

HAIR CARE

CURLY HAIR LINE



**BUSINESS
MANAGEMENT
PROJECT**

OUR COMPANY

Camila Godinho

CEO



Alessandra D'Aversa

MARKETING DIRECTOR

Ramses Guzman

OPERATIONS DIRECTOR



Luis Zaramella

R&D DIRECTOR

Diana Forero

FINANCE DIRECTOR



Victor Hugo Cortes

HR DIRECTOR

Women from ages
20-29 in Quebec

530K

Buy brands that
are Black Owned
and featured
diversity in their
ads

75%

People of color are
dissatisfied with
how ads represent
them.

51%

Women with
curly/ wavy hair

54%

Black-founded hair
brands experienced 70%
sales growth in 2022

70%

POC consumers are 5.7x
more likely to be
dissatisfied with a
product that meets
their needs

5.7X

Black haircare
market

3.1B

MARKET INFO





TAM

- Number of customers: 530,200
- Average price: \$35
- Annual frequency: once a month

(530,200*54%) * \$35 * 12)
= \$120,249,360

RISKS

Risk	Impact	Mitigation
Slow Adoption	Some consumers prefer mainstream brands	TikTok education, free samples
Health Canada Regulations	Labeling/ingredient delays	Hire consultants, submit forms early
Strong Competition	Big brands dominate with loyalty & reach	Highlight authenticity, use grassroots partners
Supply Chain Issues	Consumers switch to cheaper options	Backup suppliers, explore local alternatives

**S**

Strengths

- **Cultural Representation focus on Black and People of color.**
- Cruelty-Free & Vegan
- Premium quality at affordable prices.
- Strong connections with customer

W

Weaknesses

- Limited brand recognition.
- **Smaller marketing budget compared to competitors.**
- Narrower product range.

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Opportunities

- **Growing demand for natural hair products.**
- Expansion into new international markets.
- Growth in e-commerce and direct-to-consumer sales.

T

Threats

- **Intense competition from established brands.**
- Supply chain disruptions for natural ingredients.
- Evolving consumer preferences.

SHEA MOISTURE



STRENGTHS

- Well-known in the market
- Diverse product portfolio
- **Reinvests \$10M+ into the Black community**
- Specialized lines for different hair types

WEAKNESS

- **No longer Black-owned**
- Confusing product labels

PRICE

- **\$24 + tax**

CANTU

STRENGTHS

- Recognized in the market
- Specialized lines for different hair types
- **Wide product range**
- Cruelty-free
- Kids and Men's lines

WEAKNESS

- **Not a vegan product**
- Confusing product labels

PRICE

- **\$17 + tax**

PATTERN



STRENGTHS

- **Celebrity-owned (high recognition)**
- Cruelty-free & vegan
- Informative labels
- Black-owned

WEAKNESS

- Higher price (\$38+)
- **Limited product portfolio**

PRICE

- **\$38 + tax**



CARACOL

OUR BRAND



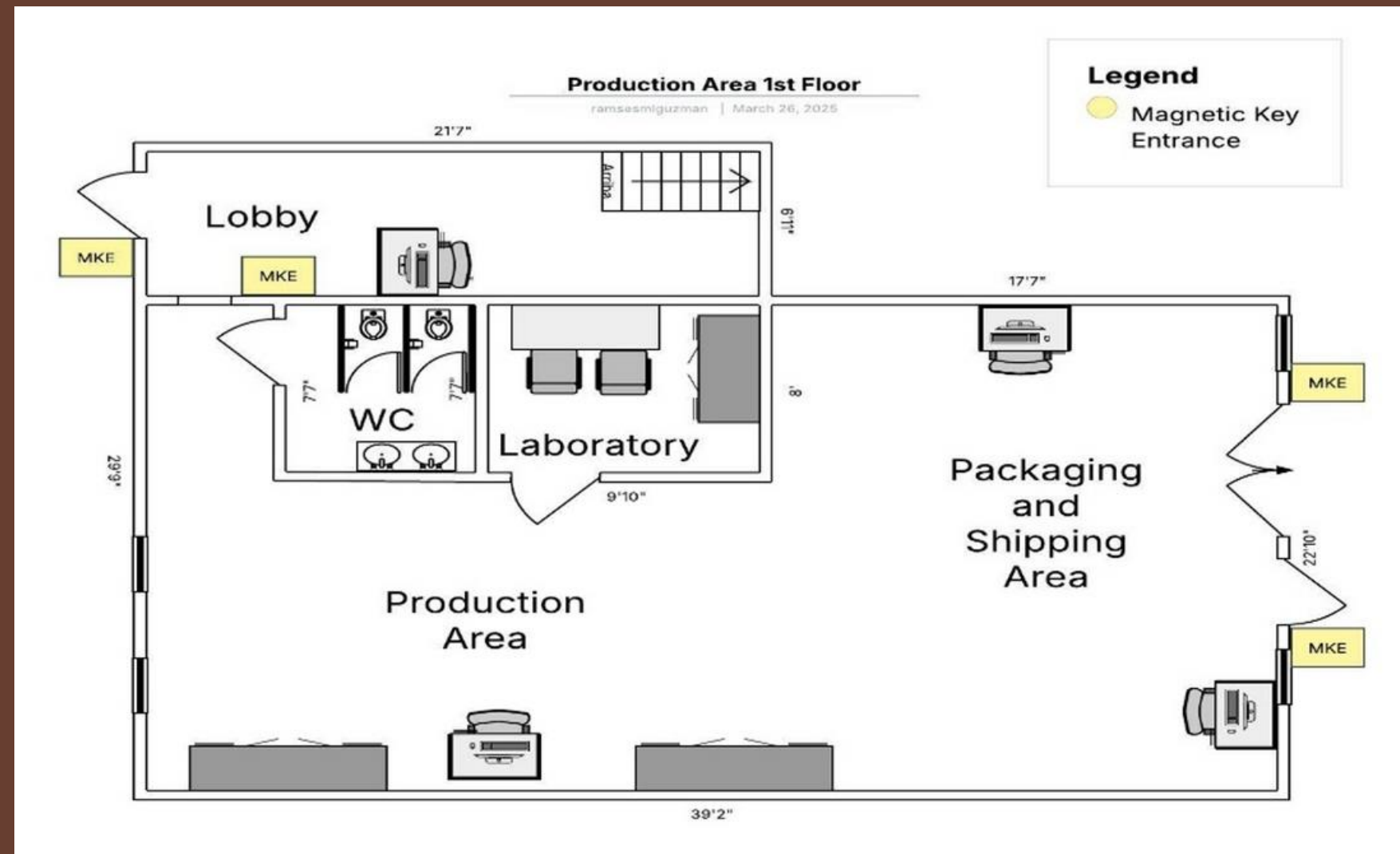
OUR BRAND



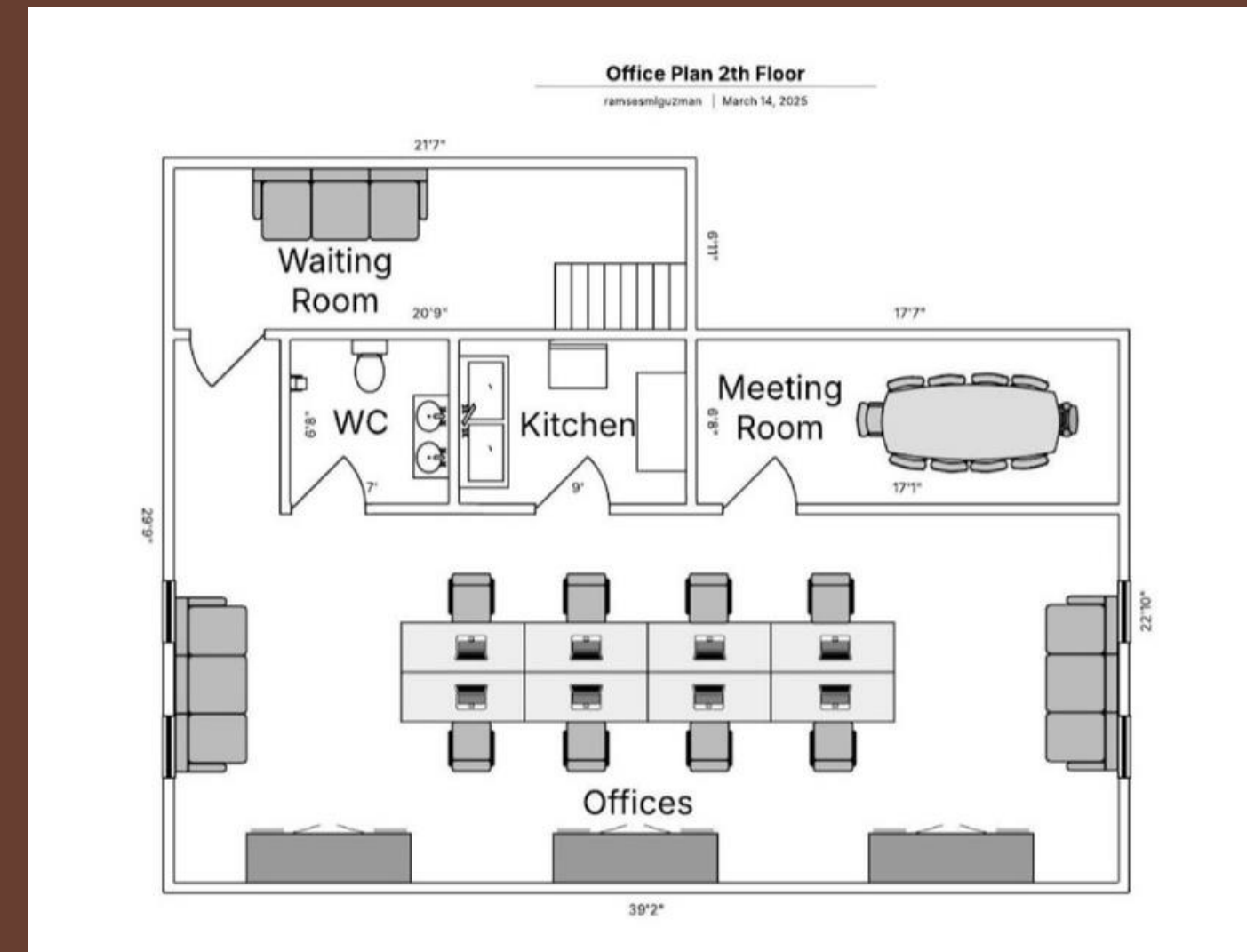
LOCATION

FIND US AT: 2260 CHEMIN SAINT-FRANÇOIS, DORVAL

FIRST FLOOR



SECOND FLOOR





PRODUCT

- Natural curly hair care for people of color
- Earth-tone design inspired by Brazilian & Afro-Latinx roots
- Sustainable: recycled plastics, glass jars (premium), refill stations

PLACE

- Pharmacies, Black hair stores, major retailers (nonexclusive distribution)
- Online via Caracol website & Amazon

PRICE

Our value-based pricing reflects the **perceived value of our products**, with **consistent pricing across** all channels through contracts. Our **market value is \$35**, with a **gross margin of 14.16% before taxes and 10.62% after taxes**.



PROMOTION



AWARENESS

Social launch, influencers, PR events



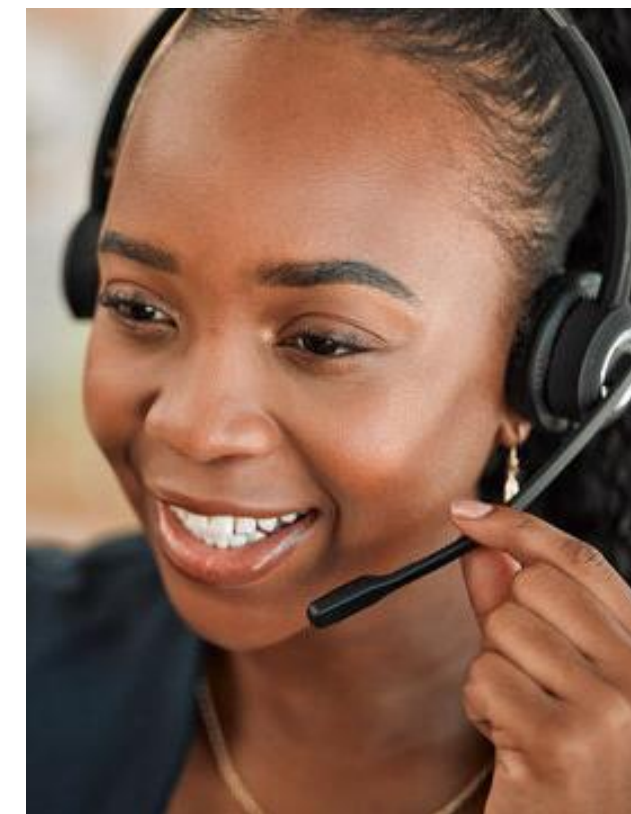
CONSIDERATION

Tutorials, content engagement, ads



CONVERSION

Limited-time offers, retargeting, testimonials



LOYALTY

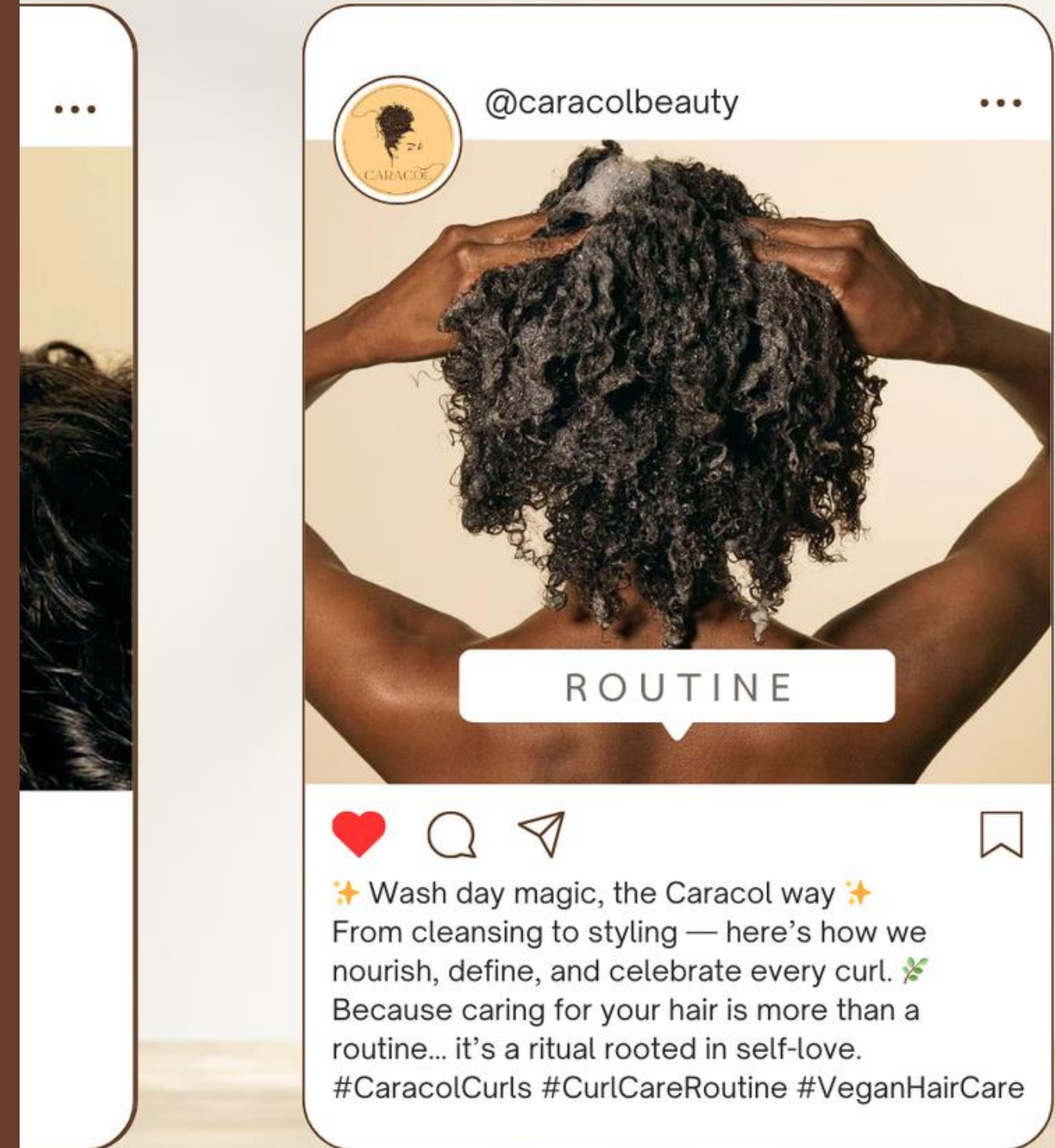
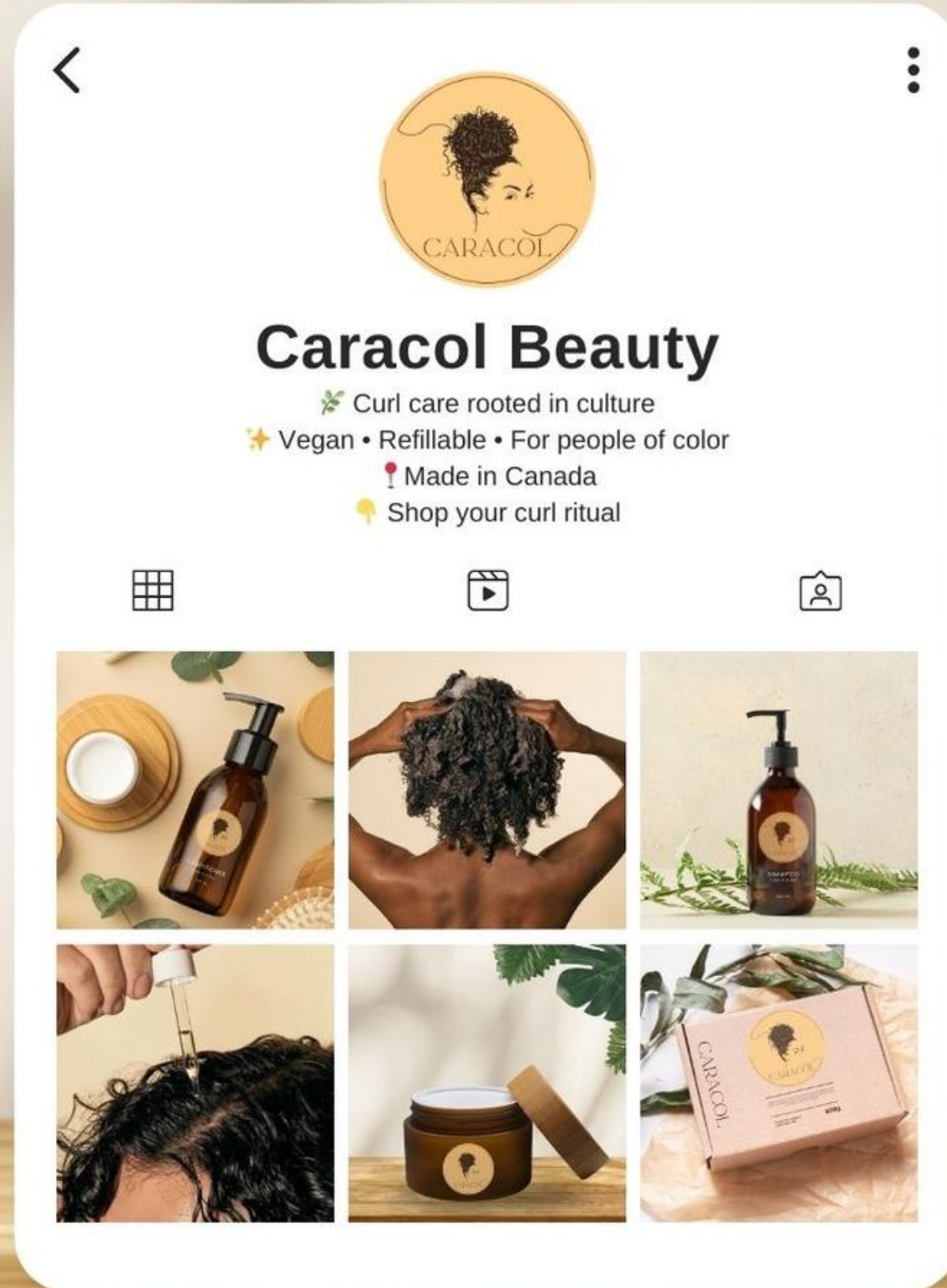
Rewards, post-sale support, community group



ADVOCACY

Referrals, UGC, cultural pride campaigns

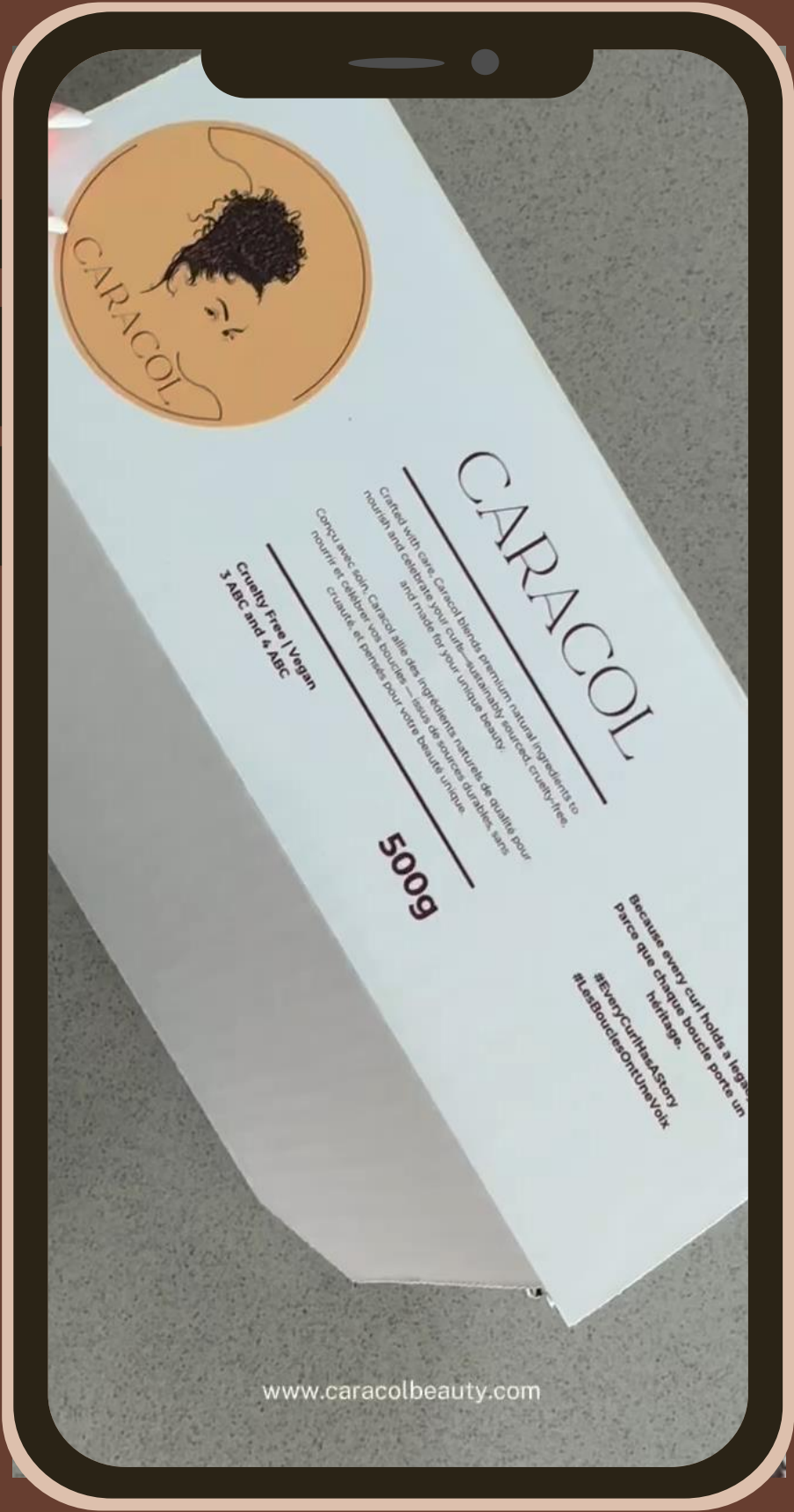
INSTAGRAM



WEBSITE

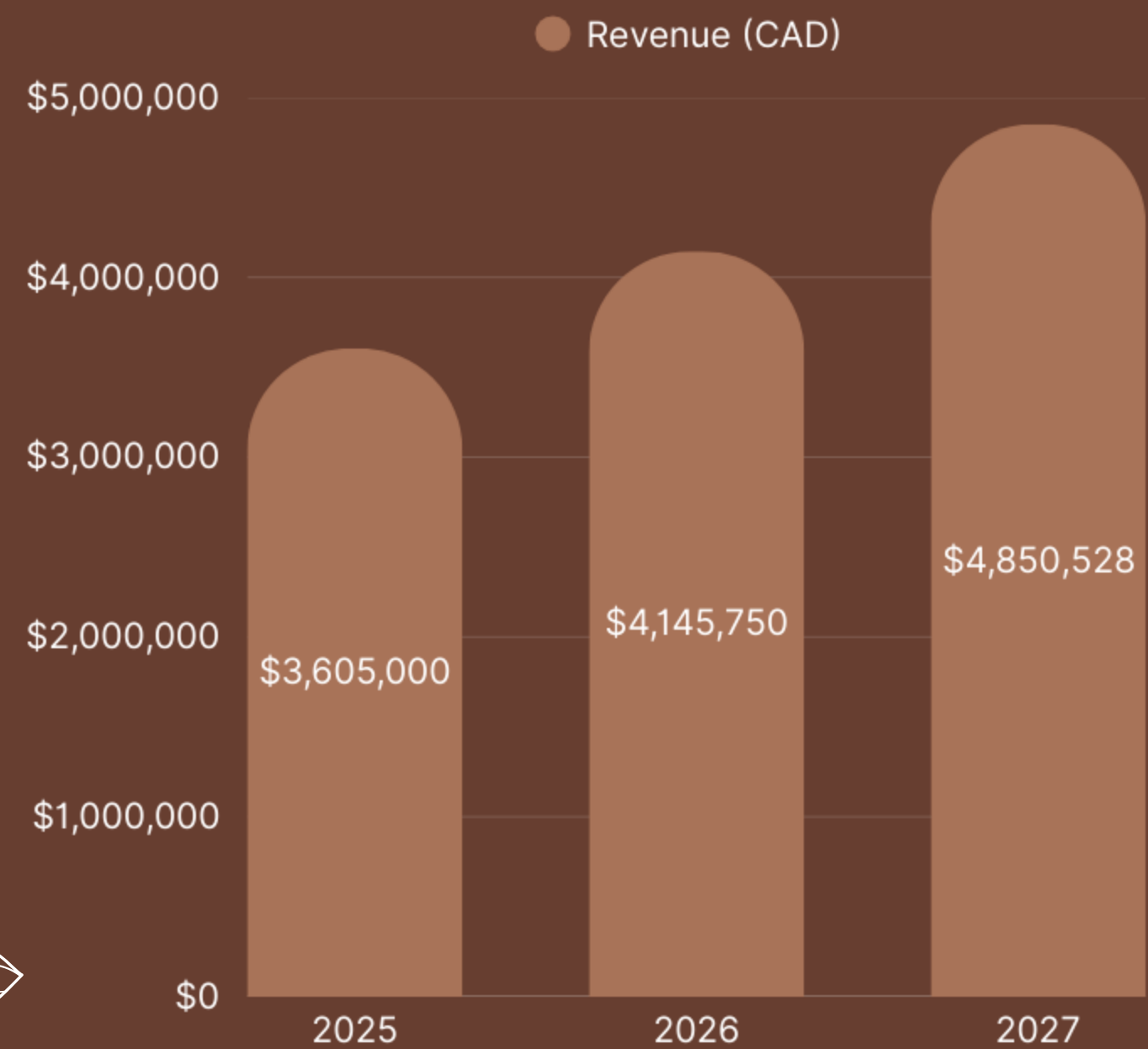


TIKTOK

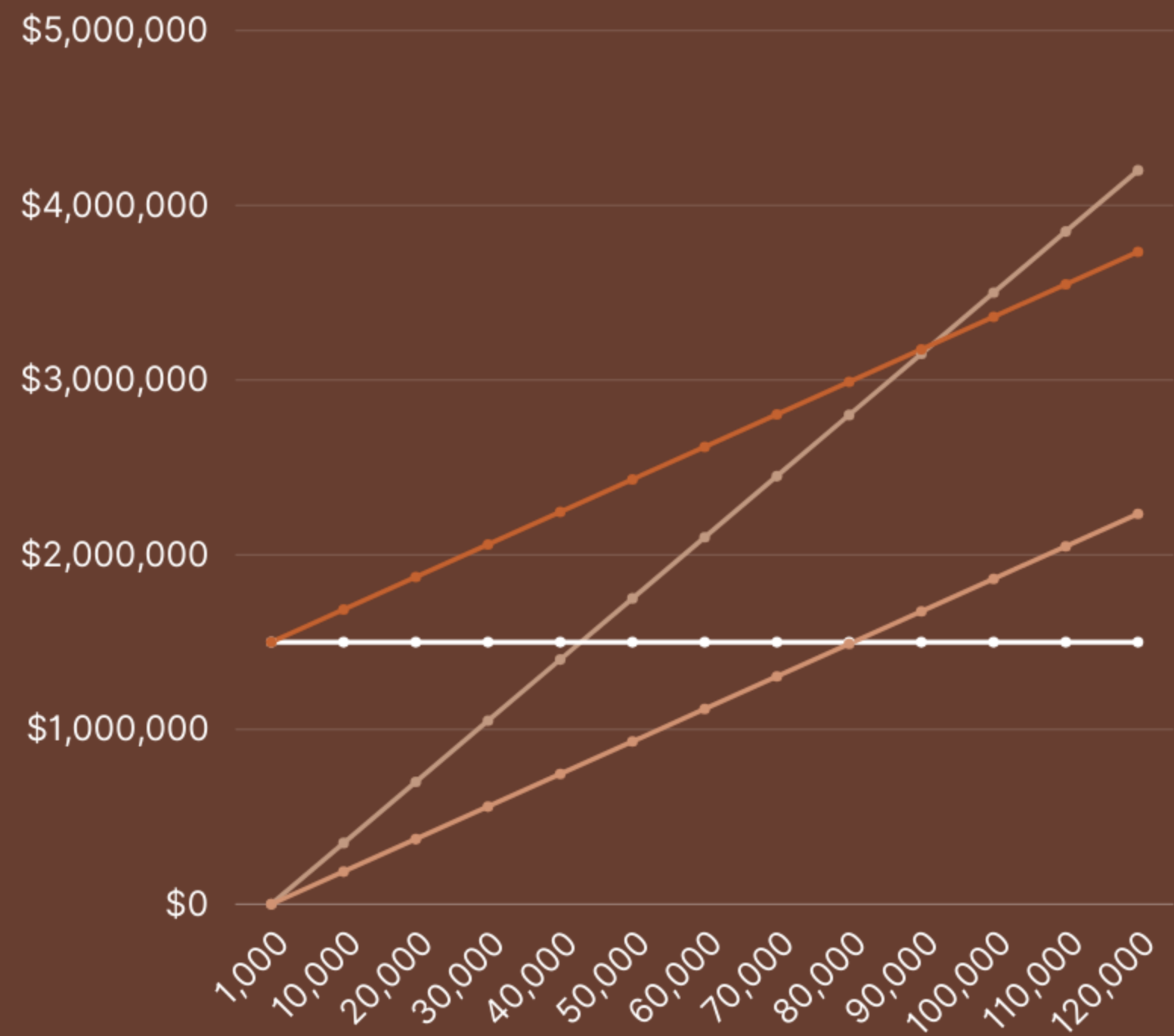


FINANCIAL

SALES FORECAST - 3 YEARS

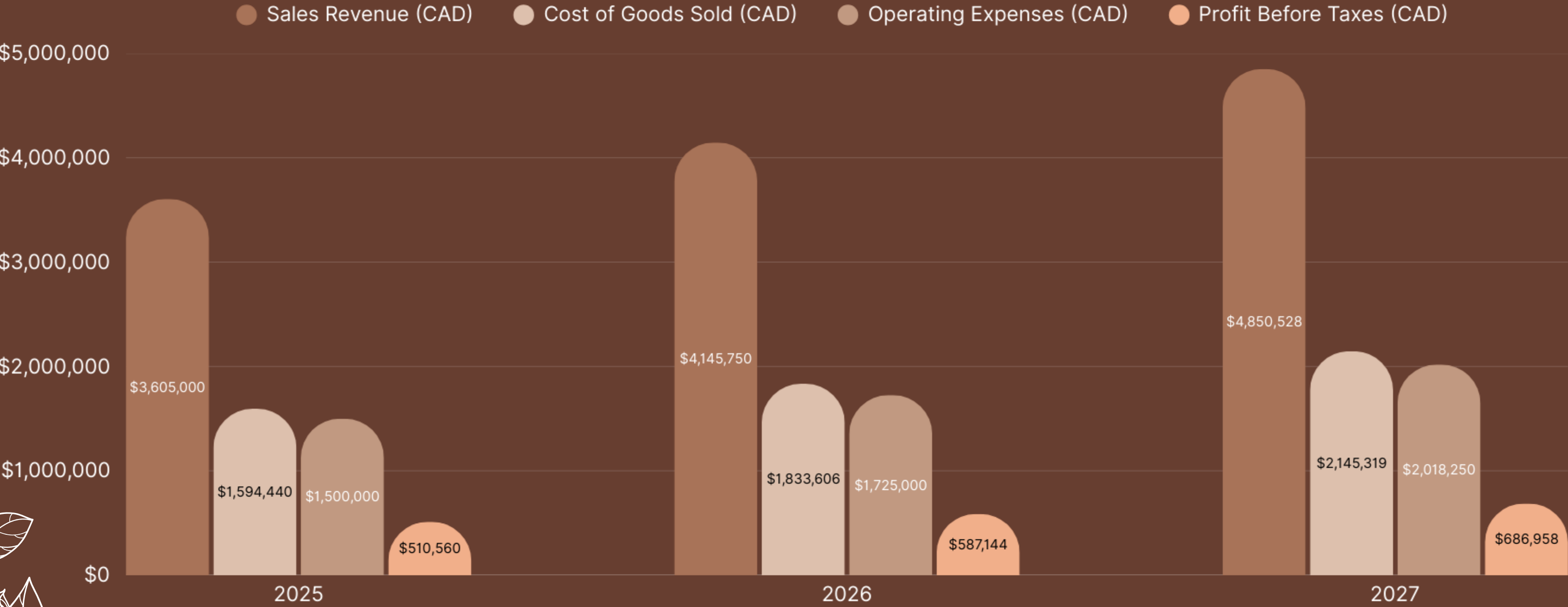


BREAK-EVEN POINT



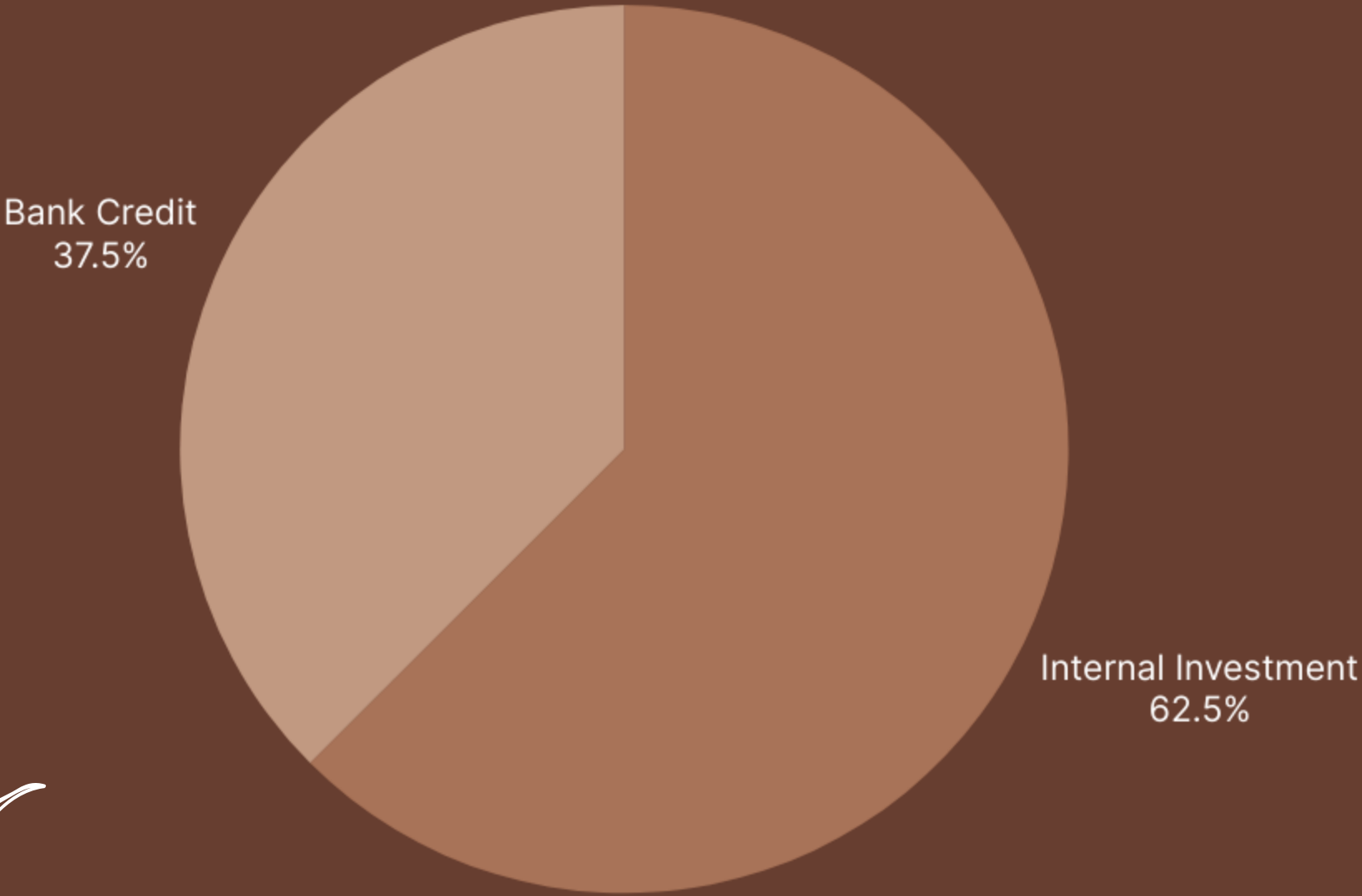
FINANCIAL

PROJECTED INCOME STATEMENT - 3 YEARS



FINANCIAL

FINANCIAL INVESTMENT



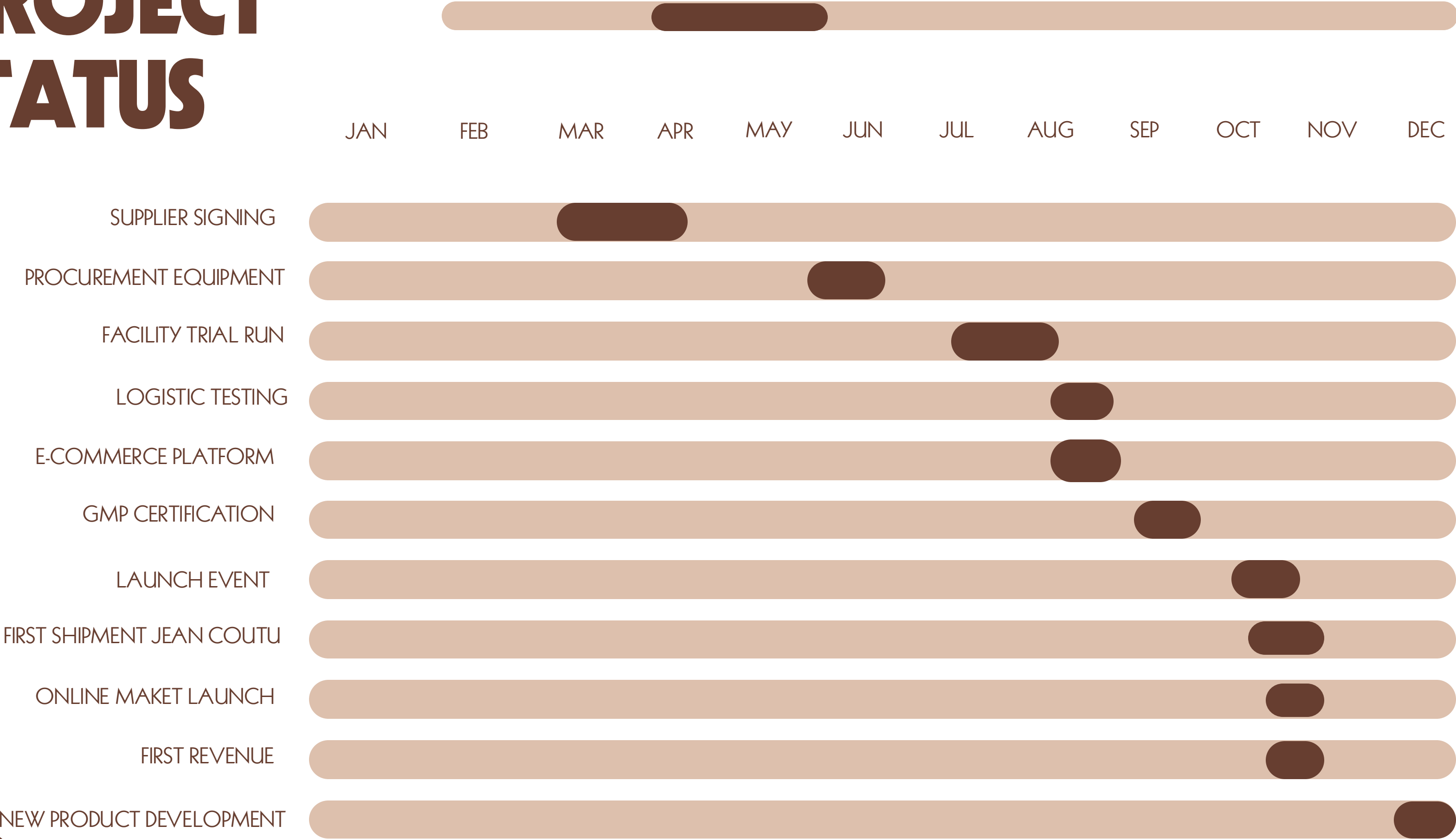
Metric	Value
Break-even point	91,575 units annually
Expected profitability	10,2% net margin
Gross margin	55,77%
ROI	127,64% in 3 years
Liquidity & solvency	Positive cash flow

SOCIAL RESPONSIBILITY

- Inclusive Workplace, **cultural diversity** and authentic representation
- Fair & **Ethical Hiring**
- **Prioritizing mental health**, work-life balance
- Empowerment & Growth, personal development, continuous learning



PROJECT STATUS



ORDER NOW



Margarita Perez



Caracol's Leave-In Cream is a must-have! It keeps my curls soft, defined, and frizz-free all day without feeling heavy. Plus, it's vegan and cruelty-free—I'm obsessed!



www.caracolbeauty.com

THANK YOU!

QUESTIONS?