

Business Briefs

Dazzling Hair Designs And Colors are Specialities of E's Salon

We have straightened it, curled it, picked it, and permed it but finding solutions to keep it from breaking isn't easy for many African-American women.

Understanding African-American hair and its delicate texture has always been a major issue to ethnic women when choosing hair care products and hair salons, according to a local entrepreneur who strongly believes it takes a "knowledgeable" stylist to keep the hair of African-Americans healthy.

Edith Williams, owner of E's Salon, located in the Parkway Shopping Center, says her hair salon offers the customer a total experience. Expert hair stylists not only create hair designs, give hair

what she stands by as a professional hair stylist. "I knew I always wanted to do hair. I liked the glamor and beauty of it all and meeting people. I also had a aunt who was a hair stylist," she said.

After eight years of working in different salons, Williams ventured on her own, opening Genesis, a hair salon she previously owned over the past six years. Williams expanded Genesis, this year, into what is now E's Salon. She says the need for quality hair-stylists who really cared about people's hair was prevalent because people would come to her shop to get conditioners and hair treatments that repair the damage done to the hair. "I had started noticing that there was no honesty in this profession - you didn't find many hair designers who were honest about how they treat their clients, or the people they work with. Some people are in it for the money, but there are some people who really care about the hair," she said. "I will do my part in helping my operators perfect their skills, build their own clientele so they can eventually open their own business."

Williams says E's Salon caters to both black and white clientele. "Anybody who comes through that door, I can do their hair, including men. What makes us different than the average salon is that we are more personable, and I give my clients my undivided attention. When you go to many salons in this city, it's like an assembly line where one person shampoos and another person cuts the hair. I like the individualized attention," she said.

The popular artificial hair designs that many salons offer are not accented at E's Salon. Williams says natural hair is beautiful and "working with what you have" is

the key to accentuating the natural beauty in an individual. "I'm more

the East Winston area are due to the close proximity of many hair salons in East Winston.

"When you look down 311 there are eight beauty salons within a one-half mile range. It doesn't make any sense. I want to be where I can get some of it all," she said. Williams says it was a common sense move to be in an area where there are few black hair salons but many black and white consumers. The need for businesses, in general, to expand its clientele base is necessary for growth, she said.

adults participating in these kinds of programs."

Williams says she eventually wants to buy her own building and make E's Salon one of the leading salons in the city. Appointments and walk-in services are available.

By CAROLE RAGINS
Community News Editor



E's Salon is conveniently located and welcomes walk-ins Tue. thru Sat. from 9am to 6pm.

of a conservative hair stylist. I also like high fashion styles like the updos and sweeps, and I like french rolls that fall into curls when unpinned. A black woman should be as beautiful natural as she is when made-up," said Williams.

"The hair can be pretty whether its very short or very long. It's the way you wear your hair and the way you carry yourself. We have a tendency of destroying our own natural beauty by using a lot of artificial preservatives that we really don't need. I really feel that my job is to enhance the way my customers look," she added.

E's Salon is one of two African-American owned businesses in the shopping center. Her reasons for choosing the South-west side of town as opposed to

black hair salons but many black and white consumers. The need for businesses, in general, to expand its clientele base is necessary for growth, she said.

Williams attributes her drive to become an entrepreneur through her faith in God and the support of her family and 11-year-old son. She says they all are strong links to her success. Her desire to give something back to the community was inspired by the support she has received in her life. A tutorial program was initiated by Williams and her colleague, Omar Carter where children are tutored on all major subjects on all levels. "We need more of these kinds of programs for our children. We need for parents to take note of these programs because raising children



Edith Williams gives Shirley's hair the finishing touch.

treatments, coloring, pedicures and manicures, but also they are courteous and caring. The atmosphere is soft and pleasant - a hint of jazz music dances in the air.

Williams takes pride in her new salon that just opened September 1. She says bringing out the best look in a man or woman is



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MONEY WATCH

By THEODORE R. DANIELS



So You Want To Go Into Business

A business plan is like a highway map. Imagine how difficult it would be to drive from Washington, D.C. to the Grand Canyon, if you didn't know the way, without a good map. Like a map, a business plan provides you with a clear idea of your destination, i.e., the goals you want your business to accomplish. A well-defined business plan also gives you some idea of how much time and money it will take to meet your projected business goals. Also, a business plan is important as a means of obtaining financial assistance or loans. Lenders and investors are conservative with their money. It is quite unlikely that a lender or investor would provide you with business capital if they did not agree with how you plan to use the money and the prospects for income generation.

You can hire someone to develop a business plan for you. I believe, however, that it's best for you to attempt to develop the plan yourself for several reasons: 1) Thinking out the major features and challenges of the business will force you to anticipate problems and design remedies; 2) your ideas can more readily be put into action because you have a written plan of action on which to base your instructions to others; and 3) You understand best what your personal strengths and weaknesses are and what outside help you must seek.

To fully understand how you should develop each of the foregoing elements, a brief description is provided below:

1. Executive Summary - In this section provide an overall view of the business and its potential for profit. Deal with the bottom line projections such as capital requirements, expected return on investment, and the expected time period for return on investment.

2. Description of Business - Indicate how you first came upon the idea of the business and how you nurtured your idea into near reality. Describe the image you want to project in the minds of your customers. Describe the competitive edge your business has over others selling similar products or services. If you cannot disclose a strong competitive edge, you probably need reconsider going into that particular business.

3. Organizational Structure and Principals Experience - Explain in detail how your company will be organized, i.e., a sole proprietor, general partnership, limited partnership or corporation, describe the academic and business backgrounds of the business principal investors and officers.

4. Market Analysis - Describe your perception of the consuming public's need for your product or service. Indicate how you plan to introduce your product or service.

5. Peripheral Opportunities - The main thrust of your business will usually generate other business opportunities through the same facilities and contacts. Try to identify at least three sources of income from such business opportunities.

6. Budget - Every action of a business costs money. You should first list every single action, major or minor, and how much you expect such actions to cost. After you have done this add 5% to these costs to cover hidden costs.

Beyond these points listed above, as a draft of your business plan remember to establish your managerial credibility and communicate confidence to readers of the business plan.

If you have any questions or concerns, please contact Theodore R. Daniels, MONEY WATCH, P.O. Box 23558, Washington, D.C. 20026.

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