

**GHOSTBOND UK**

***World  
Leader in  
Cosmetic  
Bonding***

---

## TABLE OF CONTENTS

---

Introduction.....	2
1. Executive Summary .....	3
2. Company Overview.....	4
3. Business Description.....	8
4. Market Analysis.....	11
5. Operating Plan .....	18
6. Marketing and Sales Plan .....	20
Appendix.....	<b>Error! Bookmark not defined.</b>

# INTRODUCTION

---

The global hair wigs and extension market is expected to grow at a CAGR of over 8% during the period 2018-2024. Ghostbond UK is a company that manufactures high performance hair adhesive products that are safe and reliable. Founded by Howard Margolin in 1994, Ghostbond UK has grown from being a vision of one man to a global company which produces legendary products that are known to have truly revolutionized the hair replacement industry.

This business plan will cover the main aspects and highlights of the idea behind this now well-established business, along with the needs of the people that it is looking to satisfy.

The main objectives of this business plan are:

- to provide clarity for the business and the idea behind it
- To attract investors to pool in their investments after carefully examining the plan and analyzing what is in it for them
- to help organize and prioritize the most important tasks
- to offer a proper understanding of the vision to the new leaders as the business grows

The plan addresses these objectives in appropriate detail, covering all the necessary information to inform the readers about the business type, operations and goals.

# 1. EXECUTIVE SUMMARY

---

**The Executive Summary should be written last** after the remainder of the plan has been finished. It is an overview (with a suggested length of no more than one page) of the business, including the problem the business aims to solve, why this business' solution is different, the business' ideal customer, and the expected results. The Executive Summary should provide a high-level and optimistic description of the company.

If the business requires outside investment or external investors, include how much is needed, how it will be used, and how it will make the business more profitable. Think of this section as the first thing a potential investor reads, thus, it must capture their interest quickly.

Suggested headings to organize this business plan include the following.

- **Opportunity:** What problem will the business solve?
- **Mission:** What problem will the business solve?
- **Solution:** How will the service uniquely solve the problem identified?
- **Market focus:** What market and ideal customers will the business target?
- **Competitive advantage:** How does the business intend to succeed against its competitors?
- **Ownership:** Who are the major stakeholders in the company? [to be provided by client]

## 2. COMPANY OVERVIEW

---

Ghostbond UK is a company that manufactures and distributes cosmetic bonding adhesives, shampoos, conditioners and scalp treatments to the hair and beauty industry. It specializes on the hair loss market that caters to men's hair systems and wigs. Ghostbond UK has identified the need for quality adhesives and hair products and aims to supply high-standard products that will satisfy the needs of its customers.

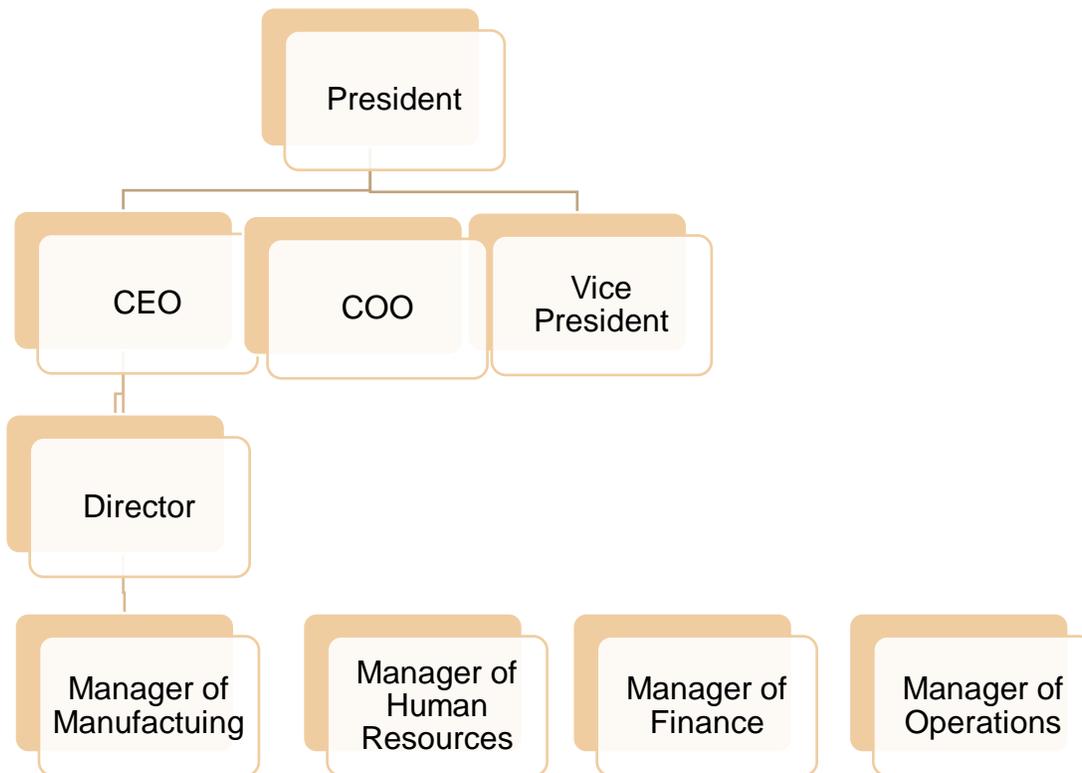
- **Company summary:** Ghostbond UK is a manufacturing company that produces and distributes high quality hair products and cosmetic bonding adhesives for wigs and men's hair systems. Professional Hair Labs, US is the parent company of Ghostbond UK. Based in the Republic of Ireland, the company's target market is men suffering from male pattern baldness, alopecia or hair loss caused by medical treatments. The key players of the company are include Howard Margolin, President (x% shareholder), Ryan Margolin, CEO (x% shareholder), Daryl Margolin, Vice President (x% shareholder), Dave Margolin, COO (x% shareholder), Richard Gillespie, Director of Ghostbond, UK (x% shareholder) and Dave Conroy, Operations Manager (x% shareholder) of the company.
- **Mission statement:** As a company, we seek to keep supplying our customers with top-quality non-toxic bonding adhesives and hair products while maintaining high level of professionalism, honesty and fairness with our customers, employees, associates, and contractors.

- **Vision:** The vision is to grow as a recognized market leader in non-toxic bonding adhesives and hair products and successfully meet the high demand for its products.
- **Company history: [to be provided by client]**
- **Markets and services:** Ghostbond UK targets men and women aged between 20 and 80, who wear wigs and hair pieces as a result of hair loss or as leisurewear. It is a well-established business that aims to expand its customer base as well as commercial and professional network. Its goal is to manufacture high-end adhesives and hair products fulfilling the needs and desires of its clients and customers.
- **Operational structure:** Ghostbond UK is under the sole proprietorship of Richard Gillespie, who fully owns and manages it. The operational structure of the company is based on highly qualified, skilled and experienced permanent employees.

We sell to salons who offer hair replacement services, we have a direct customer sales website [www.ghostbonduk.com](http://www.ghostbonduk.com) and we are looking for 1 or 2 key wholesalers within the UK.

We have two fulltime staff who work in the office dealing with customer accounts and resellers. Richard Gillespie looks after the new business and key accounts in the UK and Ireland. The company also has a full-time person who manages the warehouse and stock fulfilment where we hold over 22,000 items of stock at any one time.

The organizational hierarchy is as follows:



- **Financial goals:** The company currently operates at an annual budget of [insert number] and aims to expand the budget to [insert number] by the end of [year].

The company has set the following financial goals:

***Short-term goals (within 1 year or less)***

- The volume of sales will be increased by 15-20% each month
- By the end of the year, sales revenue will be at least £ 1 million [edit number if needed].

***Medium-term goals (within 5 years)***

- The cost of the manufacturing will be decreased by 20%.
- The cross-profit margin will be increased.
- The company will generate sales revenue of £ 1 million.

***Long-term goals (with 5 to 10 years)***

- The net worth of the company will be increased to £ 10 million.
- The company will be gain IPO listing.
- The debt-to-equity ratio will be improved by bringing it down to less than 20%.

## 3. BUSINESS DESCRIPTION

---

### Opportunity

Research has shown that all over the world, up to 35 million men and 21 million women suffer from hair loss. The onset of hair fall typically starts at age 35 with 40% loss rate for men, which can grow to 70% loss rate for men aged 80. By the age of 60, women with hair loss fall in the 80% range. This demonstrates that the majority of the world's population will lose most of their hair, and will need professional services to restore it.

The statistics are comparable in the UK. NHS reports that 8 million women experience alopecia (medical name for hair loss) as well as half of all men aged 50, although male pattern baldness can start even in late twenties/early thirties.

The reasons behind hair fall may be genetic, related to age or gender, or due to health conditions like vitamin deficiencies, eczema, psoriasis, and scalp ringworm (fungal infection). Hair loss can also be caused by lack of care and overworking your hair, such as through back combing, aggressive brushing, using hair dyes or straightening.

Hair loss can cause severe emotional distress and psychological problems like heightened self-consciousness, negative body image, low self-confidence and poor self-esteem.

There has been a steady growth in demand for hair fall product in the UK. Our experience in the US market positions us in good standing in the industry to now serve the UK market. In addition, many consumers still haven't used products like ours that have been manufactured using top-notch modern technology, and entirely safe ingredients. Our

strong Research and Development is one of the main reasons behind the high quality of our products.

## Product Overview

We offer a range of high-quality hair products, men's hair systems, training, wig tapes or hair accessories. All products are developed with skin gentleness in mind, no toxic chemicals or harmful chemicals are used in any of the range.

Our human hair systems for men that are undetectable, comfortable and completely natural looking. We offer several unique styles of hair system in a complete range of colours and sizes to find the perfect men's hair system to match your look. All hair systems are made with 100% human hair (Grey percentage added maybe synthetic unless ordered with human grey) which is the finest quality of human hair and is exceptionally strong, healthy, soft, shiny and less likely to tangle because the cuticle is still intact.

Our products include the following:

### ADHESIVES

- Ghost Bond Classic
- Ghost Bond Platinum
- Ghost Bond Supreme
- Ghost Bond XL
- Phantom
- For Women Only
- Transdermal For All Seasons Plus
- New Demensions
- Dermal Loc
- Bio Soft Loc
- AB Adhesive
- Flex-A-Bond
- Classix II

### REMOVERS

- Ghost Buster
- Ultra-Safe
- Transdermal Typell

### PRO SERIES HAIR CARE

- Pro Series Shampoo
- Pro Series Conditioner
- Pro Series Leave in Conditioner

### SHAMPOO

- PHL#5
- DualAction

### SCALP TREATMENTS

- Ghost Mist
- No Sweat
- Dermal Mud
- Remove All
- Elimin8

### SKINCARE

Miracle Glove

## **Key Participants**

Ghostbond UK is led by Richard Gillespie, who is considered one of the leading people in the men's non-surgical hair space within the UK. He brings to the table 10 years of experience in the hair fall industry, which allows him to understand the business from all aspects. His background in corporate sales facilitates him to not only sell the products but also complete the treatment/service on the clients. He oversees the business in both the UK and Ireland, where the manufacturing facilities are located.

## **Pricing**

Our products are known for being priced at the lowest cost in the global market place, while being the number one hair glues globally.

## 4. MARKET ANALYSIS

---

Our products fall under the cosmetic industry's branch of hair fall products. While the hair fall solutions include medications, scalp treatments, laser hair therapy, and surgical/non-surgical procedures, our focus is on providing hair systems, adhesives and hair care products.

The global hair wigs and extension market size is expected to grow by \$4.01 billion between the years 2019-2023. The niche market of wigs and attachments estimated in the region of around \$10 billion per year and growing rapidly year on year. There is an increase in the preference for superior quality hair wigs, extensions and hair loss and scalp treatment products in various developed economies such as the US, the UK and France. This is due to the growing consumer awareness about the effectiveness and effects of hair wigs, adhesives, extensions and other hair products. There is an increasing demand for non-toxic and environmentally friendly products. Consumers prefer such products due to various factors such as safety, better quality and better results. Also, the rising per capita income of consumers will also bring about an increase in the sale of premium quality hair goods.

In addition to that, the growing influence of celebrity and social media influencers will also add to the growth of the hair wigs and products market size, which will be responsible for registering a CAGR of about 10% during the forecast period. Digital marketing is becoming a key channel for marketing and communication for wider marketing reach and product promotions. This is a source of encouragement for many manufacturers of hair goods in developed countries including the US for investing heavily in social media campaigns. Vendors are focusing on building brand exposure and awareness regarding hair products among influencers and consumers in countries

such as Africa. The factors that leverage the preference for micro-influencers over media advertisements as the promotional platform include lower price point, higher authenticity, engaged fan base and ease of marketing.

- **Market segmentation:** We are targeting both B2B and B2C strategies. For B2B, the potential market segments are businesses, salons, industries and wholesalers who deal in products like ours. For B2C, the potential market segments are individuals targeted through online marketing, direct consumers targeted through the social media, and retailers targeted through the search engines marketing. The market segmentation is primarily demographic, with age groups and genders with higher hair fall percentages being the main focus. Some aspects of behavioral and psychographic segmentation are also being used.

### **Market Segmentation by Type**

- Wigs
- Extensions
- Hair Care Products

### **Market Segmentation by End-user**

- Entertainment & Fashion Industry
- Individual Consumers

### **Market Segmentation by Distribution**

- Retail
- Online

- **Competition:**

Company	Category	Location
<a href="#">Ellisons</a>	<ul style="list-style-type: none"> <li>●Hair</li> <li>●Salon Supplies, etc.</li> </ul>	Coventry, UK
<a href="#">Koko Hair</a>	<ul style="list-style-type: none"> <li>●Hair Extensions</li> <li>●Ponytails</li> <li>●Wigs</li> <li>●Closures, etc.</li> </ul>	Manchester, UK
<a href="#">Dennis Williams</a>	<ul style="list-style-type: none"> <li>●Hair Extensions</li> </ul>	Bradford, UK
<a href="#">Virgin Hair &amp; Beauty</a>	<ul style="list-style-type: none"> <li>●Hair Extensions</li> <li>●Lace Wigs</li> <li>●Closures &amp; Frontals, etc.</li> </ul>	London, UK
<a href="#">Forever Young</a>	<ul style="list-style-type: none"> <li>●Hair Extensions</li> <li>●Synthetic Fibre Wigs</li> <li>●Hair Wefts</li> <li>●Virgin Hair, etc.</li> </ul>	UK

The major competitors of Ghostbond UK include the wholesale hair vendors listed in the table below. These top competitors currently hold 35-40% of the market share and pose a strong competition to our company.

In addition to these, companies providing alternate solutions for hair fall are also our competitors. These include those who provide medication, laser hair therapy, scalp treatments, and surgical/non-surgical procedures including hair transplants.

### SWOT analysis:

#### STRENGTHS

The strengths are the abilities of a business to gain the cutting edge over its competitors in the market. The strengths of Ghostbond UK are:

- **Strong backing from Professional Hair Labs**

Professional Hair Labs (US) is the sister brand of Ghostbond UK. It has always been successful in carving out a niche for itself. Majority of its products moved from catering to a mass market to a niche segment. Professional Hair Labs also has a highly intensive distribution channel that spreads not across US but also in other parts of the world. Ghostbond UK has benefited from its association with a robust company like Professional Hair Labs.

- **Trust and goodwill of customers**

Ghostbond UK through its association with Professional Hair Labs which has several successful brands in the hair care category has been able to gain the good will and win the trust of their customers. Another critical factor for trust is the use of safe ingredients.

- **Targeting**

Like Professional Hair Labs, Ghostbond UK also targets a niche segment in the highly competitive hair care market in the UK. The target segment is men and women aged 30 and above. The products have been positioned as a solution for hair fall and baldness, which are common to this age group.

- **Focus on a need**

Ghostbond UK looks at the specific need to solutions for hair fall, baldness and hair care in the middle-aged to old adults' category. The focus of the products on very specific needs has made them popular amongst a segment which faces these particular hair problems.

- **Distribution strategy**

The products are available in both rural and urban areas of the UK, as well as other geographies like Ireland. Majority of these markets are not focal areas for multinationals and this reduces the competition in these markets.

- **Experience**

Professional Hair Labs was founded in 1994, and Ghostbond's association with it enables it to benefit from its extensive experience. The company is led by Richard Gillespie, who has more than 10 years of experience in the field.

- **Price, Value and Quality**

The products are the lowest cost products in the market, and well-known for their high quantity so they have great value for the consumers.

## **WEAKNESSES**

Weaknesses are used to identify areas where the business needs improvement.

Some of the key weaknesses of Ghostbond UK are:

- **Inability to build a premium image**

Ghostbond UK has been unsuccessful in developing a premium image in the UK market with the result that consumers in urban settings are not willing to invest in this brand, and offer prefer other premium brands that enjoy higher goodwill and trust.

- **Inability to keep up with trends**

The hair care market is evolving at a very fast rate and the major competitors or multinational companies are able to quickly produce new products that cater to niche needs. Smaller companies like Ghostbond UK find it hard to match up to their speed, finding that their products soon become obsolete.

## **OPPORTUNITIES**

Opportunities include areas which have great promise for increasing the company's profit by gaining more market share provided that the company targets these areas effectively.

- **Increasing number of people suffering from hair fall**

There has been a small but significant growth in the number of people suffering from hair fall in the UK, there is an increased demand for hair care and hair fall products.

- **New and safer products**

Ghostbond UK offers products that are new and innovative, and keeps updating its range. They are also made with safe ingredients, and don't cause any side effects like other products in the market.

- **Better research**

The company has a fully functional Research and Development Department that helps improve the products on a regular basis.

## **THREATS**

- **Competition**

Ghostbond UK faces a lot of competition from brands like Ellisons, Koko Hair and Forever Young.

- **Regulations**

The EPA and FDA regulations are regularly updated so it is challenging to keep up with them.

## 5. OPERATING PLAN

---

- **Order fulfillment**

Ghostbond UK keeps track of its customer base through various tools and strategies. We have a dedicated team for marketing and research, consisting of highly qualified and experienced experts. They maintain communications, sales and data, and stay connected to the market. They utilize the latest data management and statistical tools, as well as Customer Relationship Management systems for managing client interactions, dealing with current and future customers, and systemizing and optimizing relationships.

- **Payment:**

The company is opting for credit sales. Also, new promotional offers and heavy discounts will be offered in the first year. Initially, the focus will be on increasing the sales revenues instead of increasing cash flows, so that the number of units sold increases.

- **Technology:**

Which key technology does your business utilize and what are the arrangements for ensuring data security? [to be provided by client]

- **Key customers:**

Our target customers are men and women between 20 – 80 who wear wigs and hair pieces as a result of hair loss or as leisurewear. The key customers of the business include beauty and fashion industry, salons, wholesalers, retailers and individuals. They are important to the

success of the business due to partnership, volume, or pathway to a new market. Salons and the consumers in the beauty industry bring in more than 10% of the company's revenues.

- **Key employees and organization:** Describe unique skills or experiences that are required of the current team. If necessary, describe any proprietary recruiting or training processes in place. List key employees that are necessary for success. Include an organization chart to support this section. [to be provided by client]

- **Facilities:** We have a dedicated office in Ballymena, Northern Ireland where all sales, account and administration are done.

The product R&D is done in the US and the products are manufactured and bottled in Ireland.

The Ireland facility distributes to all of Europe.

- **Environmental Impact:**

Ghostbond UK produce hair wigs and extensions that are made from 100% natural human hair, even though there are some ethical issues surrounding human hair harvesting. Synthetic hair may have lower versatility and price point but we avoid it because of its sinister environmental impact. Synthetic hair is essentially made out of ultra-fine strands of plastic, and petrochemical derived materials including PVC, acrylic and polyester, making them non-biodegradable. This makes them a threat to the environment as they ultimately end up in landfills, and contribute further to the global waste problem.

Please provide details of the licensure, for instance FDA, EPA, ISO, and WHO, if available.

## 6. MARKETING AND SALES PLAN

---

- **Key messages:**

The key messages that the business wants to communicate to the clients include that the hair wigs, extensions and hair care products manufactured by us are safe, reliable, effective and low cost. They have been perfected through years of experimentation and research and are guaranteed to give the best results. We have a non-toxic, safe for skin alternative to adhere wigs and hair units to the scalp area. As we are the makers, we differ from our competitors by having in-depth knowledge and experience to provide not only our own customers, but the users of our products, support when they need it.

- **Marketing activities:**

The company aims to utilize traditional marketing while also focusing on online marketing. Hair wigs and extensions are mainly sold through online channels and retail distribution channels. The products are also available to end-users through our online shopping website. We are also going to follow the emerging trend of promoting wigs and hair extensions on social media platforms. These platforms have also integrated shopping capabilities, which allow several influencers and hairstylists to sell wigs and extensions online. Products will also be sold in dedicated and beauty stores, hypermarkets, and online general marketplace platforms. The sale of hair wigs and extensions through retail stores, hypermarkets, and fashion stores has always been the norm across the globe. Although the trend of selling

online has been increasing in recent years, a significant share of hair wigs and extensions distribution takes place through specialty stores, hair salon and beauty stores, and hair clinics.

Nowadays, Search Engine Optimization is an essential online marketing strategy. Therefore, we will utilize it to promote our business in the digital sphere. This will be done through applying optimization techniques like using keywords, adding images, and metadata on the website and social media posts. Google Analytics tools are used to assess the response and to improve the online marketing strategies. Also, we aim to get the company listed on My Google Business Listing, which will allow it to come up in local and product specific searches. Adding your business to this service will enable people near your company's location to find you instantly. This is a must have for any business because it gives them an edge over the rest of the competition.

In short, the following promotion options will be utilized to provide the company with the best chance of product recognition, store traffic, qualified leads, or appointments.

- Digital marketing, including SEP, email marketing, social media and website
- Media advertising (television, radio, newspaper and magazines)
- Seminars or business conferences
- Joint advertising with other companies
- Word-of-mouth or fixed signage
- **Sales strategy:**

The company will have a team of up to 20 full-time commissioned sales people, who will target both individual consumers and companies interested in our products. Apart from that, the website will be used for sales, both B2B and B2C. There will be a live chat option on the website to provide prompt responses to visitors, encouraging them to convert into customers.

Our sales marketing strategy will focus on three basic initiatives:

- Web Initiatives

Our website will attract potential customers and partners. We will partner with local businesses that serve our target market to offer incentives and discounts. Online advertising with SEO will also be used.

- Promotional Events

Regular events related to the beauty, fashion and hair care industry will be participated in to attract more customers and establish the brand as an authority.

- Road Signage

Signage will communicate our value proposition to our potential customers.

We have a direct online UK website ([www.ghostbonduk.com](http://www.ghostbonduk.com)) and are currently in the process of setting up a multilingual site to sell directly throughout Europe ([www.ghostbond-eu.com](http://www.ghostbond-eu.com)). Our most effective marketing and promotional strategies have come from utilizing platforms such as YouTube & Instagram.