

# Hair Saloon

## MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

### Generally, What Kind Of People Are We Targeting?

- Men or Women?
  - Women
- Approximate Age range?
  - 16-45
- Occupation?
  - House wife,
- Income level?
  - Mid
- Geographic location?
  - Manisa/Turkey

### Painful Current State

- What are they afraid of?
  - Their hair not turning out as they dreamed.
  - Lack of knowledge about colors like blue.
  - Not getting the desired hair color.
  - Uneven eyebrows.
  - Going out with bad hair.
  - Scalp burning during blow-drying.
  - Wrong haircut
- What are they angry about? Who are they angry at?
  - Waxing that causes pain.
  - Improper payment methods.
    - Being asked to transfer money via IBAN despite wanting to pay by card, with no receipt or invoice.
    - Despite agreeing on a price beforehand, they try to charge extra.
    - Encountering significantly higher prices for wedding services on the appointment day despite prior agreement.
    - Increased prices on the wedding day after prior agreement.



immediately into whatever they want, what would it look like and feel like?

- Beautiful eyebrows.
- Smooth skin.
- Bride-like appearance.
- Shiny hair.
- Renewed.
- Purified.
- Like a princess.
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- Who do they want to impress?
  - Relatives and friends at their weddings.
  - Husbands/Partners.
  - Colleagues.
  - People on the street.
  - Everyone in their life.
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- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
  - Feeling like the most beautiful woman in the world after leaving the hairdresser.
  - Everyone turning to look at them.
  - Getting amazing results from an average description.
  - Well-done eyelashes that never come off.
  - Hair that doesn't get messed up on hot days.
  - Quality hair dyes.
  - Affordable prices.
  - Strong hair extensions.
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- If they were to describe their dreams and desires to a friend over dinner, what would they say?
  - "The place was very clean and fast, and the cut was even better than the picture I showed."
  - "I just described the hairstyle I wanted, and they did it perfectly."
  - "Thank you so much to Alaattin Bey and Şule Hanım for making both my Henna and Wedding days beautiful. They are the best hairdressers I have seen."
  - "We danced and had fun all day at the wedding, and at the end of the day, my makeup and hair were still perfect as if they were just done."
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## Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
  - They internalize the problem so much that they focus more on the issue than the solution.
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- Who do they blame for their current problems and frustrations?
  - Themselves.
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
  - Yes. They think they failed because they didn't understand the problem correctly.
- How do they evaluate and decide if a solution is going to work or not?
  - Through trial and error.
- What figures or brands in the industry do they respect and why?
- What character traits do they value in themselves and others?
  - **Positive Energy:**
    - "Thank you Mehmet Bey for your interest, energy, and beautiful work on my hair."
  - **Professionalism:**
    - "I always leave happy thanks to the professionalism and friendly attitude of Tülay Hanım and her team."
  - **Good Coffee:**
    - "Anyone who knows understands that coffee in a hairdresser's salon is as important as the service."
  - **Human Value:**
    - "As a customer here, you definitely feel valued."
  - **Continuous Self-Improvement:**
    - "This place continuously improves itself, always clean, and I always leave happy."
  - **Friendliness:**
    - "I trust them with my most special days because of their friendliness and sincerity."
    - "The hairdresser's salon I always go to always leaves me satisfied. Everyone is friendly, and they do their job very well and professionally. It's the only place I can't give up, I highly recommend it."
    - "Thank you very much to Tülay hairdresser's team for their friendliness and care."
  - **Trust and Service Quality:** "
    - **The service is superb. You can trust them blindly."**
  - **Cleanliness and Precision:**
    - "They are very clean and meticulous, and their customer care is excellent. We were very satisfied."

- Attention and Care:
  - "I regret not going until now. The attention and care were superb, they did my makeup exactly how I wanted it, highly recommended."
  - "Hatice Hanım's care was very good, she does her job perfectly, I am very satisfied with her, I strongly recommend everyone to go."
  - "The attention and care were perfect, everything went very smoothly."
  - "Hatice Hanım's care was very good, she does her job perfectly, I am very satisfied with her, I strongly recommend everyone to go."
  - "The attention, care, and coordination are excellent, they will never let you down, you can be sure of that."
  - "Thank you very much to Tülay hairdresser for their friendliness and care, they were very attentive."
  - "I came for my wedding, they took care of me so well that they made me even happier on this special day, everything was great."
  - "We came as two friends, one of us had a cut, dye, and care, the other had extensions removed and replaced. There is a wonderful team and staff, they took great care of us."
- Work Ethic and Sincerity:
  - "5-6 ladies from the gym where I work recommended this place for my wife. After 6 years of going to another place, she chose this one and it really lived up to their recommendations. Thank you on behalf of my wife for their work ethic and sincerity."
- What character traits do they despise in themselves and others?
  - **Rudeness:**
    - "Sure, we'll fix your hair, but you have to pay again."
  - **Arrogance:**
    - "I went for a simple bun, and they couldn't even part my hair proper"
- What trends in the market are they aware of? What do they think about these trends?
  - Long dark hairs
- What "tribes" are they a part of? How do they signal and gain status in those tribes?

## Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target
4. market
5. People oversharing their thoughts and feelings online
  - a. Youtube
    - i. ("My journey" type videos)

ii. Comments

- b. IG
- c. Facebook
- d. Twitter
- e. Reddit
- f. Other Forums
- g. Amazon.com Reviews
- h. Yelp and Google Business/Maps Reviews

## Basic Avatar



Name: Ece Yılmaz

### Background Details

- Ece Yılmaz is a dedicated housewife living in Akhisar, Manisa. She is in her early thirties, juggling household responsibilities while taking pride in her appearance and personal care. Ece is well-versed in beauty trends and places a high value on finding reliable beauty services that meet her standards. She often feels frustrated with subpar services, especially when it comes to hair and makeup. Despite past disappointments, she remains hopeful for better experiences.



Day in the life:

- Ece Yılmaz is a dedicated housewife living in Akhisar, Manisa. She is in her early thirties, juggling household responsibilities while taking pride in her appearance and personal care. Ece is well-versed in beauty trends and places a high value on finding reliable beauty services that meet her standards. She often feels frustrated with subpar services, especially when it comes to hair and makeup. Despite past disappointments, she remains hopeful for better experiences.