

Elara Hair Business Plan

Business Overview

Elara Hair Co. is a women-owned startup creating the Elara Clip-Brush™, a stylish two-in-one claw clip that transforms into a functional detangling brush. Our mission is to provide style + efficiency, solving the everyday inconvenience of carrying bulky hair tools.

Business Name And Concept

- Elara Hair Co.
 - We chose the name *Elara* because it means "bright" or "shining light" in Greek. So we collectively agreed that the positive connotation of the word is what connected us to the name *Elara*
- A 2-in-1 combination of a claw clip that turns into a portable and stylish hairbrush

Problem

Our Solution Interviews show that many consumers want to keep either a brush or a claw clip on hand, but rarely do because:

- Traditional brushes and clips are bulky and hard to fit in small bags.
- Individuals with specific hair types often require frequent touch-ups, making portability a crucial consideration.
- Carrying multiple hair tools is inconvenient, especially for students, commuters, parents, and travelers.

There is a clear need for a compact, dual-purpose accessory.

Solution

A claw clip that opens and locks into position to become a sturdy detangling brush.

Key features:

- Compact, portable 2-in-1 design
- Locking mechanism for stability
- Strong grip due to built-in anti-breakage bristles
- Stylish, modern aesthetic



Our Objective

- Our objective is to provide style with efficiency. By combining an ordinary claw clip with a detangling brush, we offer customers a two-in-one solution. We aim to provide simplicity as well, with a lock mechanism to hold your brush in place and to keep it sturdy.

Competitors

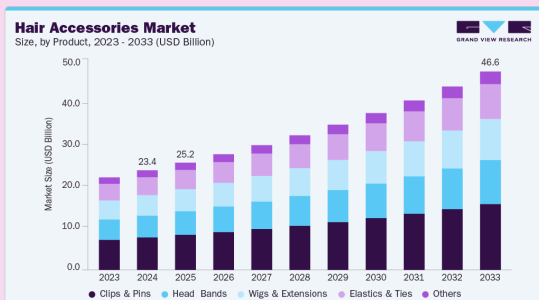
- Other hair clip products from other brands, but we are the first one in the market to produce a two-in-one product.
- Some competitors can also include businesses that make claw clips with softer, more flexible materials.
 - These materials make the claw clip more comfortable to wear
 - Good for driving, lounging, daily life, etc.
 - The softer material prevents any further head injury if one were to get into a car crash

How We Differ From The Competition

- Elara claw clips are dual-functional
 - Many claw clips that are sold to the public only have the use of being able to hold your hair back, whereas Elara claw clips are able to hold a person's hair back and brush it as well.
- We also tend to have a better grip than the standard clips
 - Traditional claw clips usually slip on silky hair, lose tension, and break easily.
 - The Elara claw clips use integrated bristles inside the clip that:
 - Increase friction
 - Distribute pressure evenly
 - Hold hair more securely for longer periods of time
 - Have no breakage

Customers and Target Market Size

- Our target customers are women of all ages, especially students, new parents, travelers, gym-goers, and individuals with long/thick hair.
- According to Hair Accessories Market Research, 2034, the global hair accessories market was valued at \$24.8 billion in 2024 and is projected to reach \$57.1 billion by 2034, growing at a CAGR of 8.7% from 2025 to 2034.
- The hair accessories industry in the Asia Pacific held a market share of about 39.50% of the global revenue in 2024



Financial Plan

- Staffing: \$210,000–\$230,000
- Product design/manufacturing: \$30,000–\$45,000
- Packaging & branding: \$5,000–\$10,000
- Marketing & launch ads: \$8,000–\$20,000
- Initial inventory: \$25,000–\$40,000

Revenue Streams

- Direct online sales (Shopify + Amazon + TikTok Shop)
- Retail/wholesale to salons, beauty stores, and boutiques
- Seasonal color drops & premium collections
- Bundles and accessory kits
- B2B partnerships (salons, bridal companies, subscription boxes)

Implementation Plan

- Month 1-2: ideation and brainstorming ideas, build BMC, competitor analysis, and begin outreach and interviews
- Month 3-4: build prototype, beta testing, branding and positioning, analytics integration, social media launch
- Month 5: Finalize prototype, influencer partnerships, and manufacturing order
- Month 6: Official product launch + marketing campaign rollout

Works Cited

Allied Market Research. "Hair Accessories Market Research, 2034." *Allied Market Research*, October 2025, <https://www.alliedmarketresearch.com/hair-accessories-market-A06430>.

Grandview Research. "Hair Accessories Market Size, Share | Industry Report, 2033." *Grand View Research*, 2025, <https://www.grandviewresearch.com/industry-analysis/hair-accessories-market>.