

BUSINESS PERFORMANCE REPORT FOR ALTA MODA

Performance Item	Score	Researcher notes	Explanation
Do you appeal directly to your Target Customer Group? Do you mention who you are suitable for?	10%	There's no mention of the Target Customer you cater to, or at least specialize in. I'd like to add this in order to capture a larger piece of a very big pie. Going after everyone isn't as effective.	<i>By appealing directly to your Target Customers you do two things. You gain an edge over broad-brushed competitors. You also build rapport with the customer who meets the person you are looking for.</i>
How well defined are your products and services? Are they too broad? Too narrow?	100%	Perfect. Your selection of products is everything a woman would want, without venturing into spa-related services.	
How effective is your Profile Statement? Does it describe management and company history?	20%	The Profile Statement is weak, saying nothing about the bios of its founders (I realize that you describe the stylists), the history of the salon, your philosophy, specialty, etc. Also, the statement contains numerous dated cliches, like "committed to making you feel your best". That is expected nowadays.	<i>Customers like to feel grounded with the businesses they do buy from. In You Have a Set of Mission Statements we start by discussing those Target Customers and then build a Profile Statement (among other things) designed to appeal to them and gain their trust.</i>
Do you have a set of well-written Mission Statements, Corporate Mantras and Profile Statement appropriate to your industry?	20%	The paragraph on the Welcome page touches, but never arrives at, being a Mission Statement. I'd like to up the professionalism a bit by having a Mission Statement, Social Values Statement, and Corporate Mantra. Also, the profile on About Us is dated; nowadays we avoid cliches.	<i>In You Have a Set of Mission Statements we create everything you need. The result is higher revenues through greater recognition and Corporate Presence.</i>
How is your Google ranking, both locally and within your county?	20%	For a search of "Sturbridge MA hair salons" the first entry is a yelp listing on page 3. I don't see the website on the first 4 pages. This is pretty bad. I want to help improve that ranking.	<i>Most of our marketing strategy units increase Google ranking. This results in higher revenues from greater recognition.</i>
If appropriate, do you have an email or newsletter signup?	20%	I'd like to add an email signup for announcements of specials, new products, salon events, and possibly a newsletter. Doing so will give you a database of customers.	<i>With Your Marketing Plan Excites Everyone, we first discuss whether you need one, and then we build one together, resulting in higher revenues through greater visibility.</i>
How attractive is your website? Does it have a calendar of events, news, and product announcements?	30%	The website needs a blog. The new products tab is good, except that the newest product is 5 years old, which is NEGATIVE publicity. You do a wonderful job, though, describing your products. Many don't do that. Nice.	<i>Our You Have a Website Campaign ensures that you have a timely website, with new content continually posted to it. If you need to re-do your website, we'll build it together, and you'll be able to maintain it yourself.</i>
How frequently do you add content to your website?	10%	OMG the What's New tab goes back to 2011! There are no new products, calendar of events, blog, or new stylists. I will help add all of these.	<i>You Have a Website Campaign determines what content is most influential and results in an Editorial Calendar to tell you what to post to your site, and when. This increases your Google ranking and gives you something to advertise.</i>
How persuasive are your sales scripts? Are they cliched? Too salesy?	60%	Compared to what I see, your sales scripts are pretty good. Not too cliched (other than About Us), and most of the time from the viewpoint of the customer rather than yourselves. I want to get them to 100%, though. Stylists needs bios.	<i>Our unit You Launch Sales Campaigns will get your sales scripts to current standards, removing cliches, sale jargon, and instead give you what research has been shown to influence.</i>
When was your last product announcement?	10%	OMG it's from 2011! And there's only one of them! I want to see a steady stream o new announcements, and re-announcements of old products if necessary.	<i>We like to see a continuous plan for product launches, and our unit You Launch Sales Campaigns, not only will do that, but also will develop the scripts with which to train your salesforce.</i>
How strong is your presence on LinkedIn, Pinterest, Foursquare or other social media besides Facebook?	10%	You aren't on LinkedIn, Foursquare, or Pinterest. Foursquare is the big one here. I want to see a profile and getting people posting on it.	<i>Consumers research your credibility on LinkedIn. FourSquare brings social connection. Your Social Media Campaign Shines determines your best platforms and what to post on them. This results in higher revenues by reaching more customers.</i>
How active are you on Facebook?	10%	Your link to Facebook is a dead link, and your link to Twitter is to a Longmeadow business that starts with a hashtag #nopants. Not so good. I want real profiles here, plus active posting.	<i>Facebook is a fact of life for the consumer-oriented business. Posts need to be made with the timing, content and quality spot on. Our Social Media Campaign does just that.</i>

How strong is your Brand Image?	80%	Your Brand Imaging is fine. Your descriptions and photos have savoir faire. They could be improved upon on, but that can come later. I'd also like to see more for the bride-to-be in your services.	
How substantial is your Corporate Presence? Do you appear the whale, or the tiny minnow in your industry?	10%	The free email address is a give-away that you aren't substantial, as are the dead links to Facebook and Twitter.	<i>We want you to appear sizeable to the outside world. While a Mom & Pop operation is nice, it won't easily meet the competitive demands of today's marketplace. Most of our Performance Enhancement Strategies result in an increase in your Corporate Presence.</i>
Are you on Google Places? Where do you place?	50%	You're on Google Places. but there are only 6 reviews in 6 years, and the most recent was is a 1-star one (which I often ignore). I'd like to solicit more reviews. My other ideas	<i>Google Places, when available, is the first thing your customer sees. Once you register with Google Places all of our strategies are designed to</i>
How are your Yelp reviews? What do they suggest for employee training or better efficiencies?	20%	You have only one review on Yelp. Yelp needs photos and a profile. I ignore 1 review since it's usually biased.	<i>We use customer feedback to discern improvement needs. When we find negative reviews, we harness the necessary strategies to prevent them.</i>
Do you have a blog? Are the postings tailored to your Target Customers?	10%	I'd like to see a blog. On it you can announce new products, styles, and thoughts about fashion and beauty.	<i>In our Performance Enhancement Strategy Your Social Media Shines, we'll examine what posts belong on your blog. The result will be a greater draw due to something to advertise, resulting in higher revenues.</i>
How are your Angie's List reviews? What do they suggest for employee training or better efficiencies?	100%	You aren't on Angie's, which is fine.	
What are your Yelp and Angie's List <u>ratings</u> ? Are there many of them?	30%	Your Yelp has only 1 review so not many will trust it. Though, it IS a 5 star review! It also lacks a photo and a link to your website.	<i>Both the number of reviews as well as the overall rating are a clue to whether your efficiency is where it should be. Our Your Efficiency is Cutting Edge strategy will improve that.</i>
Is your email address a dedicated domain?	10%	You use a free gmail email adress which smacks of a tiny business. I want it to be a dedicated email domain.	<i>A free email address will decimate your Corporate Presence. A few of our strategies are designed to boost your Corporate Presence. A larger presence means more customers are interested in you.</i>
How do you compare to your competitors?	70%	I'm not impressed by Hair Gallery Salon & Spa in the way of marketing themselves. Carrie & Co. I feel knows how to market their business (although they only have 2 Yelp reviews). They are your competition.	
Do you have a downloadable brochure or menu? Do you have one for each area of customer interest?	10%	It would be nice to see an attractive, downloadable, brochure of services and prices. Also, the gmail email address should be upgraded to match the website.	
How prepared is your business for expansion? Do you have most of your ducks in a row?	50%	I'd like to sure up the fundamentals before considering expanding. I assume your products and service is okay, though I'd like to see some reviews before considering expanding.	<i>A business should have all its pieces in order so to be able to expand, as have successful large companies. You Expand Your Business is designed to ready you for expansion, and as well plan for it once you are ready.</i>
How unique are you in your industry?	10%	Nothing suggests that you are unique in anything, nor specialize in anything. I'd like to add both of those to your marketing scripts.	<i>Great products and low prices is a recipe for low profits. Much better in the world of competition is to offer something unique, however subtle. Our unit Your Products and Services are Defined will analyze this and then suggest adjustments to your business concept.</i>

BUSINESS PERFORMANCE SCORE: 32% This is an okay rating for a small business. Typically it means you are doing a few things very well, usually with a lot of energy. This level is a good stepping stone towards further growth, where the business transitions into a thriving, larger business. At this level we suggest ascertaining and prioritizing additional marketing, financial, and operational tactics to bring your business to the next level.

RECOMMENDED STRATEGIES:

- You Have a Website Campaign
- You Launch Sales Campaigns
- Your Social Media Campaign Shines