



PHAI'S
Henna & Spa

Pitch Deck

March 2025



Phai's Henna and Spa is a unique Ghanaian beauty and wellness oasis that combines traditional practices with natural products to empower women to celebrate their natural beauty



Executive Summary

Experience the art of traditional Ghanaian beauty

Phai's Henna and Traditional Spa is a startup beauty spa that offers organic and natural beauty products and services, leveraging traditional Ghanaian practices. Our mission is to provide satisfactory services to our clients, focusing on busy professionals, brides, and individuals seeking natural beauty treatments



85%

of brides go in for Henna Designs

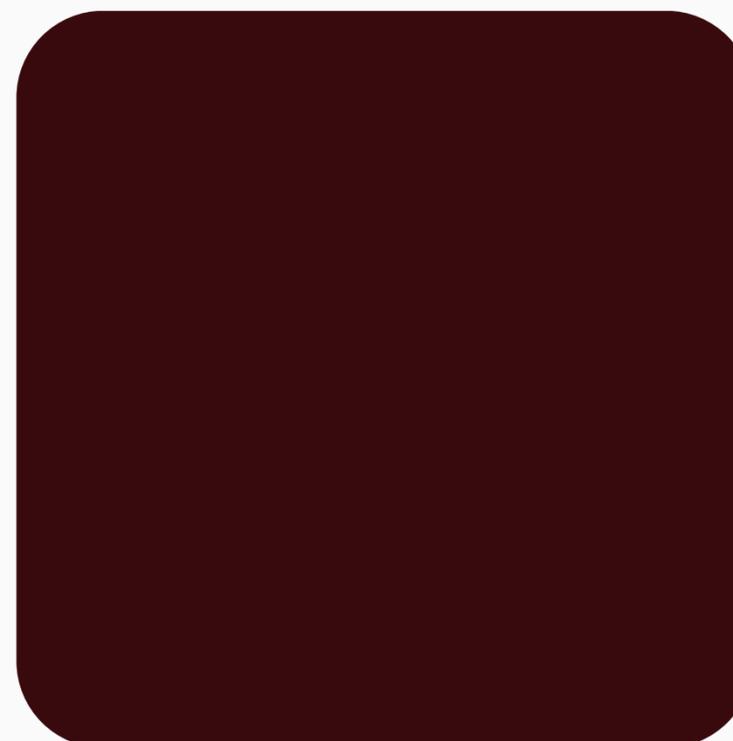


over 200

clients

Mission Statement
Nature's beauty,
traditionally yours

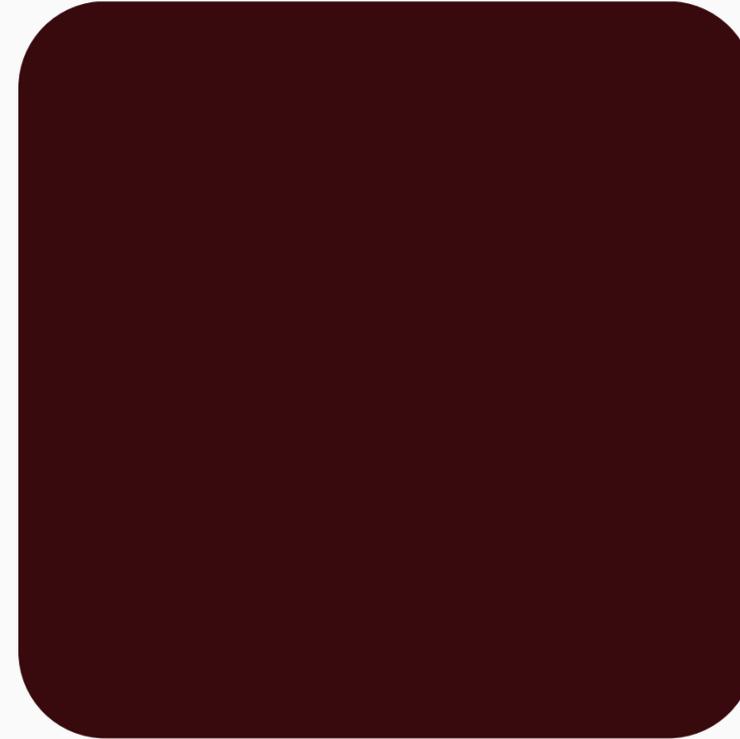
To provide high-quality, natural, and effective beauty solutions, while promoting traditional Ghanaian practices and supporting the well-being of our clients.



Company Overview

Beauty rooted in tradition

- Company Advantages:
 - Unique selling proposition: traditional Ghanaian practices and natural products.
 - Experienced founder with a strong reputation.
 - Growing demand for natural and organic beauty products and services.
 - Competitive pricing structure.



Market Analysis

Unveil your natural glow

Phai's Henna and Spa operates in a growing **beauty and wellness** industry in Ghana, driven by increasing demand for natural and organic products and services. The market is dominated by international brands, but Phai's Henna and Spa stands out through its unique blend of traditional Ghanaian beauty practices and natural products. Our target market includes health-conscious women aged 15-50, middle to upper-income, living in urban areas.

Key market trends include growing demand for natural and organic products, increasing interest in cultural and traditional practices, and rising demand for personalized services. Despite opportunities for partnerships, expansion, and new product development, the business faces threats from international competition, economic downturn, and regulatory changes.

GROWTH & REVENUE

15-50

Age range

5k

Social media followers
and active users

85%

Brides

GHC 20.00 to GHC
1,000.00

competitive pricing

Marketing and Sales

Beauty rooted in tradition

85%

Brides

Our marketing strategy includes:

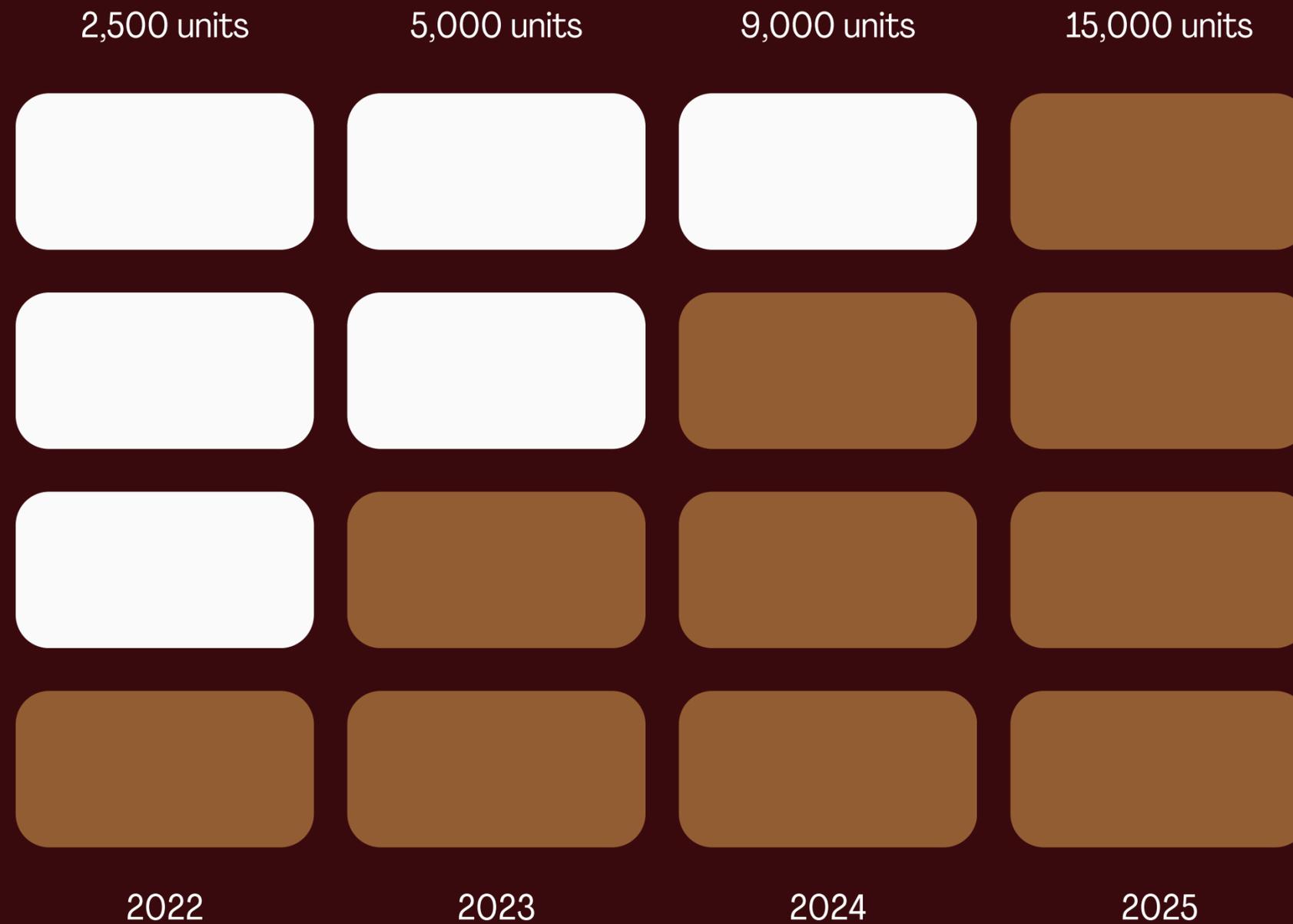
- Social media advertising
- Establishing a company website
- Finding distributors for our home beauty products
- Establishing easy channels to communicate with customers
- Meeting with people within targeted areas

Sales Channels

We plan to sell our services and products through:

- Social media marketing
- Word-of-mouth referrals
- Partnerships with local businesses and organizations
- Online advertising

Current Traction
Sales have
increased
significantly.



Financial Projections

Revenue will grow by 50x in 2032.

We project a gross monthly revenue of GHC 5,000.00, with a total capital requirement of GHC 60,000.00.

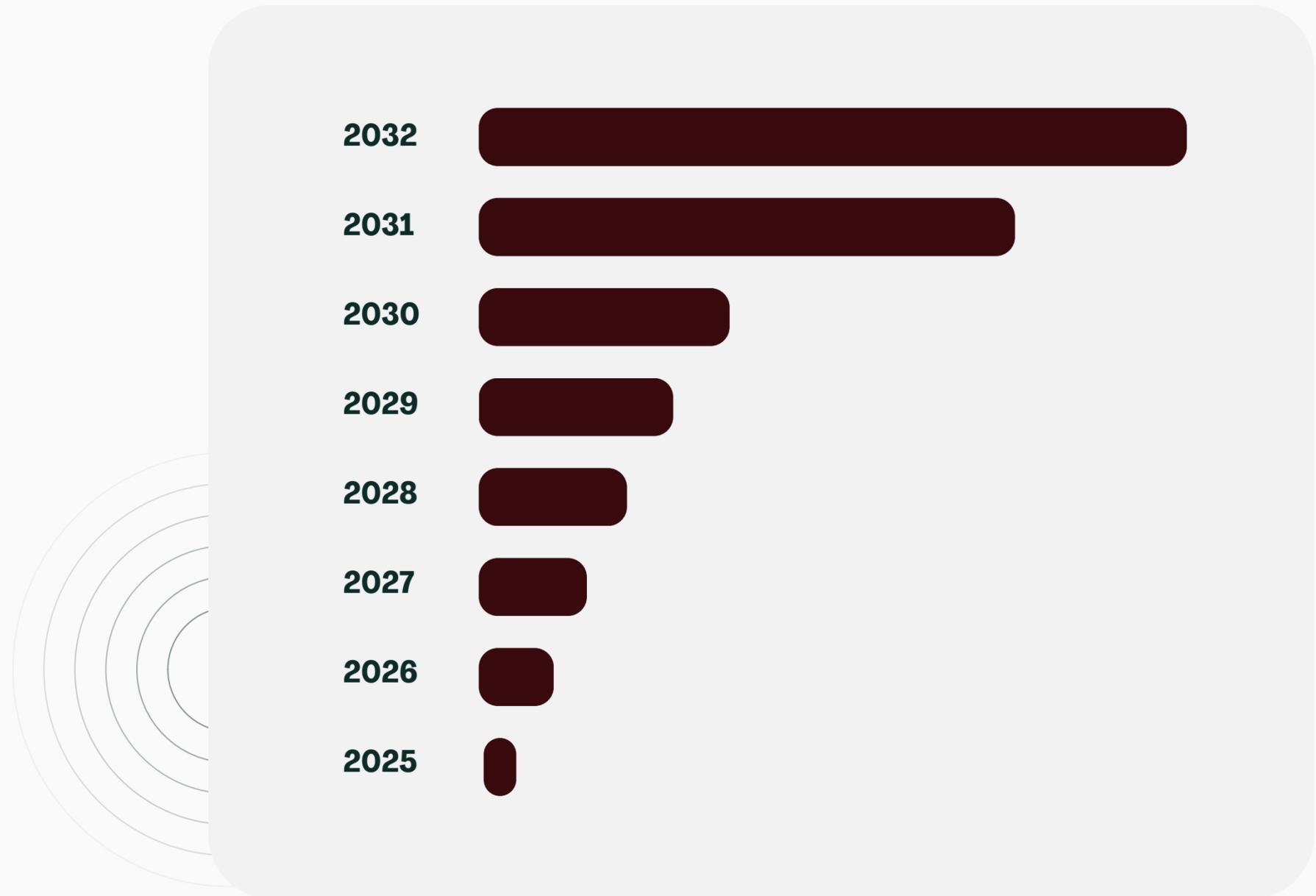
We anticipate breaking even within the first year of operation.

5k

social media followers and partnerships with 15 surf schools.

95%

customer satisfaction rate based on product reviews.



Funding Request

Seeking GHC 60,000 in seed funding.

For product, marketing, and operations.

Product Development

To expand our accessories.

40%

Marketing and Brand

To connect enthusiasts.

30%

Operational Costs

To streamline production and scale distribution.

30%

Our Services

Where heritage meets wellness

Our services include:

- Bridal grooming 1,800 cedis
- Bridal Henna 200 cedis
- Dukhan [body smoking] 100 cedis
[Traditional body scrubbing]
- Halawa (sugar waxing) 200 cedis
- Vaginal Steaming 50 cedis
- Henna (temporary body art) 200 cedis
- Pedicure 100 cedis
- Full body massage 300 cedis



Bridal Grooming



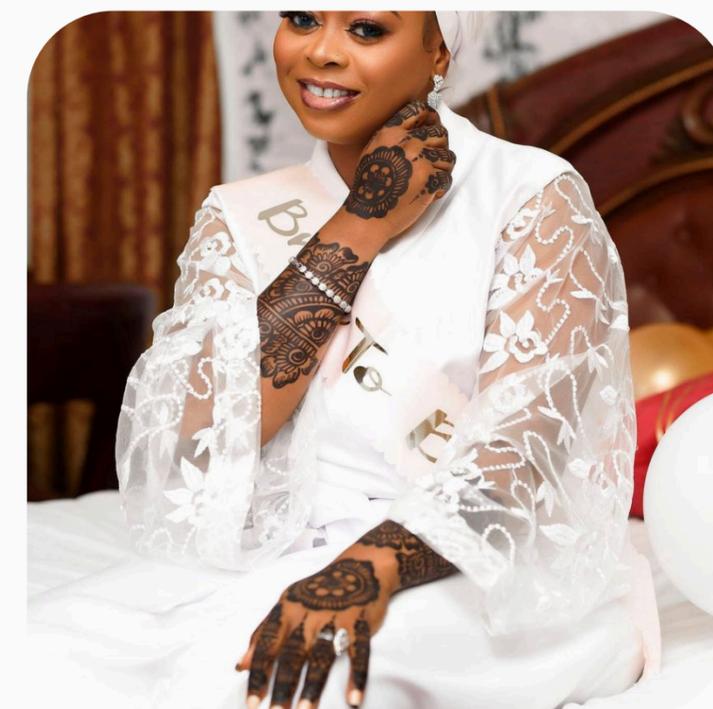
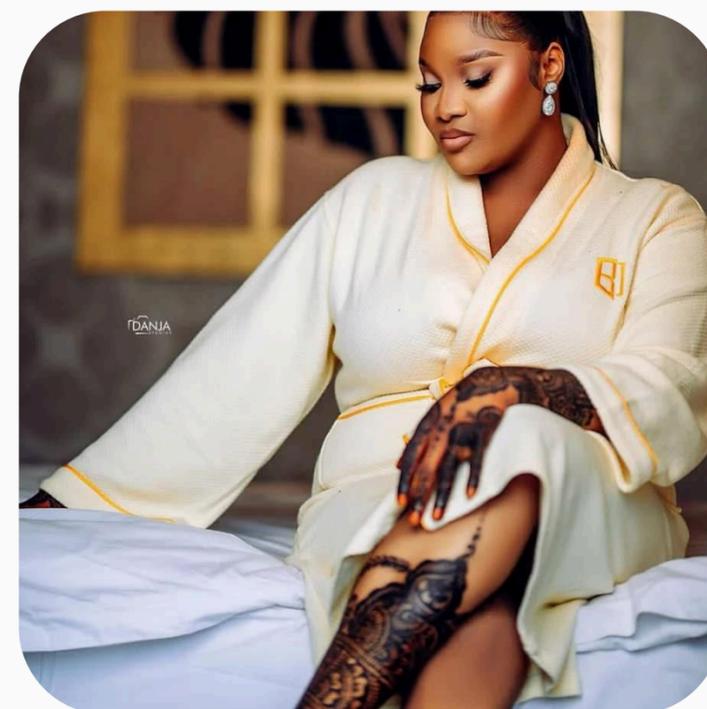
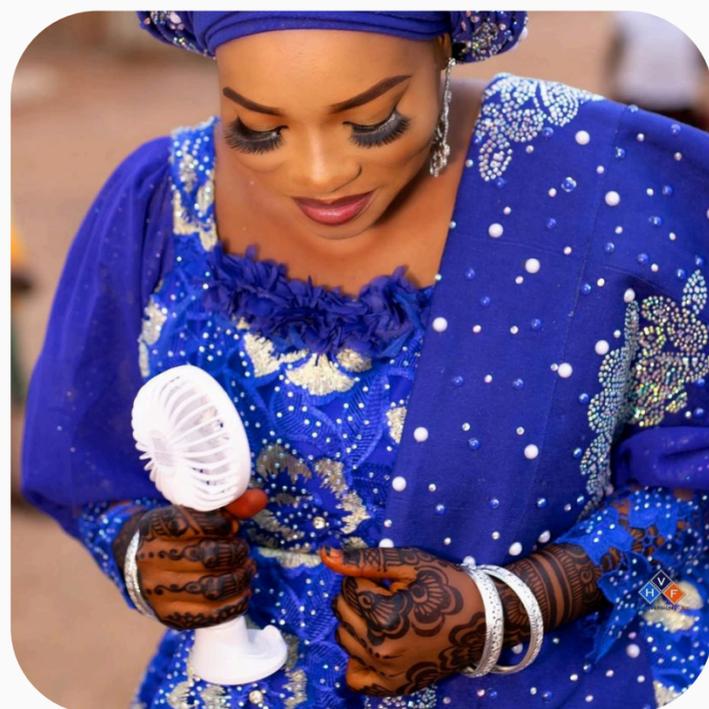
Dukan [Body Smoking]



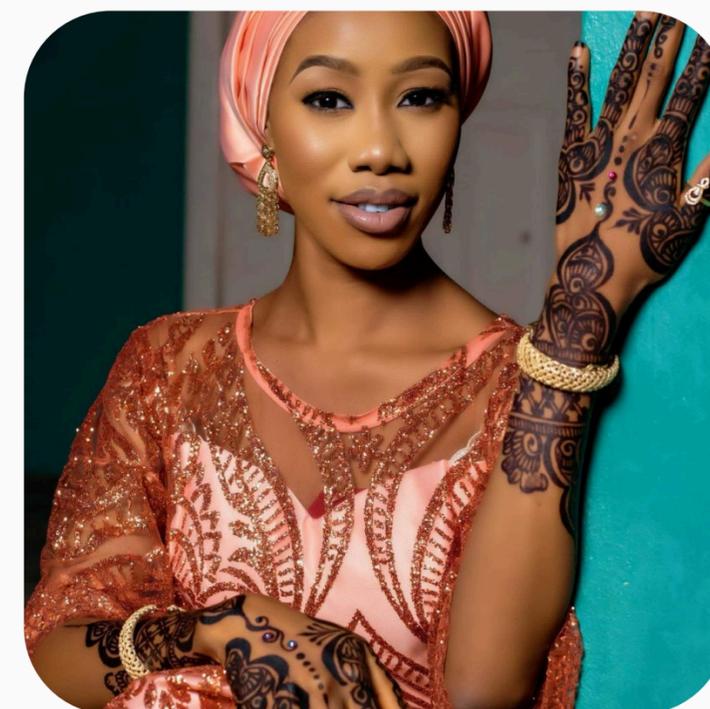
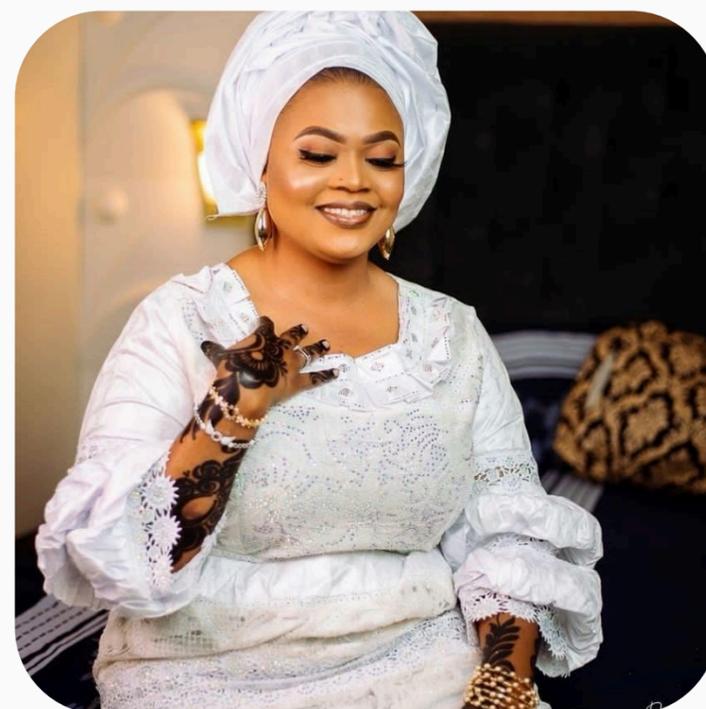
Halawa [Sugar Waxing]



15 Years of experience. Clients



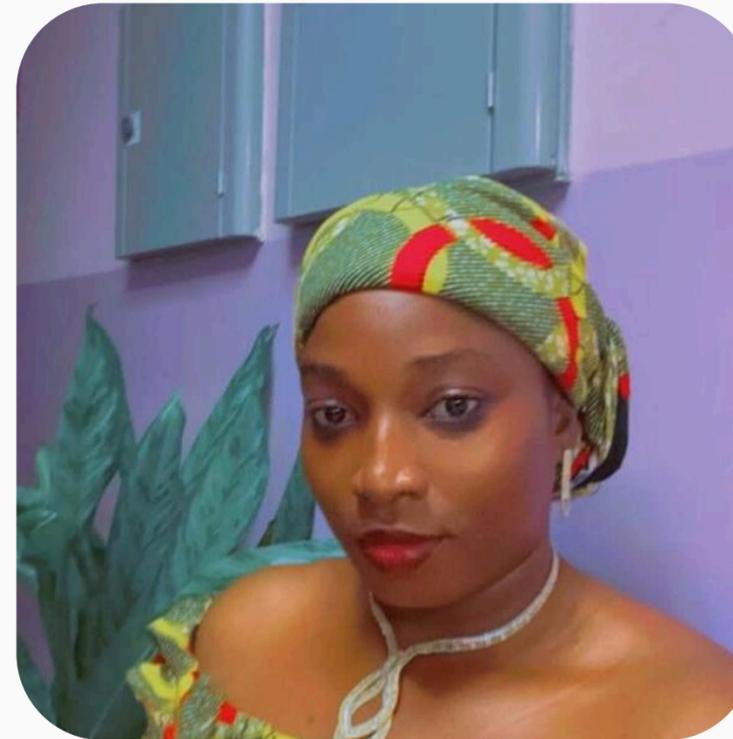
15 Years of experience. Clients



Meet the Founder | CEO

Faiza Abubakar is the founder and owner of Phai's Henna and Traditional Spa. With several years of experience in the beauty industry, Faiza is passionate about promoting traditional Ghanaian practices and providing natural and effective beauty solutions.

*Experience the art of
traditional Ghanaian beauty*



At Phai's Henna and Spa, we empower women to celebrate their natural beauty and connect with their heritage - Faiza Abubakar, Founder and CEO

Conclusion

Traditional beauty for the modern woman

Phai's Henna and Traditional Spa offers a unique and natural approach to beauty and body grooming. With a focus on traditional Ghanaian practices and natural products, we are confident that our business will thrive in the growing beauty and body grooming industry in Ghana.



Thank You

Contact us for more information:

+233 (55) 483 9395

www.iassistyou.co

Ablekuma | Amomoley

iassist.you.co