

TEXTURE SALON IDENTIFIER MATRIX

	TEXTURE TRADITIONALISTS	TEXTURE SPECIALISTS	TEXTURE CURIOUS
	African-American	Curl Brands	General Market Curl Modules
DEFINITION	High texture clientele	Occasional textured guest	No - low textured clientele but interested in growing this segment
CLIENTELE	African-American	Ethnically Diverse	Caucasian / General Market
TEXTURE TYPE	6+	4+	1+
PRIMARY FOCUS	Texture Out	Texture Maintenance	Texture Transformation
ASSORTMENT	Speciality Butter Blend Relaxers Scalp Care Thermasmooth True Textures 25 Miracle Milk Core Styling	Texture Triangle (retail & liters) True Textures Thermasmooth Butter Blend Relaxers 25 Miracle Milk	Texture Triangle (retail only) Thermasmooth 25 Miracle Milk True Textures Core Styling
NUKs	<i>Texture Traditionalist - \$370</i>	<i>Texture Specialist - \$270</i>	<i>Texture Curious - \$150</i>
COMPETITORS	Avlon Keracare Design Essentials Phyto	Ouidad Devacurl	Aveda Moroccan Oil Redken (Curvaceous/Frizz Dismiss) Paul Mitchell Matrix Amika
SALONS	Booth Renters/ Salon Suites No retail / brand loyalty	General market / Multi-cultural / Suites Retail focused / high brand loyalty	General market / suites Loyal to professional products / Retail focused / high brand loyalty
EDUCATION	Relaxer/chemical straightening Texture styling Precision cutting Extensions BTC strategies	Texture education Advanced texture cutting & colour Business building	Advanced texture cutting & colour Salon Business Editorial Trend