



*Charifa Republic*

Beauty salon & Spa

**PITCH PRESENTATION**





“The KEY to Success is to start before you are Ready”

Marie Forleo

# Our Problems

Charifa Republic Beauty Salon and Spa was Founded out of pure passion with the vision to offer every gender with services and products that celebrate the diversity African beauty by creating jobs, empowering the youths and developing communities. Our products and services are for every man and woman(boy/girl) who is strong willed, out spoken and stands for what they believe regardless of what society thinks” Charifa & Rabiadou

Lack of decent work for the growing population of Cameonian youths (15-34yrs) which increased from 6.06 million persons in 2005 to 8.65 million persons in 2019 growing at an average annual rate of 6.43% estimated at 9.89 million as of 2022.

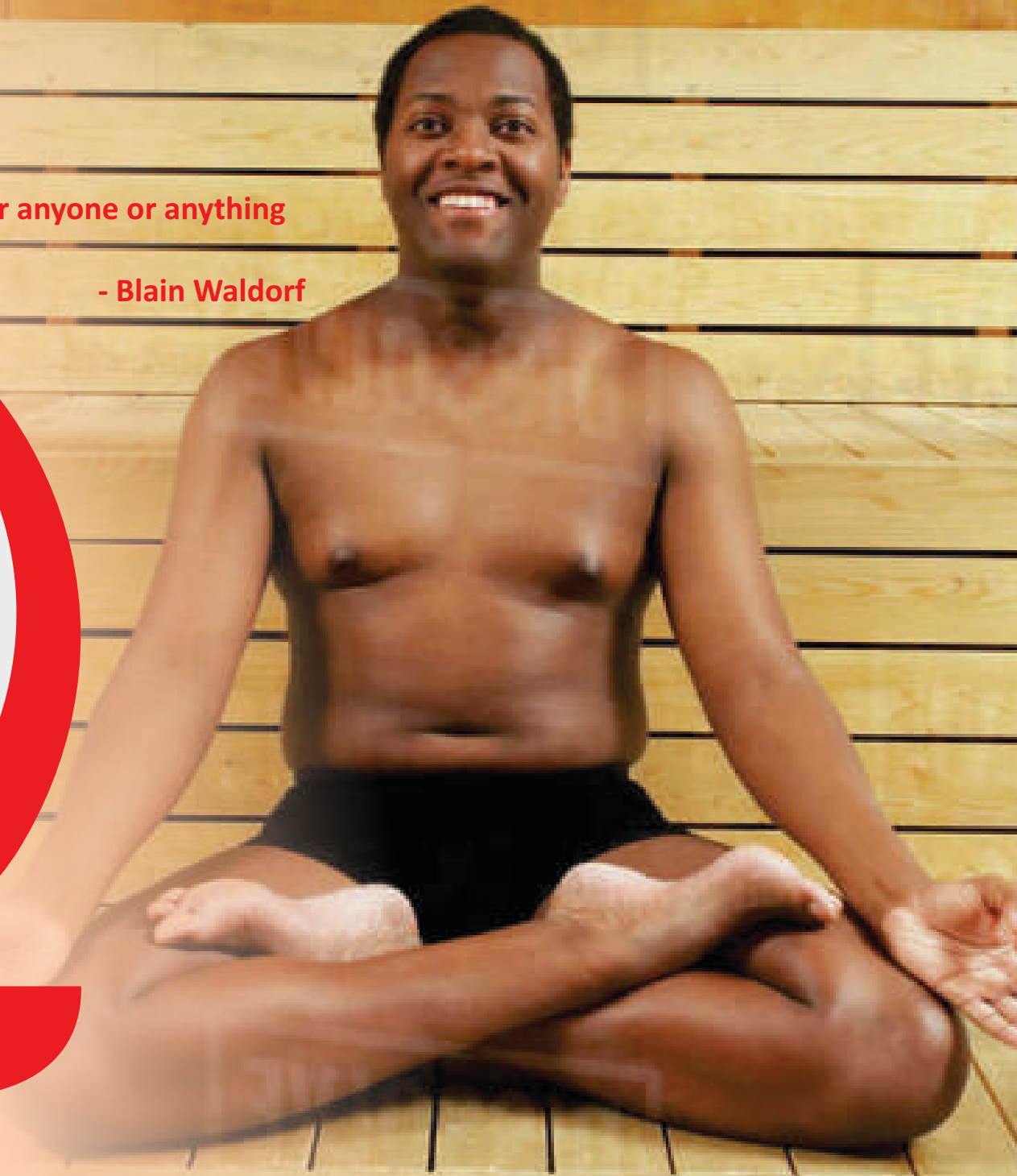
- Low self esteem among black women/men due to the exposure to idealistic & unrealistic beauty tandards via exposure to visual media from variety of cultures
- Stress & general body & mind fatigue
- Revolving body expectations
- We are combatting body expectations & the need to be inclusive
- Difficult access to beauty education on vices offered & products used
- Debunking marketing myths
- Fighting against chemical catastrophes
- Empowering youths in Africa
- Protecting our e vironment.

# Our Solutions

**“If you really want something, you don’t stop for anyone or anything until you get it.”**

**- Blain Waldorf**

- Our solutions are physical, mental & spiritual**
- We provide full beauty/body care & wellness services with an environment convenient for relaxation of the mind & body or total renewal.**
  - We help build self confidence to enable our clients stand for what they believe, be strong willed & remain outspoken - We educate our clients & make everything they need to know about our services & the industry available**
  - All our ingredients used are 100% organic to maintain a state of healthy living & well-being**
  - We train young women & men to help empower them to sustain themselves**





# Target Market

“ If you want to be original, be ready to be copied”  
- COCO CHANEL

**573,285**

People in bamenda  
as of 2022, growing  
at a rate of 3.7% yearly  
60% of which are  
between the ages of  
18-35years

**10.05**  
million

internet users and an  
internet penetration of  
36.5% with a  
95.1% Mobile cellular  
subscriptions  
(per 100 people)

**9.89**  
Million

Youth Population  
in Cameroon  
between ages of  
18 - 35 years



# Departments

“ Self care is a priority and necessity not a luxury.” L.R. Knosts



## SPA Therapy

We do Relaxation massage consisting of gentle flowing strokes to help de-stress and loosen up your body. It is a pain-free way of rewarding yourself to an hour of time out from the stress of daily life. This treatment is designed to soothe and relax.

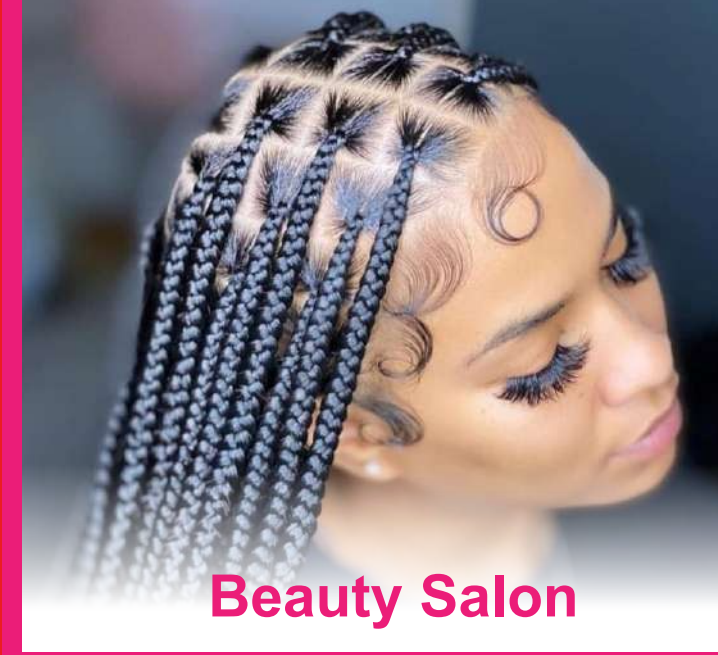
Our gentle massage stimulates sensory nerve endings in the skin, which cause the brain to release endorphins, helping to relief stress-related symptoms.



## Manicure & Pedicure

Our manicure is a cosmetic beauty treatment for the fingernails and hands, performed at in our salon. A manicure consists of filing and shaping of the free edge, pushing (with a cuticle pusher) and clipping (with cuticle nippers) any non-living tissue (limited to cuticle and hangnails), treatments, massage of the hand, and the application of fingernail polish. And also artificial nails; gel nails, acrylics nails, tips, or some of which are referred to as French manicures.

While our pedicure is same thing for the toenails and feet and also includes removal of dead skin cells on the bottom of feet, rubbed o ffusing a rough stone called a pumice stone. Additionaly we do granular exfoliation, application of moisturizing creams and a brief foot massage.



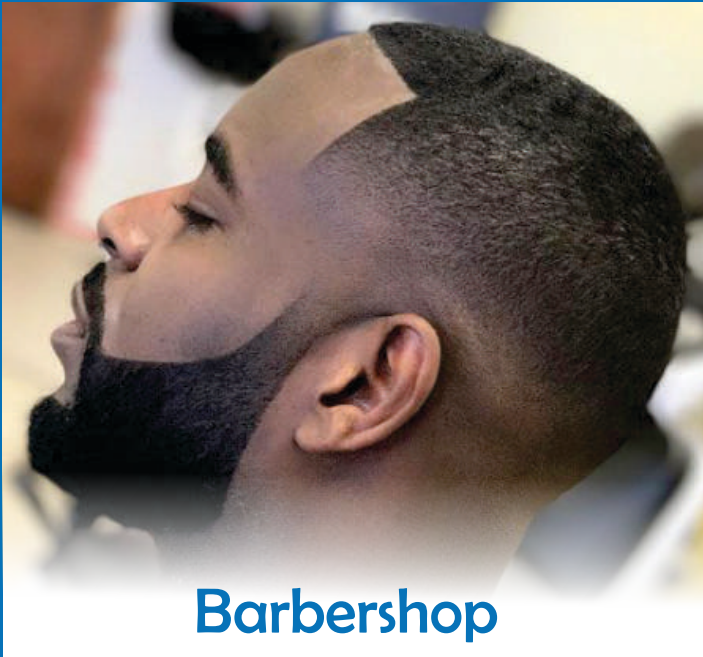
## Beauty Salon

Our professional stylist will weave your hair into the latest styles of Cornrows or canerows Bob Twist Braids, Mambo Twist Braids. Red Hair with Twist Braids and Curly Ends. Havana Twist Braids. ... Twist Senegalese Braids. ... Twist Out Mohawk. ... Blonde Twist Braids for Black Women.



# Departments

“Time spent getting a massage is never wasted”.



## Barbershop

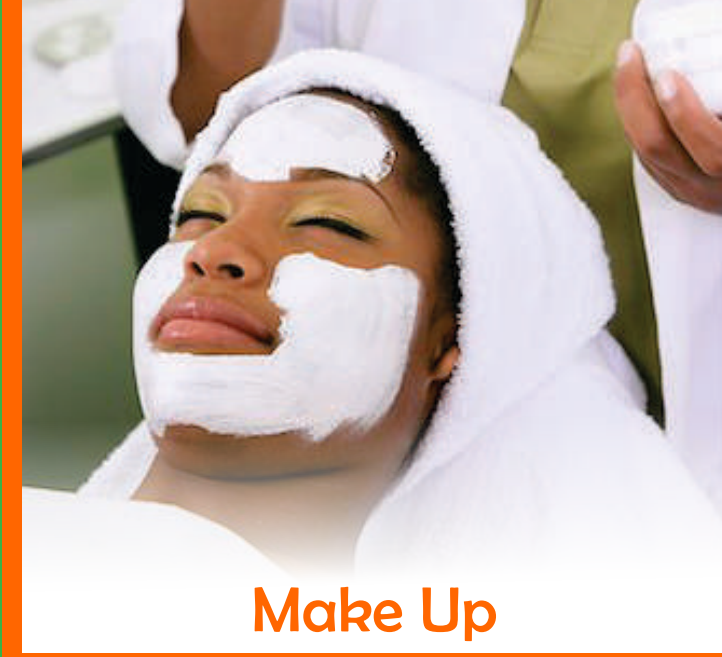
If you are looking for a stylish new way to wear your hair, look no further. At Charifa Republic we have the best Male Hairstylist ready to cut your hair into any of the different styles that Black men can rock, and now is the perfect time to do it.

Some old favorites have been given a fresh breath of life, allowing you to adapt them to suit your preference. You can modernize the pompadour or embrace your natural hair texture and wear it with pride in an Afro hairstyle. There are fabulous fades, interesting lineups, and protective styles to lock in moisture and reduce grooming time. Whether you love wearing your hair long or short, textured or shaved, Charifa Republic has a style for you.



## Body Enhancements

Looking your best, Attracts the best to you that's why at Charifa Republic, we have put in place experience staff, ready to provide you with the best services, in sculpting your body to its best shape. We do the best Botox Injections, rhinoplasty, breast augmentation, butt lifts and much more.



## Make Up

Healthy and functioning skin barrier is important protector against dehydration, penetration of various microorganisms, allergens, irritants, reactive oxygen species and radiation. The skin barrier may be specifically adjusted to allow penetration. For this reason, At Charifa Republic we offer daily skin care which may increase skin regeneration, elasticity, smoothness, and thus temporarily change the skin condition.

# Special Features of our SPA

**“ We Generate Fears While We Sit. We Overcome Them By Action .  
— Henry Link, American psychologist**



**Optimized Energy  
Efficiency**



**Uncompromising  
Quality & Durability**



**Multi-Faceted Water  
Filtration**



**An Ultra Pampering  
SPA experience**



**Easy Care For  
Unparalleled  
enjoyment**

# Current Milestones

"Sometimes the biggest milestone is deciding to create one."

— Craig D. Lounsborough

The number 1  
sort SPA and  
Beauty Salon  
in all of the  
North West  
Region of  
Cameroon

Graduated over  
25 students in  
SPA and Beauty  
Trainings

Our SPA has been  
fully automated to  
use energy in an  
environmentally  
friendly way with  
ECO SPA  
appliances that  
reduce energy & water  
consumption

Facebook page  
3 633 followers  
with a 5 Stars  
Review Rating

Instagram Page  
1603 followers



# Business Model

**“Where value goes, dollars flow.”**

**— Richie Norton**

Charifa Republic, using our various social media channels and website, reaches out to Self Employed Females College Students, University Graduates, Seniors on a fixed income, NGOs, Government institutions, al and multinational companies and schools, needing particular wellness and beauty services for themselves or for office staff, and once a conclusion has been made, Charifa Republic delivers this service.

Charifa Republic also offers trainings on skin care and body maintenance with world class skills that will guarantee self employment or employment in any other beauty or wellness company world wide.

## **BUSINESS DESCRIPTION:**

At Charifa Republic, we seek to reach out to everyone that will benefit, from our huge catalog of services. We leverage our huge media following from twitter, Instagram, snapchat, facebook and whatsapp, as well as implement other traditional methods of advertising and marketing do this daily by reaching out to all these individuals, and by doing our maximum efforts to ensure closing sales, serving the best customer experience and providing secure deliveries world wide.

We also have branches and agents located in most of the areas we serve, this agents, enables us serve our customers at home, in place of work or anywhere else, that will limit their coming to the SPA. We providing long lasting solutions o daily skin and body needs, at minimal profit. Our founders are bold and daring professionals, well trained in the fields of hair care cosmetology & skin care therapy.

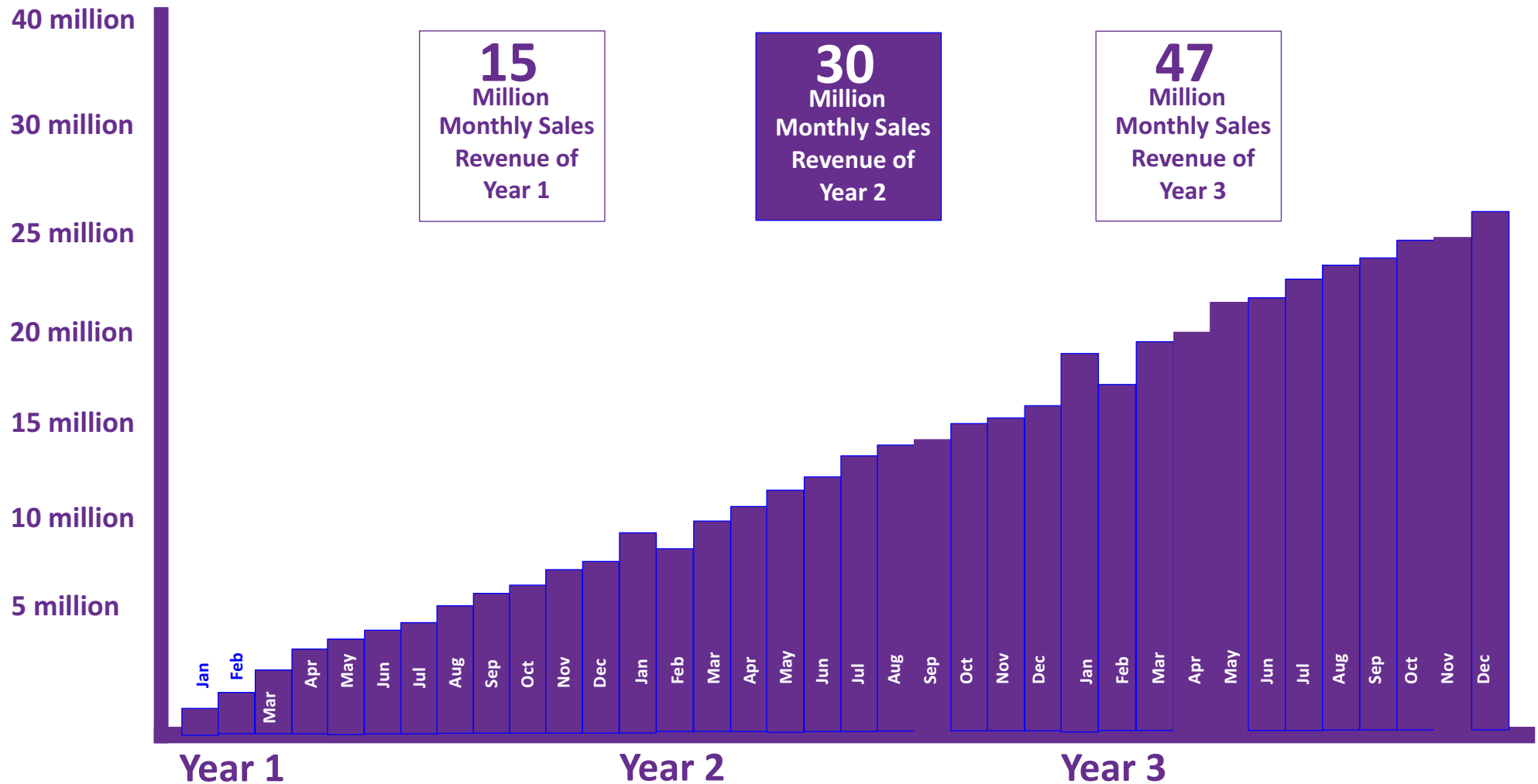
They were born and raised in Africa and have captured the attention of the masses with so many looking up to them to provide the best service and thereby work with their team of people inline with their goals and mission.

“When we work, we work, when we play, we play “ Charifa Rabi.

# Traction

“Vision without traction is meely hallucinaatio”

— Gino Wickman



# Competition Table

“ If you're a true warrior, competition doesn't are you. It makes you beiber” .  
 Andrew Whitworth

**COMPETITIVE ANALYSIS:** (Locally we Compete with Luciekay Makeover Academy, Ndi Nonju's Hairpot, Teleios Derma SPA D’la, )  
 (Globally we compete with Spectra Beauty, Studio 7 Beauty Lounge )

## Critical Success Factors:

	Luciekay Makeover Academy:	Ndi Nonju's Hairpot:	Teleios Derma SPA:	Spectra Beauty Studio:	Studio 7 Beauty Lounge:	Charifa Republic:
- Active Social Media	6	6.5	7	8	8.5	7
- Market Dominance	4	4	7.5	7.5	8.5	7
- Branding	3	4	7	7.5	6.5	7.5
- Collaboration with SMEs	5	5	6	6.5	7	6
- Experience Staff	3	5	6.5	7	7.5	6.5
- Location	5	5	7.5	7	7.5	6
- Website	2	2	3	6.5	7	6
- Review System	2	5	6.5	8	7.5	7
- Global Reach	3	4	6.5	7	8	6
- Treatment and Retail Products.	5	5	6	6.5	7	6.5
<b>TOTALS on 100%</b>	<b>38%</b>	<b>45.5%</b>	<b>63.5%</b>	<b>71.5%</b>	<b>75%</b>	<b>65.5%</b>



# Our Team

"Those who are crazy enough to think they can change the world usually do."

– Steve Jobs



**CEO/CD  
/ Founder**  
Alima Aliyu  
Charifa.



**CO - Founder**  
Jacques  
Achia.



**Creative  
Director**  
S. A. Ahsan



**CMO**  
Rabiatou  
Aliyu  
Njapdounke,.



**CFO / COO**  
Mohamed  
Sango Aliyu.



**CTO**  
Engelbert  
Yiyvu.



**LEGAL  
ADVISER**  
  
/ HRO  
Salim  
Sango  
Aliyu

# Finance Table

“ All money is a mater of belief” .

Adam Smith

## Preliminary Calculations:

### Year 1 Sales;

( Each sale is 8750frs)

We do 5 deliveries each day

Daily Income from services =  $(8750\text{frs} \times 5) = 43,750\text{frs}$

For 30 days will be =  $(43,750\text{frs} \times 30) = 1,312,500\text{frs}$

For 12 months will be =  $(1,312,500\text{frs} \times 12) = 15,750,000\text{frs}$

## Cost of Sales

### Year 1

- Printing of 200,000 .
- Software Fees/Year 350,000 FCFA
- 500,000 Frs / Month for petty expenses. **1,050,000frs**

**Gross Profit 14,700,000**

## Operating Expenses:

Purchases in Year 1 - 4,000,000  
Start-Up Cost in Yr - **2,500,000**  
- Fees and Utility Expenses - **3,500,000**

## Salary Expenses

Year 1; Salary averaged at  $(50,000 \times 12 \times 7) = 4,200,000\text{frs}$

- Equipment and depreciaton is calculated using Straight Line Method of Depreciation.
- Depreciation xpense/ Year 1: **680,000frs**

## Total Operating

Expenses **13,200,000**

Operating income **1,500,000**

Income Tax **150,000**

NET PROFIT **1,350,000frs**

## Assumptions

### Year 1 Sales;

( Each sale is 8750frs)

We receive 5 clients each day

Daily Income from services =  $(8750\text{frs} \times 5) = 43,750\text{frs}$

For 30 days will be =  $(43,750\text{frs} \times 30) = 1,312,500\text{frs}$

For 12 months will be =  $(1,312,500\text{frs} \times 12) = 15,750,000\text{frs}$

# Investment Needed

"Don't look for the needle in the haystack. Just buy the haystack!"

— John Bogle

## Seed Round of 10 Million

**3.5 Million**

Office Space  
Advertising  
Hosting  
Internet  
Software  
Electricity

**4 Million**

Purchases of machinery  
Equipment, Cameras  
Marketing and Branding  
Stationery and Office  
Equipment.

**2.5 Million**

Office Stationery  
and Furniture  
Office Decoration  
Marketing Campaigns



# Future Plans

**“Never look back unless you are planning to go that way.”**

**— Henry David Thoreau**

- **Opening of new branches**
- **Create a OneStop Solution or all SPA, beauty and wellness services**
- **Merger or strategic partnership with existing delivery agencies of similar scale to collaborate on bigger platform with greater resources.**
- **Diversify business to various other services and products.**
- **Sell Charifa Republic, Branding and Apparel**