



Background

In 2015, I felt stuck in my career and had an intuitive feeling that it was time to make a move. Despite a job offer from a friend, I had a vision of starting my own business. It was in March 2015 that I took the leap and founded Lavish Touches. This decision marked the beginning of an incredible journey.

In 2016, Threaded by Lavish was born, and it all began when I experienced hair shedding. Instead of letting it get the best of me, I decided to take matters into my own hands and create a wig. It turned out exceptionally well. Soon, word spread, and people began asking for similar wigs. This led me on a journey of discovery and growth. I enrolled in classes to hone my craft, and before long, Threaded by Lavish became another successful venture.

Today, both Lavish Touches Hair and Spa Inc. and Threaded by Lavish continue to flourish. I am immensely grateful for the opportunities they have provided. My mission is to cater to busy working women aged 25 to 55, offering them the Lavish Touches experience. This extends to those who face challenges such as hair loss, alopecia, or simply a lack of time. Through custom wigs that fit like a glove, we aim to boost self-esteem and confidence, one thread at a time. My sister also plays a vital role in our business endeavors. Together, we are dedicated to making a positive impact in the lives of the women we serve.

Solution

The Miami-Dade Business Navigator Program has been an invaluable asset to our growth. They offer workshops, training, consulting, mentoring, and networking opportunities. There are so many resources available, from emails about registering for events or webinars to mentorship from incredible individuals like StartUP FIU Local Business Consultants Adriana Madrinan, Barbara Cotto, Clementina Valladares, & Florida SBDC at FIU Business Consultant Roslyn Rutledge-Rice, Myrtha Wroy and many others. These mentors impart essential knowledge on various aspects of

business management, encompassing marketing, digital skills, identifying target audiences, crafting effective business plans, and even navigating government contracts. I can't emphasize enough the significance of this program in our growth journey.

Participating in the program's events has been truly exceptional. It presents an outstanding opportunity for networking with fellow businesses and gaining practical, hands-on experience. The counselors, who I affectionately refer to as teachers, have been nothing short of fantastic. Their warm and inviting demeanor instantly puts you at ease, creating an environment where learning is a pleasure. I relish the experience of being in the room, absorbing knowledge, and the setting even evokes the nostalgia of being back in school, which I love.

Prior to the MDBN Program, our business struggled with social media marketing, lacking a clear strategy. However, after participating in various MDBN events, we learned how to captivate our customers, empathizing with their pain points, and delivering solutions. Through strategic storytelling with videos and images, proper use of hashtags, and analytics analysis, we've substantially increased our brand awareness. This has resulted in significant business growth and a sharper understanding of effective strategies.

From the Owner

“My advice to aspiring entrepreneurs is to start by researching. If you don't know where to begin, invest time in learning and surround yourself with the right people who can guide you. Having a mentor, an accountant, or someone to hold you accountable is crucial. If I had known about the Miami-Dade Navigator program before starting my business, I would have started here. It's essential to stay updated with the latest information, especially in today's technology-driven world.”

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