

Have a *Spa-lendid* Day!

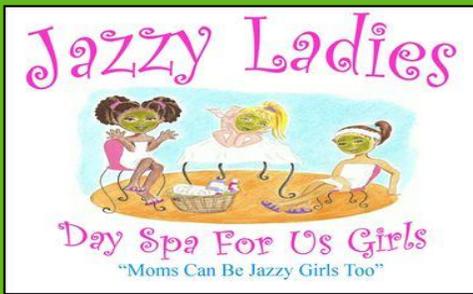
From spending time with her mother as a child, to spending time with her daughter, Anntoinette Saunders wanted to encourage and spread mother daughter experiences around the area. She figured the best way to do this was by providing a service anyone would enjoy, being pampered.

Jazzy Ladies Day Spa originally started as a mobile spa in January 2010. Anntoinette was traveling throughout Central PA providing spa party services for kids. She saw great interest and loved seeing the joy in the girls' faces during the parties. "Knowing that we were building self-esteem and self-worth in the girls has been very inspiring." This motivated Anntoinette to figure out the next step in her business. After seeing something online about the SBDC, Anntoinette contacted them for help. She was initially interested in opening a storefront right away, but her path was blocked by some obstacles. She needed an investor to help get her storefront open. The SBDC assisted Anntoinette in developing her business plan and with her financial projections. "Cheryl Young was wonderful in offering many services that were very helpful such as teaching me how to work with the excel spreadsheet and balancing out my budget. She also helped me to face reality and know when it was the right time to consider opening up a storefront location." And the right time came. In the February 2012, Anntoinette found a private investor to make her storefront happen.

When she found her investor, Anntoinette contacted the SBDC again to continue where they had left off. Anntoinette continued marketing her business throughout which led to more inquiries of interest for her storefront and potential clients once open. With a finalized business plan and her budget laid out, all she had left to do was to choose her location. She had many possibilities, but eventually found the right one in Windsor Park Plaza in Mechanicsburg. Construction began and Jazzy Ladies Day Spa opened up on July 14th, 2012.

A licensed cosmetologist for almost 17 years, Anntoinette has plenty of experience in pampering. Jazzy Ladies offers upscale services at affordable prices. Anntoinette's main focus is customer service and making sure everyone is enjoying themselves. Jazzy Ladies provides Mani's, Pedi's, and Facials as well as a variety of products you can create while there. All customers are given a spa robe to relax in for whichever service they choose to help give them that true spa feeling. Jazzy Ladies also hosts parties, where the guests will enjoy a day of Mani-Pedi's and creating funstation items such as shimmering lotions, lip gloss, or their own fragrant perfume. Guests will also have access to the V.I.Pink room where they can sing karaoke, play games, or dance around. All guests are then given a take home party favor bag with various items.

"Since contacting the SBDC, I have been able to go from being mobile to opening a storefront which has allowed us to generate retail sales as well as book more parties." Since opening, Anntoinette says her biggest challenge has been hiring employees. She currently has 4 employees. Anntoinette plans on continuing to seek out the help of the SBDC. "Jazzy Ladies Day Spa is my brainchild and my goal is to franchise."



Anntoinette Saunders
Jazzy Ladies Day Spa
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- Anntoinette Saunders

Industry: Other Personal Care Services
Year Founded: January 2010
SBDC Assistance: Business Plan, Financial Planning, Storefront Start-up Assistance



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