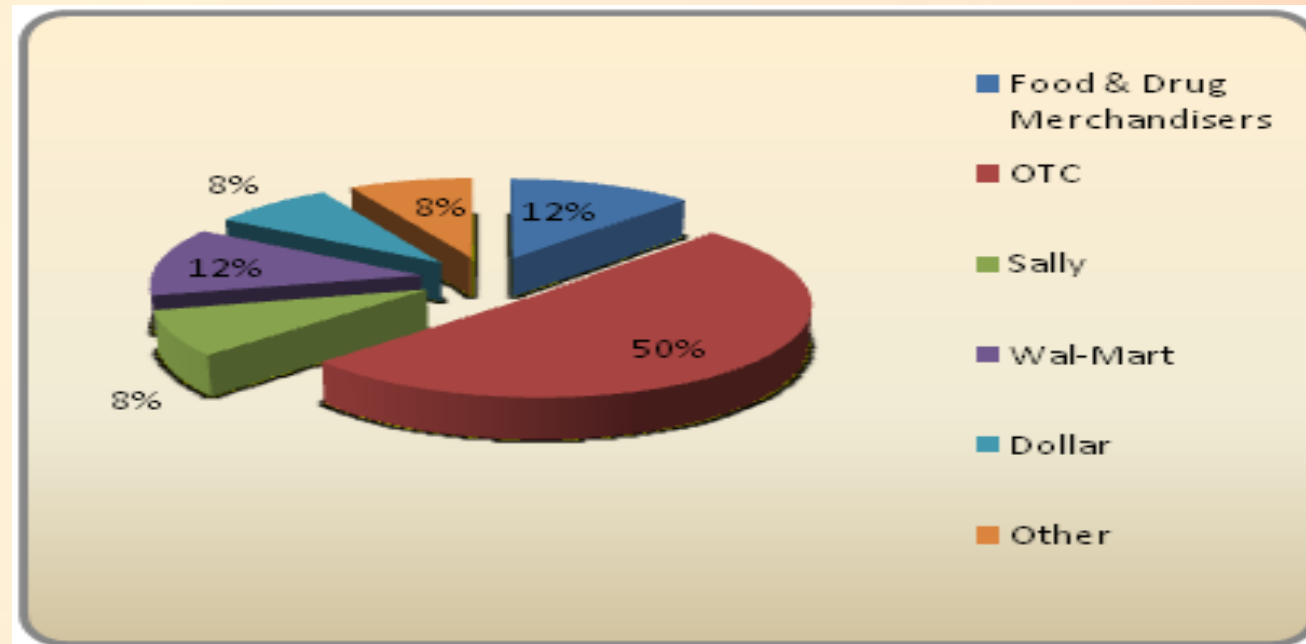
- Provide exceptional quality hair extensions, wigs and products
- Offer a new fresh look to the Beauty Supply Experience
- Provide customers a one stop shop for their hair care needs



# Industry

- The beauty market is a 15 billion-dollar industry
- 51% of consumers purchased at least one product at Discount Stores.
- 66% of consumers purchased at least one product at OTC stores.
- OTC shoppers are making significantly more trips to purchase hair care products.
- Frequent shoppers average 22 trips per year to purchase hair care products.

AFRICAN AMERICAN HEALTH & BEAUTY AIDS  
SHARE OF INDUSTRY SALES



# Business Proposal

- This is a unique opportunity to invest in a billion dollar industry
- Royalty Beauty Supply is requesting Funding to acquire 1324-1328 Vernon Odom Blvd. Akron, OH 44320
- Funds will be used to purchase the building, inventory, furniture, fixtures, office equipment, and other startup cost for the business

## Beauty Supply Store and Nail Spa Commercial Development



- 2,400 SF separated into 2 units that is 1,200 SF
- In a growing area that has seen substantial growth in the last 3 yrs.
- Located near a busy intersection
- Near other shopping centers and businesses

# Marketing the Business

- **Print advertising** will consist of direct mailing, billboards, coupons and specials.
- **Radio advertising** will be “call-to-action” ads that will prompt immediate buying decisions from the consumers
- **E-mail marketing** reinforce sales with brand awareness and sale advertising to prompt in-store inquiries & sales.
- **Viral Marketing** will provide customers with a platform to interact with the business





# Potential Growth

## Projections



# Ready! Set! Invest!

- Target Amount  
395,625
- Common Stock
- 79,125 Shares
- \$5.00 per Share