

Blow Dry Bar Business Plan

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Open in 28 locations and six cities across the U.S. (with a 29th on the way), Dry Bar blow-dries a lot of hair at a rate of \$40. While Dry Bar may be the most ubiquitous of the now 125-plus blow-dry bars, it isn't the first. Blow, The New York Blow Dry Bar, pioneered the blowout service craze back in 2005. Stuart Sklar, Blow's owner, strategically looked at where the beauty industry was lacking service-wise and how great women felt with a high-quality blowout, something almost impossible ...

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Business Plan for BLO (Client: MPAcc Investments) 1.0 EXECUTIVE SUMMARY This business plan details our proposal to open a BLO dry bar franchise in downtown Calgary, Alberta. The idea for BLO was formed based on the question "Why isn't there a place for a quick, affordable, catwalk-quality hair?"

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