



Dropshipping

Sell More With No Stock

Hair Dropshipping

Selling Hair Online **without Cash** for Hair

Beat the competition

Sell More with
no Stock

Afro
Pony

Learn More



Dropshipping

Sell More With No Stock





About Us

How To Sell Hair Extensions supports Start Ups in selling hair extensions, braids and wigs since 2012

We are fully dedicated to help you realize your dream.

“It all started when I met a girl who wanted to sell hair. She was very passionate, and I wished her a great hair business. But she failed to sell hair, she bought the hair she liked, but too bad not enough clients to turn it into a profitable business. I felt bad, because she really wanted the best for her clients.

This made me decide to dedicate an important part of my time to help her and now you with useful insight about the hair business and to prepare cheap but quality sources of support. “ Founder: Stefan Franken



Problem

A great idea to make money by selling hair, but not enough cash to buy the hair to sell.

- You have been dreaming a longtime to start selling hair, braids or wigs.
- Your idea is the solution for the needs of many girls and women, or even men!
- You have too little money to buy the hair for your store?
- Nobody wants to borrow you the money to start?





Solution

- Use the money from your clients to buy hair from the supplier.
- Get the lowest purchase price to generate nice profit
- Build trust with a professional web store and grow your business
- Refresh your web store regularly with the latest hair innovations

Hair

Save money and time



Launch for less

Start your dropshipping business with minimal costs. Using a dropshipping supplier means saving on inventory space, and not paying for products until you've sold them.



Work on what matters

Fulfill and ship orders with only a few clicks. Dropshipping suppliers free up time to perfect your products, optimize your marketing, and talk with your customers.

.... Dropshipping

Reach more clients and go for growth



Sell nation wide

Grow your business by selling to customers nation wide. Many dropshipping suppliers offer worldwide warehousing and fulfillment.



Test for succes

Experiment with new products, suppliers, and sales channels. Dropshipping is a low-risk way to find what works best for you and your business.

Mobile Version

These days, most online traffic is on a smart phone. Your Shopify Web Store is mobile ready both for your clients and for you as store owner.



Clients

Customers are always on the go and it's up to you to make sure they can visit your mobile friendly online store whenever they want, no matter where they are. The web store has a free, built-in mobile commerce shopping cart that lets your customers make purchases safely and securely.



Store Owner

Gain an instant view into your products, order history, customer information, and even detailed sales statistics – all from your smartphone device.

How Does it Work?

Selling Hair at Wholesale Price with Professional Web Store without Buying Wholesale Volume



Step 1 Mission & Name

Find your ideal clients need and your solution. Create, with our coaching, your brand name, logo plus brand color scheme.



Step 3 Drop Ship Hair

We upload the hair extensions, braids and wigs. You decide the profit margin.



Step 2 Design Web Store

You start free trial Shopify Web store, we design web store in brand colors with hair collections, blog, happy clients, FAQ and legal pages.



Step 4 Launch & Sales

We help you to build your network of visitors who will become your clients\ . Our experts start search engine optimization and you start selling hair and make your first profit!

Business Model

Flexibility and ready for growth. You can sell your hair where your clients are. Have more products to sell than the competition and all without your money frozen in stock!



1

Free Cash Flow

Imagine to have all the cash of the company free of use for the next business opportunity. No money frozen in stock, but cash for a marketing campaign, advertisements or to keep on your bankaccount.

10

2

Broad Product Offering

Offer your clients endlessly more hair products, much more than the competition. Increase the products you offer without investing money.

Leave the competition far behind with your innovative hair products.

3

Multiple POS

Sell where your clients are, you can have a point of sale (POS) online, Facebook, blog or any other place where your clients like to hang out!

Never miss a selling opportunity anymore

3/27/2020
ADD A FOOTER

Market Opportunity

Hair care is a lucrative business as hairdressers, product sellers and importers make up a huge part of the informal economy in Africa.



\$6 billion

The market for the dry hair industry in Africa (incl. weaves, extensions and wigs)

Source: Reuters 2019.

Most Brands are foreign

Africa is not capitalizing here. It should be possible to locally manufacture much of the hair pieces and hair care products on the continent, creating much-needed jobs and increase wealth.

Darling hair, a successful African brand, was bought by an Indian firm. African products can be very attractive for foreign investors.

Coronavirus shows need for local businesses

The time of buying your products globally is over, The coronavirus and climate change increases the demand for more local brands.

Hair Dropshipping let you benefit from this change on the hair market.

Competition

The hair business has many small businesses operating from their home. Offering hair on Facebook with little to no success. Clients follow the examples of store in the west and expect the same level of sophistication from their local hair brand.



Hair as side business

- Behind many hair stores are women who offer their hair next to their daytime job. The operations and income is too low to bring the business to the level today's clients need and expects.
- Their product offering is limited, and they need all the cash for own consumption instead of growth of the business.
- **As professional hair web store with regular fresh product offer, you will be able to get their clients in your store..**

Brick and mortar hair businesses

- Hair resellers with a brick and mortar store have the advantage of a physical presence.
- But they also have a huge need for cash to finance their stock and operational expenses. This limits their flexibility to follow new trends and needs in the hair market,.
- **Dropshipping allows you to keep your cash needs to the minimum so you can benefit from business opportunities when they pop up.**

Growth Strategy

Grow your store by following your clients, even if they change the location they go to, the needs they have or the money they can spend.



Location

Online

- Yesterday Facebook was the number one platform women used to form an opinion about hair trends and what their friend say. Today that is Instagram and tomorrow that can be Snapchat.
- With your web store with multiple point of Sales (POS) you will always be close to your clients

13

Change of needs

From synthetic to human hair

- Preference of your clients change depending on their own wealth, experience and age.
- With your web store you can offer at any time exactly the products your client need.
- You will always be ahead of her demand thanks to the insight provided by analytical tools.

Learn

Be flexible

- The stores that will survive any crisis or change of customer demand are stores that can quickly adapt themselves to any new situation.
- You can change the design, product offering and supply chain within a day. This keeps you flexible and ready for a new environment or new clients.

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Timeline

Hair Dropshipping is created to get your hair and beauty business in selling mode under 14 days. Focus on clients, hair and professional store and be ready for the future!



2

Days

Your Market

We look at your place on the hair market, what do your clients need and what is your solution?

Your brandname and logo will reflect your mission.

3

Days

Design

Preparation is key in the design and launch of a professional web store.

We follow a tight schedule to have your store ready within 3 days

4

Days

Products

The heart of your business the hair. Chat with our hair suppliers and if needed we search for alternatives.

You can order samples to test the hair. Time to test not included in this timeline..

Direct

After Launch

Sales

You can start to sell right away, both online and via alternative channels like for example hair extensions parties.

20XX

Rest of Your Business Life

Growth

We analyze the performance of your store and together we will position your business on the best track for continues growth.

Dropshipping versus Non-Dropshipping

A simple calculation shows the benefits from Dropshipping versus buying all the stock.



Buy Stock First

- Start smart stock of 14", 16", 18" and 20" in three textures. Body Wave, Straight and Kinky Curly, plus closures. Three bundles of each for full head. This will require **at least \$ 2,000** to start your business
- If client want wigs or any other texture, you need to find additional money.
- You also need money to start web shop or to advertise on social media.

Dropshipping

- **\$ 0,00** investment in inventory, but all texture, in all colors and lengths available.
- Initial investment of **\$ 75**, free trial and **\$ 75** when you start selling hair
- Monthly payment of **\$ 29**

Our Team

Dropshipping is teamwork, together with you we make sure your web store is in top shape, your hair is top quality and your profit will top expectations!



Stefan

Marketing, Web Store Design,
Coaching & Business Support



Lydia

Sales Human Hair



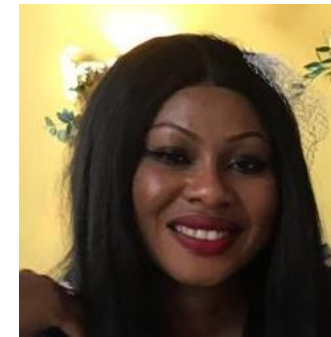
Jack

Sales Synthetic Hair



Edith

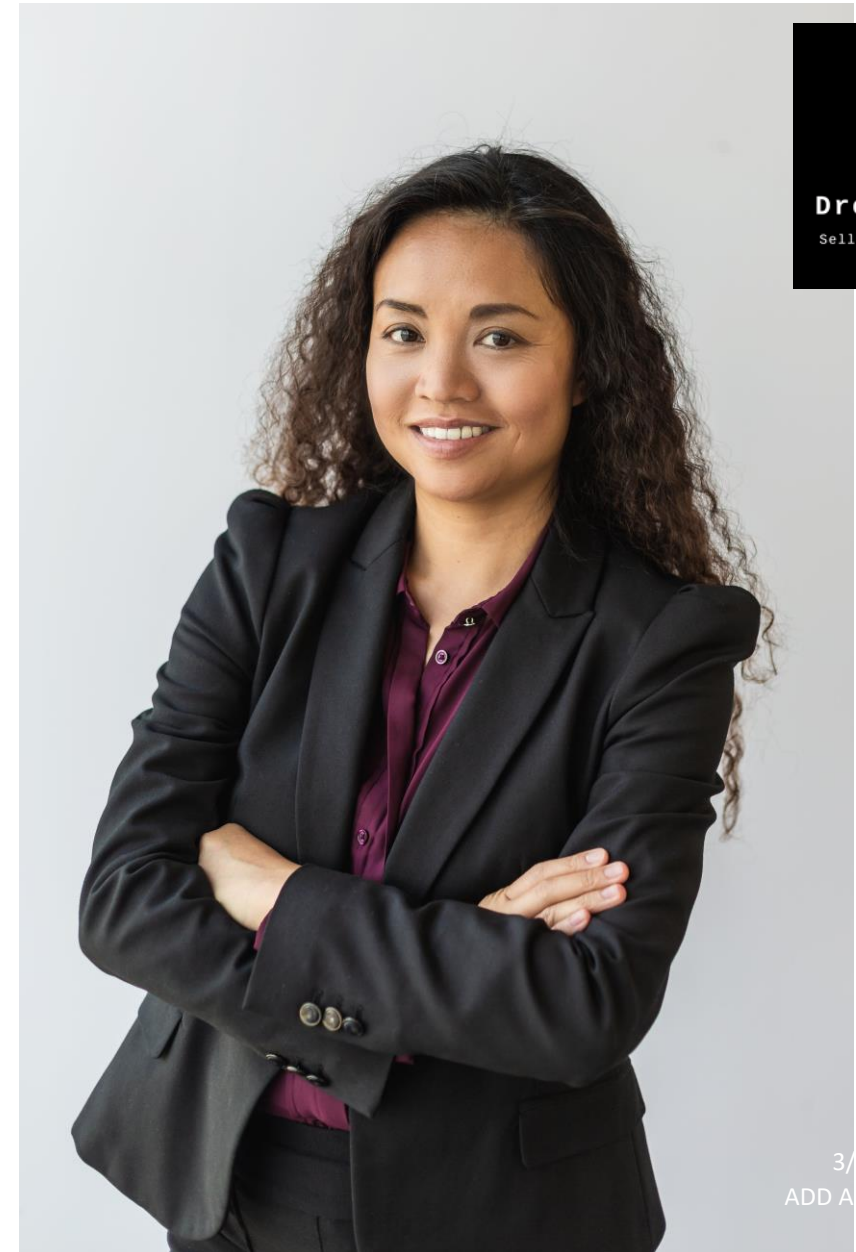
Sales Africa



Summary

Start Selling without Stock made easy and profitable

- Define your share of the hair market and your brand name
- Set up your web store with all the hair you want to sell
- Launch the store
- Start selling
- Talk Hair all day long
- Pay the supplier after your client placed the order
- Make profit





Thank you!

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