



SCHOOL OF ARCHITECTURE, BUILDING AND DESIGN FOUNDATION IN NATURAL BUILD ENVIRONMENT

PRESENTATION TITLE: Hair Salon

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4. Key Summary

4.1 The Hair Salon

Eroma Hair Saloon and Vogue Unisex Saloon are the names of the two hair salon that our group had selected that is situated in two different states. The hair salon that we visited first was “Eroma Hair Saloon”, which is located in Kuantan, Pahang. Eroma Hair Saloon is a 30 years old hair salon, which was established in 1985 and renovated in the year 2008 to give a better look. Whereas for Vogue Unisex Saloon that is located in Klang, Kuala Lumpur, it is a famous hair salon in Klang which combines fashion trend from the old and the new.

4.2 Our Team (The Barberious)



Our team consist of 5 students that are talented in various aspects, which allows the completion of the work and tasks at hand in a short duration. Besides, the whole team was present at both of the interviews, which is vital because it makes all of us clear about the explanation and in-depth understanding of the interview as well as the glory details about each of the businesses.

Therefore, all of the roles and tasks were divided equally to all group members, in order to balance work as well as contribution.

5.1 THE HISTORY OF THE TRADE

Hair is the most easily changed physical feature of the human body. Since prehistoric times, people have cut, braided, dyed and changed their hair in other ways. Today, most men and women depend on hairdressers for services such as cutting, coloring, straightening, and permanent waving in hair salons, a place where hairdressers work. Hair salons also sell haircare products, which lacks in barbershops. The process of cutting, cleaning, coloring, styling, and arranging hair are known collectively as hairdressing. When the practice of hairdressing relates specifically to men, which includes the service of grooming beards and mustaches, it is known as barbering.

The first appearance of the word "hairdresser" was during 17th century in Europe, where hairdressing was considered as a profession. The profession of hairdressing was officially launched as a genuine profession when Legros de Rumigny got declared as the first official hairdresser of the French court. The hair fashion of the period suggested that wealthy women wear large, complex and heavily adorned hairstyles, which would be maintained by the hairdresser. The hairstyle known as "the tower" was a trend among wealthy English and American women.



The golden age of hair dressing began shortly after the 20th century, when elegance and sophistication towards hairstyles were commenced. Many young hairstylists were striving to keep up with the demands of their clients. Services that included the coloring and bleaching of the hair became extremely popular during this time. Stars such as Carole Lombard and Jean Harlow were major influences to popular fashion styles of the day. From pin-curls to roller sets, the volume and

body that were needed to recreate these glamorous styles eventually elevated hairdressing into fine arts.

Through the studies conducted upon its history, hair dressing has had unbelievable changes with no sense of decline in sight. Women, on average, spend roughly \$160 billion-a-year worldwide on their aesthetical appearances. Black women are spend a whopping half a trillion USD on average a year for hair. It is projected that there will be an increase of 3.3% in annual rates for hair salons in 2017 due to the decline in unemployment and higher disposable incomes.

Nowadays, the hairdressing industry in Malaysia is gaining popularity amongst the younger generations. An increase in the establishment of hair salons in Malaysia has made the market in the hairdressing industry much more competitive. Aside from haircuts, hair salons also provide hair coloring, bleaching and rebonding that is considered trendy among by the young generations. These services would sometimes cost up to hundreds, even thousands, but most people still make requests for those types of services. It can be concluded that, nowadays, the youths in Malaysia are willing to spend vast amounts of money for their hair, making the hairdressing industry increasingly popular. According to the survey conducted by Malaysian Hairdressing Association, average every Malaysian spends MYR 213 a year on their hair including haircut, hair treatment, buying haircare products and etc.



On the 20th of December 2004, the Malaysian Hairdressing Association was established to increase awareness of the industry's professional rights and the development of the hairdressing industry. Their mission is to unite the hairdressing industry in contributing positive professional imagery as well as the advancement of hairdressing industry.

Tools of Hairdresser

1. Hair scissors



Hair scissors all made from stainless steel and designed with a convex edge, which makes it easier for stylists to go with the flow. Hairdressers also tend to keep two different types of scissors on hand. One is a very sharp pair of shears that are used with a comb or with the fingers to cut the hair at the length chosen by the hairdresser. The other is a pair of thinning shears that are used to cut approximately half the hair that passes through them to make volume of hair thinner.

2. Hair clippers



These feature razor sharp blades that work back and forth in a shearing action that is safe to the skin, but very effective at cutting the hair.

3. Styling tools



Styling tools include curling irons, hair straighteners, crimping irons and hot rollers. Clips and pins are also considered styling tools, as these tools come in handy when creating updo styles or keeping top layers out of the way while curling or straightening under layers.

4. Mirrors



Clients need to be able to see the masterpiece their hairdresser has wrought. In order to do that, hairdressers need to provide their clients with a large mirror, front and center in order to let clients have an easy way to get a good look at the front and sides of their head and face. Don't forget a good-sized hand mirror, too. With that, clients can turn around and check out every angle of their new look.

5. Hair comb



The hair comb used by hairdressers are different from the majority of those used at home. This comb is about twelve inches long and has long coarse teeth on one end closing up to very fine, short teeth on the other. Hairdressers are skilled in using this comb to gauge the length of the hair so that they can get an accurate cut.

6. Hair dryer



Hair dryer is used to dry clients' hair after washing or to assist in creating certain types of styles.

7. Cape



The cape that is draped over clients during their haircut. This provides protection from the loose hair and keeps it off one's clothing and body. This helps to prevent the client from itching.

5.2 DESCRIPTION OF THE BUSINESSES

5.2.1 Vogue Unisex Saloon (Klang Valley)



The salon that we visited in Klang Valley goes by the name Vogue Unisex Saloon, and was located in Klang. Elaine Ng, the owner, is an only child who has enjoyed handwork for as long as she could remember. After her high school graduation, she decided to further her studies through a course in design; more specifically, in advertising. After about half a year through the course, she felt as if it

was too much for her to handle and made the ultimate decision of withdrawing from the course. After some time, her mother gave a suggestion to continue looking for other study-related opportunities. With that in mind, she had once again come to a conclusion to further her studies in the art of hairdressing and, at the age of 25, she travelled to Kuala Lumpur to pursue the course. Soon after, she immediately discovered her love and passion towards hairdressing. The pleasure in her newfound passion was mostly due to the fact that she was given the opportunity to come up with new hairstyle designs as well as the process of learning the course itself. In 1985, she received her first paper that granted her certification in the hairdressing industry, which she then used to obtain work in several salons over the span of five years. In the end of December, 1990, she decided to establish her own hairdressing salon that went by the name Vogue. The salon was located in Petaling Jaya, with business running smoothly. In 1996, however, she decided to move her business premises to Klang. After the move, her best friend entered the picture and they began working with one another. In 2010, she decided to renovate her business premises with the total cost of approximately RM 120,000. This renovation included an upgrade of both the interior and exterior elements of her business premises, as well as upgrading her salon's equipment to ensure they were up-to-date.

Vogue Unisex Saloon is located in 5A, Lorong Kasaawari 4, Taman Eng Ann 41150 Klang, Selangor Darul Ehsan. Vogue Unisex is a modern-themed salon with a contemporary interior that exudes a comfortable atmosphere. It is also dedicated to consistently providing high customer satisfaction through the rendering of excellent service, quality products, and furnishing an enjoyable atmosphere for their customers. Their pricing, however, considered to be one of the most expensive in the area.



They maintain a friendly, fair, and creative work environment, which respects a diversity in ideas as well as the encouragement of hard work. There are a total of five workers in the salon, which consists of one hairdresser, two blowers and two washers. Services that Vogue Unisex Saloon provides include haircuts, hair washing, hair coloring and scalp treatment. Vogue Unisex Saloon also provides booking services due to the fact that they only have one stylist on duty. Besides that, Vogue Unisex Saloon also sells haircare products under a few specific brands, which are SP, Clarol and Nioxin. The estimated number of customers that Vogue Unisex Saloon would receive each day is 15.

5.2.2 Eroma Hair Saloon (Kuantan)



The hairdressing salon that we decided to interview in Kuantan goes by the name Eroma. Owned by a lady called Yin Sook Yee, who happens to be the youngest member in her family, the shop was first established in the year 1985. The owner, Yin Sook Yee, took her first step towards the path of hairdressing at the age of 14, when she worked as a helper in her aunt's hair salon. Due to the fact that it was located nearby her living compound, she would often spend her after school hours in that hair salon.

After she graduated from high school, she sought to further her studies in Singapore. Upon her return, she decided to establish her own salon. Initially, however, she did not have the sufficient funds to do so. With the help of her relatives, she managed to raise enough money; and, at the age of 24, she finally established her own salon alongside her two elder sisters. During the start of her business, as with most other businesses during this stage, her income was not as stable as she had wanted it to be due to the absence of loyalty and consistency in her customers. As time passed, however, she gained the loyalty of some of her customers which led to an increase in the consistency of her customers, as well as a more stable flow of income.

In 1996, she took on the challenge of renovating her business premises, increasing its size from half a lot to a full shop lot totaling, an approximate cost of RM 20,000. During the renovation period, she travelled overseas to countries like China and Tokyo to gain more knowledge in the art of hairdressing and refine her skills. Her sisters did the same with the exception of travelling to different destinations. After their travels, they would rendezvous and share their experiences as well as the new techniques they've come to learn for further improvement. In 2010, the shop underwent another renovation which cost her about RM 80,000, upgrading her equipment, interior and exterior of the salon. The venue of Eroma has remained unchanged up to this day.



Eroma Hair Saloon is the oldest hair salon in that area. It is a full-service hair salon dedicated to consistently providing high customer satisfaction by rendering excellent service, quality products, and furnishing an enjoyable atmosphere at an acceptable price or value relationship. They maintain a friendly, fair, and creative work environment, which respects diversity, ideas as well as hard work. Eroma Hair Saloon is located off Jalan Darat Makbar in Kuantan, Pahang Darul Makmur. It is a small and old-fashioned hair salon that is run by Sook Yee and Sook Pei alongside the help of five other employees. The personnel plan calls for a receptionist who will greet customers and receive payments for services and products. There is a total of five hair stylists, whom are all able to carry out different types of services. A few years ago, Eroma Hair Saloon only had three hair stylists before the business established a proper reputation that was able to attract others to work here. They do not have any branches as they only wish to focus on one shop and face the slight complication of an insufficient number of employees.

The owners initially thought that entering this market would be easy, due to the fact that there weren't many hair salon established in Kuantan at the time. This would mean that the business wouldn't have the issue of facing high competition.

Eroma Hair Saloon is considered as an upscale full-service hair salon. Eroma Hair Saloon offers a wide range of services, such as hair treatment, haircuts, relaxers, perms, coloring, shampoo,

conditioning, curling, reconstructing, weaving as well as waving. The main product that Eroma Hair Saloon sells are hair shampoos. The aim of the salon is to provide goods and services that would enhance their client's physical appearance and mental relaxation. Eroma Hair Saloon is organized and managed in a creative and innovative fashion in order to generate very high levels of customer satisfaction, and to create working conditions that are conducive to high degrees of personal development and economic satisfaction for the employees. The founders travel to Singapore regularly for training as well as improve their product knowledge.

The revenue has increased 50% in February due to the Chinese New Year Festival. They anticipate this increase to remain steady throughout the following year, taking into account the flow of new clients coming into the salon. Estimates for sales revenue and growth are relatively low, approximately RM 14,000 a month. Eroma Hair Saloon's product sales only play a minor part in their market. They are not quite sure how much revenue will be derived from products, so they took a low ball approach and had made an estimation of making only RM2000 a month from the sales. Also in the sales projections table are services such as hair coloring and hair treatment. They are not quite sure how much revenue these two services will generate. They are certain that in time these services will be a large part of their revenue. They estimated an average of 8 customers a day during weekdays and up to 15 customers during weekend, most of them are women.

5.3 COMPARATIVE ANALYSIS

5.3.1 Vogue Unisex Saloon (Klang Valley)

The popularity of hairdressing has continuously risen in recent years as it now serves as a representation of a person's characteristics, alongside their style of clothing. Due to this occurrence, the establishment of hair salons have been steadily increasing in the Klang Valley, as well as other locations worldwide. This would mean that hair salons like Vogue Unisex Saloon are now facing an increase in competition in their market. Vogue Unisex Saloon is a modern-themed hair salon that is located in Klang. There are a total of more than 10 competitors located within the area; three of which pose greater threats than the rest which are Joe's Barber, Crimpers Hair Salon and TF Barber respectively.



Of the ten competitors, the top three that provide Vogue Unisex Saloon are TF Barber, Crimpers Hair Salon and Joe's Barber Shop. All of these salons are recently established and are located nearby the business premises of Vogue. TF's Barber is a stylish new salon with the interior and exterior designs totally overshadowing those of Vogue's. The salon hires staff from overseas such as countries like America, Canada and the like. Furthermore, the latest music releases are played throughout the salon, attracting many youth customers. The second competitor would be Crimpers Hair Salon which located just opposite of Vogue. The Crimpers Hair Salon attracts crowds of teenagers due to the cheaper prices as compared to Vogue. Besides, the hair salon provides huge promotions that encourage customers to return for their services. Beside that, the hair salon also provides free washing and hairstyling services for customers after a haircut. Joe's Barber shop is another major competitor for Vogue as it is one of the most well-known salons in the area. To

add to its reputation, it's owned by Joe Flizzow, a famous hip hop artist in Malaysia. Moreover, the salon's designs were inspired by Frank's Chop Shop, a salon located in New York.

Vogue, however, remains calm when facing its surrounding competitors. Instead of worrying about the competition, Vogue maintains its focus on its customers. The hairdressers would provide professional advice towards their customers and give suggestions on the types of haircuts they should give a try. They wholeheartedly serve their customers with a good attitude to establish a good impression towards the shop. Moreover, the hairdressers will also give professional advice regarding the customer's hair condition and suggest a suitable product for them to use. Throughout the years, the hair salon has successfully retained most of their customers as well as landing new customers through the recommendations of existing customers.

When new hair salons are considering to enter this market, they would first require experience and several techniques in order for their business to survive the competitive market. Hairdressers are required to continuously stay up-to-date with current fashion trends in order to manage upcoming hairstyle requests. When one of the hairdressers are experiencing a hair-related problem, they are advised to discuss the issue with their fellow colleagues to look for a solution. In addition to that, hairdressers should also keep a creative mindset and stay focused when serving their customers to ensure that the best service can be provided.

The nature of the market of Vogue Unisex Saloon is perfectly competitive as the market shows a high amount of competition, where competitors compete with each other to attract new potential customers. This market also lacks of monopoly, which means when one business controls the whole market.

5.3.2 Eroma Hair Saloon (Kuantan)

Recently, there has been an increase in the establishments of hair salons in the Kuantan, which means that Eroma Hair Saloon is facing strong competition in its market. Eroma Hair Saloon is an old-fashioned salon that promotes a friendly ambiances and services. There are 8 hair salons that compete with Eroma Hair Saloon such as, Dream Hair Salon, Momentum Salon, THL Unisex Hair Saloon, Top Concept Hair and Beauty Salon, Cheng Cheng Hair and Beauty Salon, MeiChi Beauty Cut Hair Saloon, Maroon Hair Studio and Sand Hair Saloon.

Out of the following competitors, the three that presents Eroma Hair Saloon with the most competition are Dream Hair Salon, Momentum Hair Salon and Top Concept Hair and Beauty Salon. Dream Hair Salon, located just opposite of Eroma Hair Saloon, is also a hair salon with a rich history. Dream Hair Salon plays the latest music trends to attract young customers. The services provided are also similar to Eroma Hair Saloon, but the service is slow due to lack of hairdressers. Besides, haircare products that Dream Hair Saloon sells are much more expensive compare to Eroma Hair Saloon. On the other hand, Momentum Hair Saloon is a modern hair salon established in 2009. It was founded by a few youngsters that were passionate in hairstyling. The interior design of Momentum Hair Saloon takes on a modernistic style which, in return, attracts many young customers although the price is expensive. They sell mostly branded products, which, as expected, are sold at an expensive price. Lastly, Top Concept Hair and Beauty Salon is a hair and beauty salon that provides extra services that Eroma Hair Saloon lacks such as, manicure, pedicure, and facials. The pricing of Top Concept Hair and Beauty Salon is reasonable, and its interior is nice and comfortable.



Eroma
few
with



Hair Saloon
strategies to
other



have used a
compete
competitors.

Eroma Hair Saloon has established a good reputation by providing a quality service. This results in the appearance of new customers, due to the fact that the existing customers will recommend their friends and family to this hair salon from their satisfaction of the service. Other than that, Eroma Hair Saloon sells good quality of haircare products and the prices of their haircare products are considered reasonable, targeting medium-income families from the nearby housing areas. Besides, Eroma Hair Saloon provides a form of entertainment to their customers, through the installation of a proper music system and television set. Waiting customers can enjoy the privilege of watching television while waiting for their turn, lowering the possibilities of customers leaving due to long waiting times. Styles and technology are constantly changing and, in order to be up-to-date with the trend, Eroma Hair Saloon regularly sends the staff members to attend courses. The oversaturation of hair salons in the area makes any attempt to start a new salon in the area extremely difficult. In order to stay in the competition, they need to be attractive in terms of haircutting skills and pricing, while simultaneously building up their reputation to attract more

customers. Apart from that, customers can be very critical and sharp-tongued as they would not hesitate to criticize any business and spread their criticism among their colleagues.

Nature of market of Eroma Hair Saloon is perfectly competitive as competition among competitors is present in the market and no one business controls the market.

5.3.4 Summary table of similarities and differences between two businesses:

Vogue Unisex Saloon	Similarities	Eroma Hair Saloon
Five workers, all of them are females.	Workers	Four workers, all of them are females
None	Branches	None
Local customers	Main Customers	Local customers
10.00 a.m. – 5.00 p.m. (6 days a week)	Operating hours	11.00 a.m. – 6.00 p.m. (6 days a week)

Vogue Unisex Hair Saloon	Differences	Eroma Hair Saloon
Wide walkway and large waiting space for waiting customers.	Space	Spaces are compact
Workers are individually given specific tasks such as hair cutting, hair blowing, hair coloring and etc.	Corporate Hierarchy	Workers are not given specific task, workers need to provide all services that customers need.

Large variety of haircare products.	Products Variety	Focus on few brands of haircare products.
None. Ms. Elaine envisions a peaceful environment and atmosphere.	Music System	Retro music is constantly being played.
Facilities are new, clean and are in good condition.	Facilities	Facilities are visually old.
5	Number of staff	4
High	Prices	Low
Establish additional branches	Future Plan	None
Second Floor	Location	Ground Floor
MYR 200,000	Annual Revenue	MYR364,000
Unisexual (adolescents and young adults aged 18-27 years)	Target market	Female aged 30-60 years

5.3.5 CONCLUSION

According to the previous analysis, it can be concluded that Vogue Unisex Saloon is more successful commercial-wise. Though it's unquestionable that both businesses share several similarities towards one another, mostly due to the fact that they are competing in the same line of business. The differences that both possess, however, are just as much, if not even more when compared to their similarities. It is true that both salons provide almost similar types of services and their background story is coincidentally similar.

Their geographical locations, however, have proven to be one of the major factors to their positions in their respective markets. Eroma Hair Saloon was first established in Kuantan, at a time when there was a lack of competitors. Though the number of competitors have risen, they do not pose much of a threat to Eroma Hair Saloon due to the fact that they have already obtained the loyalty of their customers. The lack of competition in the market has allowed Eroma Hair Saloon to maintain their current marketing strategies, which would result in the absence of increasing income and revenue.

Vogue Unisex Saloon, on the other hand, was first established in Petaling Jaya, which was later moved to Klang. The demand of hairdressing services in Klang are much higher than those of Kuantan, unsurprisingly giving rise to a greater number of competitors in Klang as compared to Kuantan. This would mean that Vogue Unisex Saloon would be facing higher competition as compared to Eroma Hair Saloon. In addition, the competition in Klang is much higher due to higher demands.

This would ultimately make Vogue a more successful business as compared to Eroma due to the fact that survival in the Klang market is much harder as compared to the market in Kuantan. Not only that, Vogue has to constantly think on their toes as being outdated could easily bring them to a major disadvantage. Long story short, Vogue is the more successful hair salon due to the fact that they are able to charge high prices due to the high competition. In addition, they also have to constantly improve their services in order to maintain their loyal customers as well as obtaining new potential customers.

6. RECOMMENDATION

Based on the results obtained from the research and analysis of both, Eroma Hair Saloon and Vogue Unisex Saloon, we noticed a few aspects that could be improved in the businesses, ultimately increasing customer satisfaction.

6.1 Vogue Unisex Saloon (Klang Valley)

Elements that require improvement	Recommendations
1) Location of the business premises.	The salon could move from the second to the first floor of the shop lot as it would allow a more convenient access for their customers as well as increase the chances of spotting the salon. Moreover, customers would no longer have to inconveniently pass through two gate-doors to enter the shop.
2) Insufficient staff members	The owner, Elaine Ng, should recruit more staff by advertising job occupancies through the media. This is to prevent the occurrence of waiting customers.
3) Lack of entertainment for waiting customers	A television set or, at least, a sound system could be installed in the salon for waiting customers. Installing the sound system would not only occupy the time of waiting customers, but at the same time provide some form of entertainment for the other customers as well.

6.2 Eroma Hair Saloon (Kuantan)

Elements that require improvement	Recommendations
1) Lack of moving space	The salon should increase the size of its premises to allow more movement space within the area to eliminate the suffocating environment that the shop currently presents. This would benefit both the customers as well as the staff members. This would increase customer satisfaction and, at the same time, would allow staff members to move from one workspace to another conveniently.
2) Old and unappealing exterior design	The current exterior gives off an unappealing atmosphere as it looks similar to a run-down store. The owner could renovate the salon to give it a much more refined look in order to attract the attention of potential customers.

7. BLIBIOGRAPHY

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8. APPENDICES

A compilation of photos and handwritten documents that were involved in the process of studying, analysing and comparing the two hair salons.

1. Eroma Hair Salon



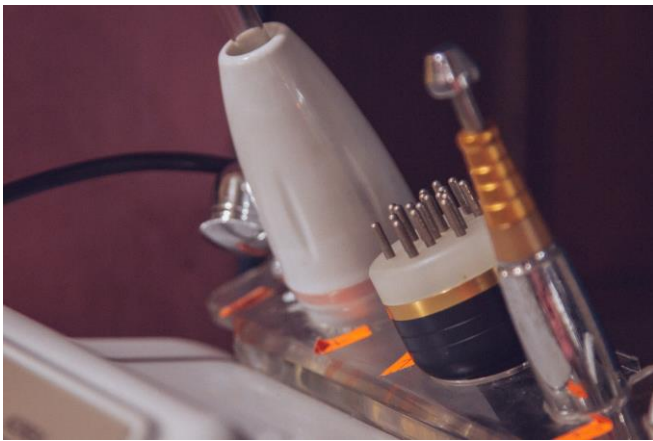
- Photos

View of the outside, inside, interior and space of Eroma Hair Salon.

Dream Hair Salon, one of Eroma Hair Salon's competitor opposite the street.



Group photo with the owner of Eroma Hair Salon Ms. Sook Yee.

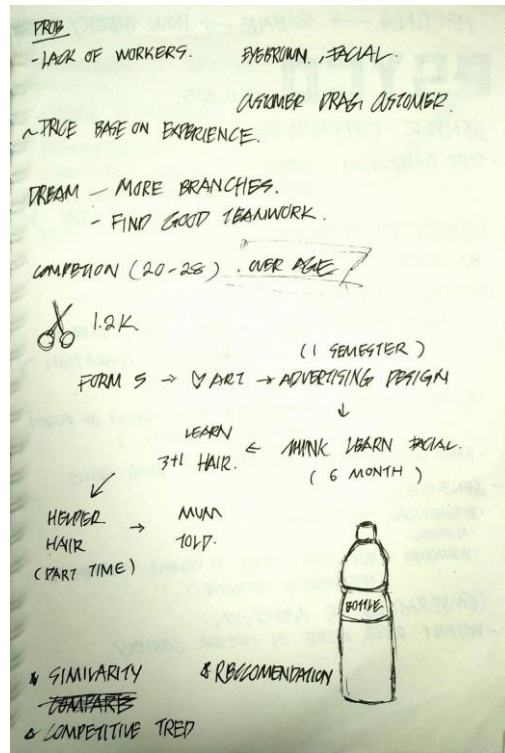
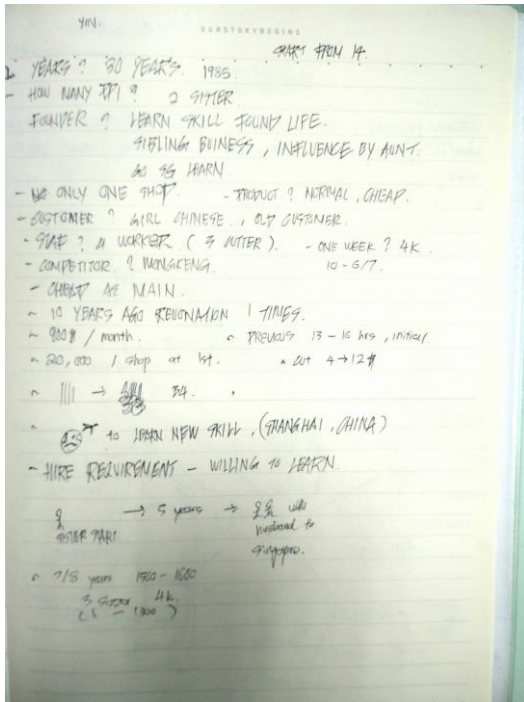


The tools and equipments they used in the hair salon.



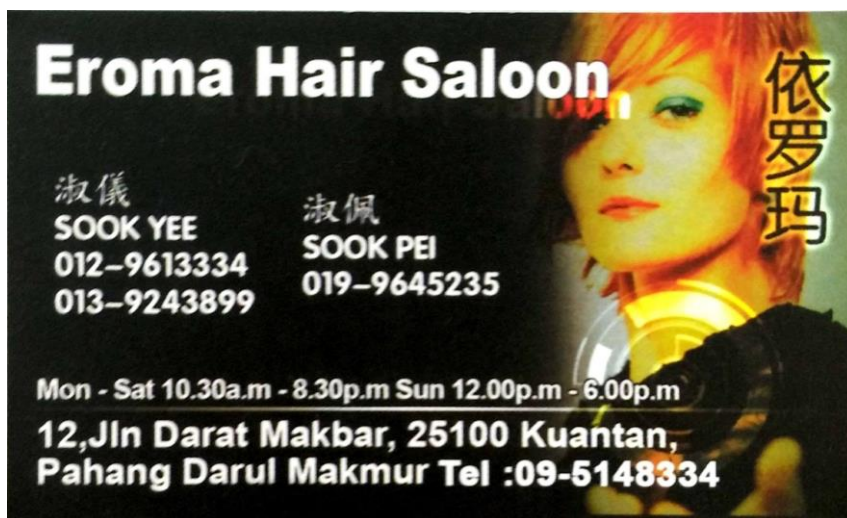
Photo of us interviewing Ms. Sook Yee and a personal portrait of herself.

- Documents

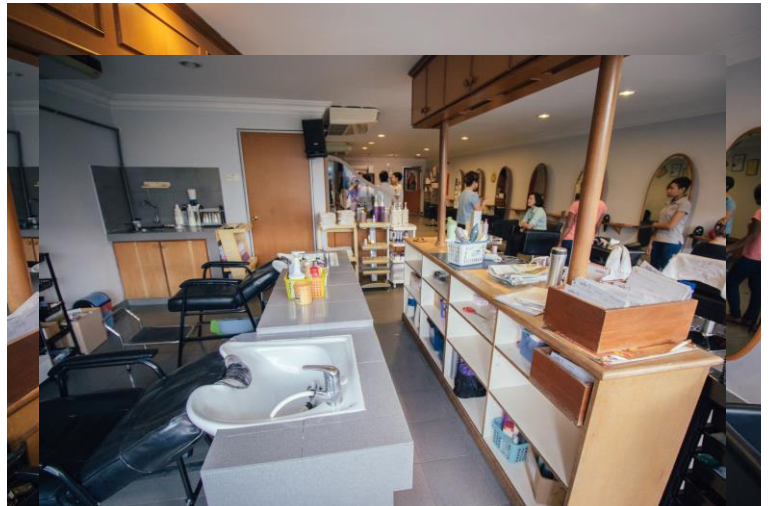


Photos above are the documents we have made while interviewing and jotting down points and information.

- Business card



2. Vogue Hair Salon



- Photos



A group photo with the friendly salon's owner Ms. Elaine Ng.

Interior and exterior of Vogue Hair Salon.

FOUND? 1990 END (ALONE)
 WHY? LOVE ART (LEARN A SKILL)
 GO STUDIO LEARN.

LEARN (25,26) → JOB (4-5 YEAR) → OPEN SHOP.

CUSTOMER? OLD CUSTOMER
 ↓ FAMILY 9 → FATHER
 2 CHILD.
 10-20 CUSTOMER.

5 WORKER (1 CUT, 1 MASTER)
 1 WEEK SALARY (6-7K).
 MONDAY OFF.
 SOLO, NO BRANCH.

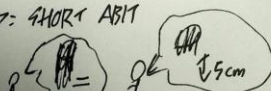
09 RENOVATION, 08 MOVE., 90 START.

10+ COMPETITOR. (SELF CUSTOMER, NO FEAR)
 CAPITAL (20K, 80K AFTER RENOVATION) (6 YEARS)

EXPERIENCE IMPORTANT
 EASY ENTER? YES, PRACTICE MAKES PERFECT.

BE VS AFTER
 GO OVERSEA LEARN OVERSEAS COME TENDI.

PROBLEMS?
 - COMMUNICATION PROB.
 - DIFF THINKING.
 EXP: SHORT ABIT



SURVIVES CFC MEANING

VOGUE NLANG

WHEN? 1990
 FOUNDER?

WHY START THIS BUSINESS? 学美学 → 做工 → 50% 2

MAIN PRODUCTS SP, CLAROL, NIOXIN, 洗发水, 护发素
 CUSTOMERS GROUP MATE, 毛版理
 NO. WEEKLY 10-20
 车出类 (6000) 200K

BRAND HISTORY / RECENT DEVELOPMENT (3-5 YEARS CHANGED)
 06 新款 09 新款 20K

COMPETITORS WHO? (TOP 3)
 - RACING STRONG COMPETITOR? LOW PRICE
 HOW STRATEGY USED?
 - KEEP OLD CUSTOMERS
 - SERVICE GOOD (5%)
 CAPITAL TO START THIS BUSINESS? 10+K SHS

KNOWLEDGE NEEDED TO START BUSINESS?
 35% COMMUNICATION

EASY / HARD TO ENTER THIS MARKET?
 WHY? EASY TO LEARN
 HARD TO MAINTAIN - KEEP YOUR CUSTOMER

PRICE AFFECTED BY COMPETITORS
 NO 20-25%

HOW OFTEN RELEASE NEW PRODUCTS?
 TECHNOLOGY
 TREND
 MOTIVE → HUBBY IN A 1 1/2 1/2
 升 升 升



Product of hair condition and hair treatment shampoos that she sells.

- Documents

Photos above are the documents we have made while interviewing and jotting down points and information.

- Business card



Research Questions and Answer

A. Vogue Unisex Saloon (Klang Valley)

1. When was the business founded?

The business was founded near the end of the 1990s.

2. Who are the key founders?

I, Elaine Ng, was the key founder of the business.

3. What prompted the founders to start this business?

I, Elaine Ng, the owner of Vogue Unisex Saloon, is an art lover that has been immersed in the joy of handwork at a very young age. I was first inspired to pursue the art of hairdressing in high school. After my high school graduation, my mother encouraged the idea of walking down the path towards hairdressing, recommending me to further my studies in a studio located in the city of

Kuala Lumpur. At the age of 25, I completed my course and received a certificate that was now proof of my qualifications as a hairdresser. After that, I decided to further expand my knowledge of hairdressing by becoming a part-time learner for about five years. At the end of the 90s, I decided to take on the challenge of establishing my own hair salon and the business has continued to strive to this day.

4. What service do you provide besides hair cutting? Is it same as other hair salon? Do you sell any haircare products?

Vogue Unisex Saloon sells a variety of hairstyling goods, mostly under the brands of CLAROL, NIOXIN and SP respectively.

5. Who are your customers? How many customers you have per day?

On average, the people that usually enter the salon for hairdressing services are mostly the usual customers, mostly adolescents and young adults ranging from 17 years to 25 years of age, with siblings occasionally showing up with requests for our services.

6. What is your annual revenue figure?

The business usually rakes in roughly RM6000 to RM7000 a week on average, which means that the business' annual revenue figure would fall between RM 312,000 to RM 364,000.

7. Do you have any branches?

So far, Vogue Unisex Saloon does not have any other branches aside from the main shop.

8. What is the history of your business? What are the most recent developments?

The salon, Vogue Unisex Saloon, was first established around Petaling Jaya in the 1990s. In 1996, I, Elaine Ng, moved the business premises to Klang and started working alongside my best friend. In 2010, I took on the risk of renovating my business premises with an estimated cost of about RM

120,000. The renovations included upgrading both the interior and exterior look of the salon as well as the purchase of new and up-to-date equipment. The business has been running its operations smoothly to this day.

9. Do you have many competitors? Who are they? Who are your top 3 competitors?

As a matter of fact, there are more than 10 competitors located in the area. Each one poses a threat to the business but if three competitors had to be chosen, Joe's Barber, Crimpers Hair Salon and TF Barber Shop would be among those competitors that pose a greater threat to the business.

10. Is the business constantly facing strong competition from other competitors?

The business constantly faces competition as there are always competitors in the business industry. The competition, however, is in fact considered to be quite high due to the fact that they are using several marketing strategies to attract customers while Vogue mainly focuses on customer satisfaction.

11. How much capital is required to start this business? What, if any, specialized field of knowledge do you need to run this business?

Initially, the capital required to start this business was roughly RM 20,000. After the span of 6 years, I decided to renovate the premises which had an estimated cost of RM 120,000. As for the next question, you are required to have the talent as well as the interest in art and design. Without a doubt, having a talent in art and design would definitely give you an edge in this line of business. However, the phrase, 'practice makes perfect' is still applicable in this business as you are required to constantly be up-to-date with the latest trends and techniques within this industry.

12. Do you think it is easy or hard to enter this market? Why?

Personally, I feel as though entering this business would definitely be a difficult task due to the fact that there is high competition in the market. I do think, however, that you would still be able to succeed with sufficient practice and experience. As I had previously mentioned, practice makes perfect, and this would apply to this line of business as well.

13. What strategies do you employ to compete with your competitors?

So far, we have yet to come up with any strategies to compete with the other competitors as each business already has their own set of loyal customers. I personally think that as long as we are able to maintain our customer count, we should be fine.

14. Are your pricing decisions strongly affected by your competitors?

I would usually conduct a research on our competitors' prices and later have a discussion with my fellow partner on our pricing strategies. Our pricing strategies are also dependent on our experience. This would mean that the more experience we have, the higher the prices.

B. Eroma hair Saloon (Kuantan)

1. When was the business founded?

1985, this year is 30th year of our business.

2. Who are the key founders?

Ms. Yin Sook Yee and Ms. Yin Sook Pei. We are sisters who learnt the art of haircutting and decided to start this business together.

3. What prompted you to start this business?

Our passion for hairdressing started off at a very young age. We would often spend our after school hours in our aunt's nearby barbershop, where we worked as helpers. After our high school graduation, I travelled to Singapore to further my studies and upon my return, my sister and I decided to establish our own salon.

4. What service do you provide besides hair cutting? Is it same as other hair salon? Do you sell any haircare products?

Aside from haircutting, we also provide services such as coloring, highlighting, hair treatments, rebonding, special styling and blowouts. The services that we provide are similar to other salons. As for your other question, we do sell haircare products, as do other salons. Ours, however, are sold at a much lower rate as we target the middle-class residents from the nearby residential areas. Moreover, we sell a wider range of haircare products to provide our customers with better choices.

5. Who are your customers? How many customers you have per day?

Our hair salon is oldest in that area, so we have a numbers of loyal customers, and sometimes they will bring their children here for haircut. My customers are mostly female of 30-60 years old. Walk in customers are very less, and walk in teenagers customers are even lesser. I will have around 8 customers per day during weekdays, and during weekend, I will have up to 15 customers per day.

6. What is your annual revenue figure?

Our annual revenue figure is around 192,000 to 200,000. Revenue will increase at the rate of 50% in February due to Chinese New Year.

7. Do you have any branches?

No, because we do not have enough hairstylist, some more we want to focus on this single shop.

8. What is the history of your business? What are the most recent developments?

When we started our business at the year of 1985, our business is very successful, that is because, there are very less competitors compete with us, and our Eroma Hair Saloon is the only barbershop at the ground level, others are all at 2nd floor of the building. So, our business is very good at the period. However, at the year of 1997, we are affected by the world economy crisis, we only have a few customers per week, our income is only sufficient for the rental, and we earn no profit during the period, that is the darkest period of our business. We had renovated our shop 5 years ago, that's the most recent development.

9. Do you have many competitors? Who are they? Who are your top 3 competitors?

We are facing a strong competition because there are 8 barber shop nearby, they are Dream Hair Salon, Momentum Salon, THL Unisex Hair Saloon, Top Concept Hair and Beauty Salon, Cheng Cheng Hair and beauty salon, MeiChi Beauty Cut Hair Saloon, Maroon Hair Studio and Sand Hair Saloon. The top three competitors of our saloon are Dream Hair Salon, Momentum Hair Salon and Top Concept Hair and Beauty Salon. Dream Hair Salon is opposite our shop, so we compete for customers, Momentum Hair Salon is a modern salon which teenagers fond of, Top Concept and Beauty Salon provides extra services such as manicure, pedicure and facials which also famous at the area.

10. Is your business constantly facing strong competition from other competitors?

Our business is facing strong competition for new customers, but we have quite a lot old customers that insist and believe in our service, therefore, we maintain a friendly, fair, and creative work environment and we provide nice and good service to make sure our customers are satisfied with our service. Our motive is do our best for our customers.

11. How much capital is required to start this business? What, if any, specialized field of knowledge do you need to run this business?

RM20,000. In order to run this business, you need to gain knowledge on every basic services such as, haircutting, hair colouring and highlight, hair washing, hair blowing and so on. Communication and experience is also important, if we miscommunicate with the client, we might do something that they do not want.

12. Do you think it is easy or hard to enter this market? Why?

Years ago, it is easy to enter this market, because there only a few competitors. Now, there are plenty of it, so it is hard to enter this market, reputation is important to gain new customers and keep old customers.

13. What strategies do you employ to compete with your competitors?

We provide good service to maintain our reputation, we believe that if we done our best, customers will come back for our service again and they will also help us to promote our shop to their friends and family. Most our new customers are introduced by our existing customers. Next, for our haircare products, we provide a large variety of products for our customers, and all the brands we are selling is at a low price range, so we can attract residents from nearby housing area.

We also installed music system and a television in our shop to provide convenience for our customers, customers can enjoy the music in our shop and watch the television when they are waiting for their turn. We are also keep on improving ourselves, we will let our staff to attend some course to stay up-to-date with the trend.

14. Are your pricing decisions strongly affected by your competitors?

No, we won't change my pricing because of others, we will do our best to serve the customers.

MINUTES OF MEETING (1):

DATE:	28th October 2015
TIME:	4.00 P.M.
VENUE:	E8.03 @ TAYLOR'S UNIVERSITY LAKESIDE CAMPUS

ATTENDEES:

NAMES OF GROUP MEMBERS	TUTORIAL GROUP	ROLE
CHANG HUEY YI	WEDNESDAY 2PM BATCH	N/A
TAN MIN CHUEN	WEDNESDAY 2PM BATCH	Leader
NG KWANG ZHOU	WEDNESDAY 2PM BATCH	N/A

MUHAMMAD A'AMEER	WEDNESDAY 2PM BATCH	N/A
KOO JIAN XIANG	WEDNESDAY 2PM BATCH	N/A

MINUTES:

NO.	ACTIVITY	ACTION TAKEN BY
1	Introduction	A brief introduction on what we've been assigned to do.
2	Discussion	Discuss and brainstorm on what kind of businesses we want to compare and the duties of each member.
3	Research	After deciding the businesses, we made a list of shop that can be founded in Kuantan and Klang.
4	Making appointment	We made a phone call to the owner for interview.
5	End	Meeting adjourned.

APPENDIX:

SCHEDULE OF EXECUTION (TABLE 1.1)

DATE	ACTION
2/11	Interview of " Out of Klang Valley " Business
7/11	Interview of " In Klang Valley " Business

DELEGATION OF DUTIES (TABLE 2.1)

NAMES OF GROUP MEMBERS	ROLE
CHANG HUEY YI	Secretary / Voice Record / Presentation Slides
TAN MIN CHUEN	Leader / Research / Interviewer / Report Writing
NG KWANG ZHOU	Research / Interviewer / Report Writing

MUHAMMAD A'AMEER	Research / Report Writing
KOO JIAN XIANG	Photographer / Videographer / Transport

MINUTES OF MEETING (2):

DATE:	30th October 2015
TIME:	8 P.M.
VENUE:	STARBUCKS @ TAYLOR'S UNIVERSITY LAKESIDE CAMPUS

ATTENDEES:

NAMES OF GROUP MEMBERS	TUTORIAL GROUP	ROLE
CHANG HUEY YI	WEDNESDAY 2PM BATCH	Secretary / Voice Record / Presentation Slides
TAN MIN CHUEN	WEDNESDAY 2PM BATCH	Leader / Research / Interviewer / Report Writing

NG KWANG ZHOU	WEDNESDAY 2PM BATCH	Research / Interviewer / Report Writing
MUHAMMAD A'AMEER	WEDNESDAY 2PM BATCH	Research / Report Writing
KOO JIAN XIANG	WEDNESDAY 2PM BATCH	Photographer / Videographer / Transport

MINUTES:

NO.	ACTIVITY	ACTION TAKEN BY
1	Introduction	Brief of current situation.
2	Discussion of business	Business located in Kuantan and interview appointed. Discussion and creation of itinerary. (Table 2.1)
3	Delegation of duties	Duties and details of duties were made clear and delegated to every member. (Table 2.2)
4	Discussion of logistics	Things to bring, transport arrangement and things to discussed and set. (Table 2.3)
5	End	Meeting adjourned.

APPENDIX:

ITINERARY FOR 1ST NOVEMBER 2015 (TABLE 2.1)

TIME	ACTION
8.00 A.M.	Gather at roundabout and depart to Kuantan, Pahang.
8.30 A.M.	Departing to Kuantan, Pahang. Three hours drive.
11.30 A.M.	Estimated arrival at Kuantan. Sightseeing.
01.30 P.M.	Lunch at Kuantan.
02.30 P.M.	Interview at business
03.30 P.M.	Taking photos around the business area
04.00 P.M.	End of activity.

DELEGATION OF DUTIES (TABLE 2.2)

NAMES OF GROUP MEMBERS	ROLE
CHANG HUEY YI	Voice Record / Transcript Writer
TAN MIN CHUEN	Leader / Interviewer / Transcript Writer
NG KWANG ZHOU	Interviewer / Transcript Writer
MUHAMMAD A'AMEER	Photographer
KOO JIAN XIANG	Photographer / Videographer / Transport

LOGISTIC (TABLE 2.3)

LOGISTICS	DETAILS
TRANSPORT	Jian Xiang will be driving.
THINGS TO BRING	Questions, pen and paper, recording devices, cloths and brushes.
THINGS TO DO	Discuss, interview and record.

MINUTES OF MEETING (3):

DATE:	11th November 2015
TIME:	4 P.M.
VENUE:	LIBRARY LVL 3 @ TAYLOR'S UNIVERSITY LAKESIDE CAMPUS

ATTENDEES:

NAMES OF GROUP MEMBERS	TUTORIAL GROUP	ROLE
CHANG HUEY YI	WEDNESDAY 2PM BATCH	Secretary / Voice Record / Presentation Slides
TAN MIN CHUEN	WEDNESDAY 2PM BATCH	Leader / Research / Interviewer / Report Writing

NG KWANG ZHOU	WEDNESDAY 2PM BATCH	Research / Interviewer / Report Writing
MUHAMMAD A'AMEER	WEDNESDAY 2PM BATCH	Research / Report Writing
KOO JIAN XIANG	WEDNESDAY 2PM BATCH	Photographer / Videographer / Transport

MINUTES:

NO.	ACTIVITY	ACTION TAKEN BY
1	Introduction	Brief of current situation.
2	Discussion of business	Business located in Klang and interview appointed. Discussion and creation of itinerary. (Table 3.1)
3	Delegation of duties	Duties and details of duties were made clear and delegated to every member. (Table 3.2)
4	Discussion of logistics	Things to bring, transport arrangement and things to discussed and set. (Table 3.3)
5	End	Meeting adjourned.

APPENDIX:

ITINERARY FOR 13TH NOVEMBER 2015 (TABLE 3.1)

TIME	ACTION
11.00 A.M.	Gather at roundabout and depart to Klang, Kuala Lumpur.
11.30 A.M.	Arrival at Klang Taman Eng Ann, Kuala Lumpur.
12.00 P.M.	Lunch at around the area.
01.00 P.M.	Interview at business
02.00 P.M.	Taking photos around the business area
02.30 P.M.	End of activity.

DELEGATION OF DUTIES (TABLE 3.2)

NAMES OF GROUP MEMBERS	ROLE
CHANG HUEY YI	Voice Record / Transcript Writer
TAN MIN CHUEN	Leader / Interviewer / Transcript Writer
NG KWANG ZHOU	Interviewer / Transcript Writer
MUHAMMAD A'AMEER	Photographer
KOO JIAN XIANG	Photographer / Videographer / Transport

LOGISTIC (TABLE 3.3)

LOGISTICS	DETAILS
TRANSPORT	Jian Xiang will be driving.
THINGS TO BRING	Questions, pen and paper, recording devices, cloths and brushes.
THINGS TO DO	Discuss, interview and record.

MINUTES OF MEETING (4):

DATE:	18th November 2015
TIME:	3.45 P.M.
VENUE:	LVL 3 LIBRARY @ TAYLOR'S UNIVERSITY LAKESIDE CAMPUS

ATTENDEES:

NAMES OF GROUP MEMBERS	TUTORIAL GROUP	ROLE
CHANG HUEY YI	WEDNESDAY 2PM BATCH	Secretary / Voice Record / Presentation Slides
TAN MIN CHUEN	WEDNESDAY 2PM BATCH	Leader / Research / Interviewer / Report Writing

NG KWANG ZHOU	WEDNESDAY 2PM BATCH	Research / Interviewer / Report Writing
MUHAMMAD A'AMEER	WEDNESDAY 2PM BATCH	Research / Report Writing
KOO JIAN XIANG	WEDNESDAY 2PM BATCH	Photographer / Videographer / Transport

MINUTES:

NO.	ACTIVITY	ACTION TAKEN BY
1	Introduction	Brief of current situation, details of current situation discussed, problems addressed. (Table4.1)
2	Delegation of duties	Duties and details of duties were made clear and delegated to every member. (Table 4.2)
3	Finish the report	After compiling, every research are to compile together as a report.
4	Edit the video	The video editor will edit the video by compiling 2 videos together and make it short with content.
5	Start to do presentation slide	After the report is done, we start to do our presentation slides.

APPENDIX:

ADDRESSING PROBLEMS:

PROBLEMS	SOLUTION
Insufficient Research	More research to be done through internet and books from library.
Report progress too slow	Report will be finished by today.

DELEGATION OF DUTIES:

NAMES OF GROUP MEMBERS	ROLE

CHANG HUEY YI	Artistic cover / Presentation slides
TAN MIN CHUEN	Report Writing (Comparative Analysis) / Compilation of report
NG KWANG ZHOU	Report Writing (Description of business)
MUHAMMAD A'AMEER	Report Writing (History of trade) / Grammar Checker
KOO JIAN XIANG	Report Writing (Summary) / Video editing

MINUTES OF MEETING (5):

DATE:	23th November 2015
TIME:	4.00 P.M.
VENUE:	LVL 3 LIBRARY @ TAYLOR'S UNIVERSITY LAKESIDE CAMPUS

ATTENDEES:

NAMES OF GROUP MEMBERS	TUTORIAL GROUP	ROLE
CHANG HUEY YI	WEDNESDAY 2PM BATCH	Secretary / Voice Record / Presentation Slides

TAN MIN CHUEN	WEDNESDAY 2PM BATCH	Leader / Research / Interviewer / Report Writing
NG KWANG ZHOU	WEDNESDAY 2PM BATCH	Research / Interviewer / Report Writing
MUHAMMAD A'AMEER	WEDNESDAY 2PM BATCH	Research / Report Writing
KOO JIAN XIANG	WEDNESDAY 2PM BATCH	Photographer / Videographer / Transport

MINUTES:

NO.	ACTIVITY	ACTION TAKEN BY
1	Refine every research	Group members are ordered to check the grammar and the information of the research.
2	Refine the report	After checking, we proceed to check every content of the report.
3	Finalizing the video	Finalizing the video by adding subtitles into it.
4	Practice presentation slide	Practice presentation slide in order to speak fluently during presentation.

9. REFERENCES

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Yin Sook Yee (2015) interviewed 1st NOV 2015

Elaine Ng (2015) interviewed 13th NOV 2015

