

## Salon Taboo



*Salon Taboo is the manifestation of a dream I have had since I was 15 years old. The SBDC helped me realize that dream*

**Jessica Lyn Lujak**

**Client Name:** Jessica Lyn Lujak  
**Company Name:** Salon Taboo.  
**Address:** Salem 22 Plaza  
Delmont, PA 15626  
**Westmoreland County**  
**Phone:** 724-461-7458

**Website:**  
<http://www.salontaboo.com/>.

**Industry:** Beauty Salon

**Year Founded:** 2012

**SBDC Assistance:** Assistance with obtaining start-up capital and refining initial development plans

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### Background – The Challenge

Jessica Lujak had a vision and a dream to own her ultimate, dream salon. Her desire was to provide the services and quality of a top-level hair priced salon at affordable prices in a comfortable, welcoming atmosphere where clients could relax and be themselves while they were pampered by a well-trained and talented staff. She wanted to create a clear “Taboo Difference”

### The Problem

When Jessica initially contacted the SBDC, she was working at a national, cut-rate hair salon and had little to no resources to offer as contribution or collateral for a bank loan or other financing. Her lack of resources were further magnified by an initial concept for the salon that would require more than a hundred thousand dollars in financing.

### SBDC Assistance

The SBDC helped Jessica review and revise her concept more than a half dozen times, scaling it from a six figure vision to a \$25,000 vision. Even then, she lacked the resources at the time to support obtaining a bank loan but through perseverance, the amount of resources she needed to obtain was within reach for her. Correspondingly, the SBDC also guided Jessica in conducting market research and forecasting her revenues and costs.

### Results

- After more than a year of building up collateral and putting money aside, Jessica qualified for a bank loan and opened her Salon in December 2012.
- Jessica is currently on track to reach and surpass her breakeven point within her first year.
- Word of mouth on her quality services is accelerating with the majority of new clients reporting they were referred by existing clients.
- Jessica currently employs 3 full and part time employees.
- Due to the progress of her business and her excellent record keeping and tracking, Jessica obtained an additional \$10,000 credit line within her first six months. She plans on using a portion of it to hire another employee to provide nail care services.
- When asked what the first 6 months of her business has been like, Jessica replied that she “has grown 20 years” and still constantly refers to the business plan in helping her evaluate the direction and progress of her business