

## Business Opportunities

# Tanaz's golden hairdo

### ● Offers more than a hair salon

BY KARIN FRANKEN

Tanaz meaning 'essence of the soul', won the client philosophy and marketing award in the category of entrepreneurial excellence in the 2006 Global Salon Business Awards (GSBA).

The hairdressing 'concept store' salon in Illovo, Johannesburg, was one of five SA finalists to win an award at the international event held in Barcelona, Spain.

The judges at the GSBA focused on client attraction and retention programmes, customer service programmes and policies, return visit initiatives, loyalty programmes and incentives.

"We were one of 78 finalists from an initial 1 700 salons nominated out of 21 countries," says Richard Worries, the owner of Tanaz.

Shelene Shaer, the co-owner of Tanaz, says they became business partners 12 years ago. Shaer has been involved in the hair industry for 22 years and

Worries for 14 years. "I originally worked for him and we later became partners," she explains.

While working from the salon in the Truups Centre, they purchased a house on Corlett Drive eight years ago.

They evolved from a previous 'one-man band' hairdressing salon into a hairdressing concept store and now employ 30 people. The secret of their success is 'in the pudding', as the salon has been operational for six years.

"We try to provide a service for our customers, from offering car wash services while having their hair done, to supplying them with a sit-down coffee shop," Shaer adds.

Another option for customers having their hair done is to enjoy a deluxe pedicure at full price and have a manicure 'on the house'.

The coffee shop, which has a liquor licence, seats 20 people and also stocks hair related products.

"In two weeks time we will open a barbers' shop and a men's



**All smiles. . . Shelene Shaer and Richard Worries, owners of Tanaz Hair, Body and Nails salon at the 2006 Global Salon Business Awards.**

gift store," she says.

They recently opened a Tanaz Hair, Body and Nails salon in De Waterkant in Cape Town.

While Shaer and Worries broaden their services, they have taken hairdressing to a different level. A level that the Business

Education for Salons Today recognised through the GSBA.

"Over the last five years, the average spend for each client a visit rose 51%, so our campaign to increase customer spend and loyalty has been successful," Worries says.

## 350 keen on Enablis competition

More than 350 entrepreneurs have already registered for the First National Bank (FNB) Enablis Business Plan Competition.

Before the 31 August 2006 deadline is reached, interested parties can attend free business plan workshops across the country.

All you need is a business plan.

Enablis and FNB offered a workshop to Gauteng entrepreneurs on 29 June.

"Many of them were first-timers and anyone who wants to start a business is welcome.

"Don't be intimidated, we will go out of our way to welcome and help you," Mdu Bophela, the head of FNB Commercial Banking's new start-up business division says.

The competition aims to give entrepreneurs with new business ideas and those wishing to expand their business, a boost in the form of R8.75 million in funding and another R1.75 million in computers, software and consulting prizes. Local and international judges will select 30 finalists and finally 10 winners.

Martin Feinstein of Enablis says this year's competition focuses on business ideas and expansion in the tourism, transport, services, agriculture and IT sectors.

Providers of products and services to these industries can enter the competition.

Members of Enablis, a non-profit organisation and international entrepreneur development agency, are owner-managers of small to medium enterprises around the country.

They belong to a network that runs regular networking and business events.

● *To attend a free workshop, visit [www.enablis.org](http://www.enablis.org) or phone 021 465 2526.*

## New facilities expo in SA

Anyone involved in facilities management, workplace management, fire, health and safety, and policing and security can attend the Facilities Management Africa 2006 exhibition.

To be held in SA for the first time, it will be on at the Gallagher Estate in Midrand from 24 to 26 October.

The exhibition is also expected to create a link between decision-makers and service providers.

It will draw on regional and worldwide expertise to give visitors an insight into the various aspects of facilities management.

In the past, management of real estate projects, commercial buildings and other developments were handled by landlords, owners and appointed managers without much emphasis on effective integrated facilities management.

This exhibition will highlight the advantages of such an integrated strategy.

● *For more information, contact Bette McNaughton at 021 683 1117.*

# Mirror mirror on the wall, who is the most responsible of them all?

Entries for the responsible tourism awards for the African hospitality and tourism industries, Imvelo 2006, are due before 31 August.

There are awards for the following categories:

- Best social involvement programme;
- Best practice – economic impact;
- Best overall environmental management system; and
- Best single resource management programme.

An overall Imvelo winner will be selected from the category

winners.

Hospitality and tourism businesses of any size can enter any of the categories.

The awards were initiated to coincide with the World Summit on Sustainable Development, held in SA in 2002. It recognises tourism and hospitality businesses that make a "real, measurable and sustained contribution to responsible tourism".

Responsible tourism is described as "generating economic benefits for local people and enhances the well-being of

host communities, improves working conditions and access to the industry". Imvelo finalists and winners will be recognised in Johannesburg in November. They will be profiled in the 2006 Imvelo Responsible Tourism awards and receive widespread publicity. The Federated Hospitality Association of Southern Africa is the custodian of the awards. Entries can be emailed to [junxion@iafrica.com](mailto:junxion@iafrica.com) or mailed to Imvelo Awards 2006, PO Box 14176, Hatfield, 0028.

● *For more information, log on to the website [www.fedhasa.co.za](http://www.fedhasa.co.za).*

# Internet flagship event marks ISPA decade

iWeek, the flagship event of the Internet Service Providers' Association of SA (ISPA) and UniForum SA, will take place from 4 to 7 September at the Castle in Kyalami.

Greg Massel, co-chairman of ISPA says, "it is fitting that the 10th anniversary of the formation of ISPA sees iWeek relocate to its new venue in Kyalami."

With 450 m<sup>2</sup> of floor space for

exhibitors, more delegates are expected to attend the conference than last year. It will also provide vendors with opportunities to profile products and services aimed at Internet service providers.

International Internet personalities such as Mark Todes, the director of Korbitec and ex co-chairman of ISPA, Mark Shuttleworth of HBD

Capital, and Dr Tracey Cohen will deliver presentations during the four-day event.

Themes for sessions include 'The Internet in SA: The Last 10 Years and the Next 10 Years', 'The Wireless Internet Boom, VoIP and Spam', and 'Interception, Data Retention and Content'.

The Super Teacher of the Year awards will be held during the

conference to recognise teachers that participated in ISPA's 'Train the Teachers' project, and who successfully imparted knowledge to their local communities. While attendance at iWeek is free, delegates are requested to register at [www.ispa.org.za](http://www.ispa.org.za) before the conference.

● *For more information, contact Elaine Zinn at 011 314 7751 or [iweek@ispa.co.za](http://iweek@ispa.co.za).*