

Camille Girardeau-Montaut & Georgia-Kathryn Duncan

Business Solutions Project

Beauty Lab



Blacksburg High School

3401 Bruin Lane

Blacksburg, VA 24060

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I. EXECUTIVE SUMMARY

Our Business Solutions Project began Mid-October in Mrs. Radford's DE Digital and Social Media Marketing class. We were assigned team members and a business, that is a member of the Montgomery Country Chamber of Commerce (MCCC), to work with. We researched more about Beauty Lab, looking at reviews online, the website, and their social media presence to prepare for our meeting with CEO, Kaylee Graves. Our zoom meeting with Ms. Graves was delightful, she was very happy to work with us, just as we were for her. In our meeting we told her about the MCCC Buy Local Campaign and her participation in it. Due to Ms. Graves gave us the creative freedom to take the reins of what we thought we could do to improve her Instagram views and Buy Local Campaign participation, we got right to work. After this, we met with her Graphic Designer, Ebony Murell at OnPath Graphics. We found out in our meeting with Ms. Graves that she recently did a rebrand, and OnPath was her company she worked with to do so. Upon talking to OnPath Graphics, we got the Hexadecimal color numbers to make sure her new rebranding matched her social media posts we were making for her. We also learned with OnPath that her website was recently updated in the rebrand, and they were finished with it. Taking this information of the completed rebranding, we decided to do a Instagram Story series at the end of December / beginning of January. Ms. Graves was gracious and trusting enough to give us the login to the Beauty Lab Instagram, and before we made the story posts, we analyzed previous engagement and

BEAUTY LAB

Brand Colors:



PRIMARY PALETTE
Emerald Green
PANTONE: 553C
CMYK: 67, 34, 78, 74
RGB: 31, 55, 29
HEX: 1F371D



PRIMARY PALETTE
Palm Leaf Green
PANTONE: 7743C
CMYK: 75, 40, 96, 34
RGB: 61, 94, 47
HEX: 3D5E2F



SECONDARY PALETTE
Spring Green
PANTONE: 7490C
CMYK: 60, 22, 90, 5
RGB: 114, 152, 75
HEX: 72984B

Fonts:

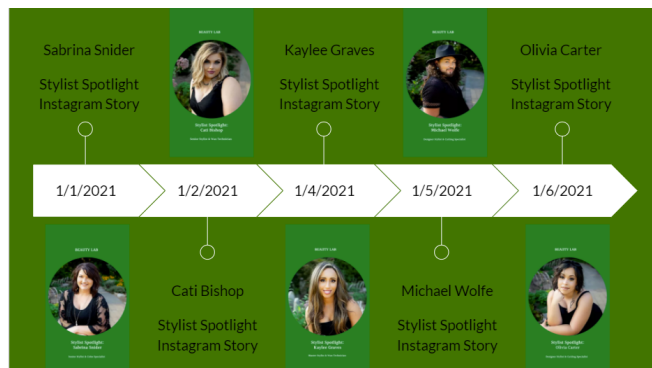
HEADER FONT
Poppins Regular

SECONDARY FONTS
Avalon Regular

BEAUTY LAB

HAIR SALON

the target market tools that Instagram gave us to see what kinds of stories performed the best, times of day to post, who her audience was, and other materials to prepare our series for success. Using the Hexadecimal color numbers from her rebrand, we computed them into Canva, a graphic design website where we crafted the Instagram Stories. After getting approval from Ms. Graves to post the stories, our original plan was to reach out to her employees to tell the customers a little more about them, but due to the nature of the busy holiday season, we had to do that research on our own and adjust our designs accordingly, instead putting what they specialized in. Tracking the analytics that Instagram gave us, we found that the stories we were uploading were boosting her account clicks, and had the most story views compared to her previous ones. The content that we posted included Instagram Stories that encouraged customers to come to the salon and purchase holiday gifts that she sells at her salon, and highlighting DaVines, the brand of hair care sold at Beauty Lab with a 'New Year, New 'Do' Instagram Story. Once these stories were uploaded



over the span of a week, we created Instagram Stories that continued to match the rebranding colors and design, with "Stylist Spotlights." Each spotlight contained one of her stylists, and their specialty. Maintaining the integrity of our \$0 budget, we used Instagram's free tools to measure how effective our stories were. We understood that as a business

owner, Ms. Graves works extremely hard to pursue her passions to make people feel like their best self, and it was honorable to be able to take some stress off her shoulders and complete her participation in the Buy Local Campaign. We give so much thanks to Ms. Graves for putting faith in us and trusting us with her online presence during the last few months.

II. INITIATING

A. Statement of the problem

To assist Beauty Lab with their participation in the Montgomery County Chamber of Commerce Buy Local Campaign. Currently, the owner of Beauty Lab is very unfamiliar with the campaign and does not know about its initiatives, this needs to be addressed. The purpose of the Buy Local Campaign is to circulate money through our local economy by getting businesses to participate and utilize digital marketing. Kaylee Graves, owner of Beauty Lab, needs assistance in her rebranding and social media touchpoints.

III. PLANNING AND ORGANIZING

A. Project goals

- Educate Kaylee Graves on the Montgomery County Chamber of Commerce Buy Local Campaign and have Beauty Lab participate.
- Help Beauty Lab with their rebranding efforts. The rebranding that Beauty Lab is currently going through is a change in color palette from blue to a crisp green and white palm tree design. Her business is also very sustainable-based and prestigious and those traits are being shown in the rebrand.
- Create social media content for Beauty Lab that will result in increased brand awareness.

B. Human resource management plan — team member roles, skills and strengths and responsibilities

Our team consists of Kaylee Graves, Camille Girardeau-Montaut and Georgia-Kathryn Duncan. Ms. Graves is the CEO of Beauty Lab and will be serving as an authoritative and managerial figure in our efforts. Her strengths include cutting and coloring hair, being the CEO of Beauty Lab, and supporting her family. Because of her busy schedule, she gave the team full responsibility in creating our own ideas for what content she wanted to be uploaded on her Instagram and participation in the Buy Local Campaign. Camille and Georgia-Kathryn's role include being the students responsible for tasks assigned to them from Ms. Graves. One of those tasks is meeting with the graphic designer to talk about the

rebranding. Another task is to direct Kaylee Graves towards other Buy Local Ambassadors so that she can learn more about the campaign.

Team Human Resource Template

PROJECT TITLE: Business Solutions Project

PROJECT MANAGER: Camille and Georgia-Kathryn

NAME	ROLE IN PROJECT	RESPONSIBILITY	CONTACT
Kaylee Graves	Client	To approve ideas brought to her by the project managers.	kayleebeautyco@gmail.com
Ebony Murrell	Graphic Designer	To send copies of digital material to Project Managers and update the website.	emurell@onpathgraphics.com
Camille Girardeau-Montaut	Project Manager	Come up with ideas to help increase Beauty Lab's participation in the Buy Local Campaign. (create social media posts, contact graphic designer, etc.)	camillegirardea@mcps.org
Georgia-Kathryn Duncan	Project Manager	Come up with ideas to help increase Beauty Lab's participation in the Buy Local Campaign. (create social media posts, contact graphic designer, etc.)	georgiaduncan@mcps.org

C. Schedule

i. Milestone — describe the 2-4 major milestones (activities) needed to accomplish

The first milestone that needs to be completed is for us to reach out to OnPath Graphics, Beauty Lab's Graphic Designer. We will request a meeting with OnPath Graphics to discuss the rebranding and get a better understanding of the thought process behind it to ensure that the team is on the same page about brand image. The second milestone is for Kaylee Graves to approve proposed procedures we emailed her as well as communicating her product message and stylist information. We will accomplish this by implementing the proposed procedures of creating content for her Instagram Story regarding her services and products offered. Our third milestone will be to analyze the data that we collected from the Beauty Lab Instagram stories that we created.

ii. Timeline to reach each milestone

The first milestone is to be completed by Monday, November 23.
The second milestone is to be completed by Wednesday, January 6.
The third milestone is to be completed by Friday, January 15.

D. Quality management plan — key metrics

In order for our quality to be managed properly, Beauty Lab must be more clear and elaborative in their efforts when we are asking them questions that way we can have stronger communication. For the rest of the team, we will make sure to proofread and hold a professional standard when collaborating with Beauty Lab and OnPath Graphics. In order to do so, we will continue to take strenuous notes and research with utmost care. When it comes to communication by email, team members will respond within 24 hours and use proper email etiquette. We will measure success by progress in her rebranding and amount of money saved for her sign.

E. Risk management plan —potential issues, potential impact of the issue and response strategy

Some potential issues are lack of communication and lack of responsibilities assigned to team members by Beauty Lab. We are also concerned about meeting with OnPath Graphics because we do not want to put a financial strain on Beauty Lab in case OnPath wants Beauty Lab to pay for additional services as asked for by team members. If OnPath is not willing to work with team members at no cost, Beauty Lab will have to assign a different task to team members other than communication with OnPath. The potential impact of lack of communication is putting a financial and emotional strain on Beauty Lab. To keep from running into these issues, team members can relay information between OnPath Graphics and Beauty Lab to ensure that relationship stays positive.

F. Proposed project budget — include both monetary and in-kind donations when applicable

No funds were allocated for this project because Beauty Lab is currently saving up to buy a new sign that matches the rebranding of the salon. This sign will go above the doors of the establishment. Our strategy is to use free digital marketing materials that are preexisting such as Facebook. Use of influencer marketing would not work for this project because of our target market. Word of mouth is a more direct way to reach our target market.

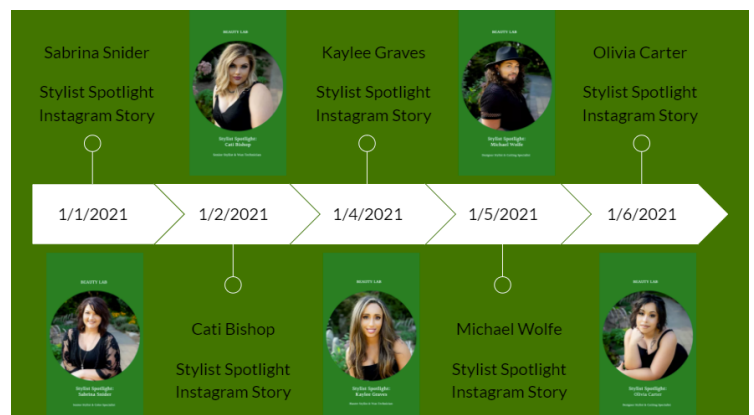
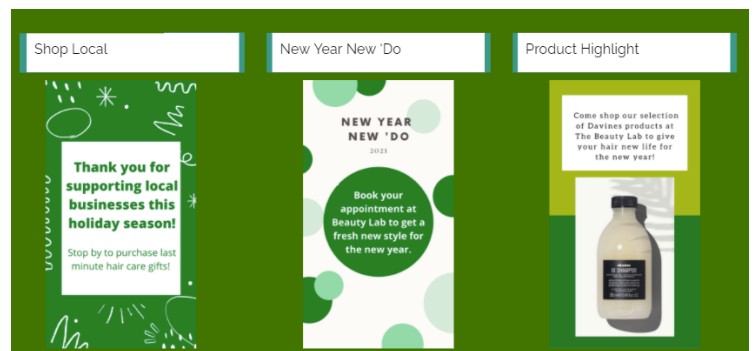
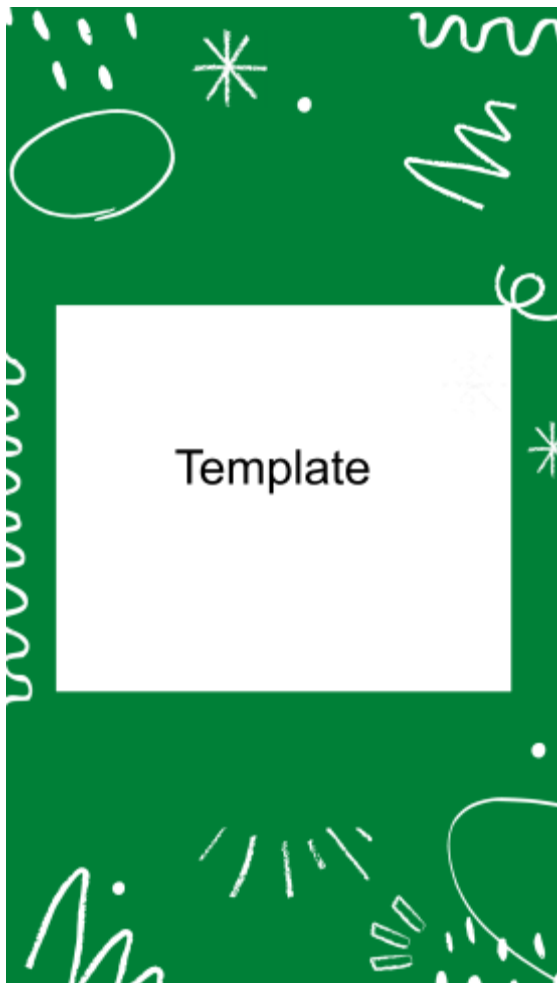
IV. EXECUTION

Description and documentation of the project plan implementation

We will be checking in with Ms. Graves about our progress each week. Discussion with the graphic designer will enable us to come up with more ideas on how to assist with the rebranding of Beauty Lab. After our call with OnPath Graphics, we found that her rebranding was complete, so we wanted to tie in her new colors on her Instagram page. We created Instagram stories with these new colors using Canva.

GOAL	APPROVAL STATUS	DEADLINE	MATERIALS NEEDED
Participate digitally in the Buy Local Campaign	Approved	3/17/21	Canva, Instagram
Come up with additional ideas for the rebrand	Discussed with OnPath 11/23	Rebranding is complete	
Purchase of sign	Purchased		money
Create social media posts	Approved	12/30	Canva
Ask customers to post their new hairstyle on their story and tag beauty lab	Asked via email		
Add products to their website	Discussed with OnPath 11/23		

DATE	TYPE	DESCRIPTION
12/23	Instagram story	Thanks for supporting local
12/29	Instagram story	New year new 'do
12/30	Instagram story	Product highlight
1/1	Instagram story	Sabrina Snider
1/2	Instagram story	Cati Bishop
1/4	Instagram story	Kaylee Graves
1/5	Instagram story	Michael Wolfe
1/6	Instagram story	Olivia Carter



V. Monitoring and Controlling

A. Monitoring — describe how you monitored your schedule, budget and project quality

In order to maintain quality control, we met three times a week to discuss ideas and implement project goals. Two of the meetings were during class time and the third was on Sunday afternoons. Each time we accomplished an initiative, we updated a Google Sheets that was given to us by our teacher. This spreadsheet included dates and times we talked to our clients, our project timeline, and communication information. We monitored our budget by making sure that we weren't adding additional fees or costs to Beauty Lab. Because we were granted \$0, we maintained this integrity and made sure that all services and ideas proposed were free of charge.

B. Controlling — list issues encountered and how you dealt with them

Due to the lack of participation in the Buy Local Campaign, we were unable to set goals of how to increase that because no previous data was shown. After our meeting with OnPath Graphics, we also found that the monetization analytics package was outside of our budget and we are unable to purchase that. There was not a clear goal or indication that the participation of the Buy Local Campaign was something that Beauty Lab was particularly interested in other than wanting our help to educate Kaylee Graves more about it. During our meeting with her, we explained the Montgomery County Chamber of Commerce's Buy Local Campaign. Because she wasn't sure of any specific ideas of how she wanted us to help her get involved, we came up with ideas on our own that were later proposed to her via email. We had to research and take information from the Beauty Lab website to find information about the staff at the salon due to lack of communication over the holidays. Using Canva, we made Instagram Stories that highlighted each staff member and their strengths within Beauty Lab, as well as some holiday shopping promotions.