

# DENON HOGUE

## BACKDOOR CUTS

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## FIVE YEAR GOAL FOR OUR BUSINESS

Our five year goal for our business is to have more barbers at our shop. We also want to diversify with women barbers and other races and cultures. A longterm goal for us is to open a barber school.

## CONTACT

704-239-1594  
denonogue@att.com

## MARKETING NEEDS

- Reaching customers
- Website (creating or improving)
- Visual media (commercial or visual ad)
- Community outreach
- New logo
- Social media (Twitter, Instagram, Facebook, etc.)

## COMMUNICATION METHODS

Denon Hogue prefers to communicate with students by email.

## MEETING

Students will meet this business on Monday, February 10 from 9:45- 10:35 AM  
Students will be able to meet this business 3 times during this PBL.

## BUSINESS DESCRIPTION

We are a barbershop that operates part-time hours. We are open 4:30-8 pm three days during the week, and 7 am- 3 pm on Saturday. We only have one barber. We mostly cut African-America hairstyles which is mostly men's cuts. We current marketing strategy is Facebook and Instagram and word of mouth from business cards. We would like to be able to market better with signage to be able to create a brand.