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| --- | --- |
| **Target Audience**  **Age:** 20 - 35  **Gender:** Female  **Job patterns:** Creative & Tech based  **Location:** South Mumbai  **Purchase power:** Impulsive | **Audience Personas**  **Likings:** enjoys socialising with her friends & visits a salon to pamper herself.  **Beauty Needs:** To find a salon, close to where she lives. She gets her haircut & nails done quite often. She’s having a difficult time finding a salon which offers high quality services and at the same time is affordable.  **Life Goals:** To excel in her career, to look presentable and carry the best version of herself |
| **Visual Storytelling**  **Font:** Italic  **Logo Shape:** No sharp edges, preferably rounded | **Competitive Advantage**  **Best service:** Haircut & Nail treatments  **Staff :** Friendly Hairdressers who really listen and knows what they’re doing  **Technology:** Online Booking & service automatic reminders that reduces no-shows |
| **Vision & Mission Statements**  **Mission Statement:** To enhance the inner beauty and confidence in our clients by using state-of-art practices and superior quality products.  **Vision statement:** To make Nicks & Cuts the place of choice for Hair & Beauty services in South Mumbai | **Scaling Online Reputation**  **Total Google reviews:** 590, avg rating = 4.1  **1 star review count:** 20 (Reduce future 1star reviews using negative Feedback alert)  **Social Media handles:** Facebook, Instagram (works really well), Pinterest, Google My Business  **To do:** Youtube channel, Run Social media ads |
| **Tone of Voice**  **Brand Communication:** Fun & Casual tone of voice  **Messaging:** Inspiring young women to achieve their dreams | |

Some useful links to get your Branding done real quick:

**Creating Audience Personas:** <https://www.hubspot.com/make-my-persona>

**How to write the best Salon Mission Statement:** <https://www.miosalon.com/blog/salon-mission-statement/>

**How to reduce 1 star reviews:** Use negative feedback alerts in [MioSalon](https://www.miosalon.com/)

**Ultimate guide for Salon Management:** <https://www.miosalon.com/salon-management-guide>

Use [MioSalon Software](https://www.miosalon.com/) to manage your daily operations and maximize revenue.

