



TEEKAY BARBER



Teekay Barber proves the power of a good haircut

Teekay Barber is a popular barbershop in Honiara that's become increasingly popular with youths and people under the age of 40. They also cater for children. But owner, Timo Kenasi's tale of success grew from humble beginnings.

Timo recalls back to six years ago when he, *"started from scratch with cheap clippers, and doing haircutting outside the house, under an umbrella with a table. Back then, I would do haircuts for at least five persons a day."*



Very quickly, Timo's community began to respond. *"As soon as I started to do haircuts at home, a lot of people started to come. The demand was more than what I expected,"* he said.

As his natural talent continued to develop, along with his goal of providing affordable haircutting services, Timo officially established his business in 2019, filling a gap in the Solomon Islands' barber industry. *"There are some barbers in town too, but they're quite expensive. So, that's why I started this business, to provide a cheaper barber service for Solomon Islanders,"* he explained.



"I started from scratch with cheap clippers..."

Named after Timo's initials, Teekay Barber offers haircuts for men, women and children, as well as shaving services for men. *"We do skin fades and all these kinds of haircuts that most young people love right now. My favorite customers are young people who like these newer types of stylish haircuts,"* said Timo. The business also does house calls upon request and provides free haircuts to the elderly and children.

Now with four employees, the barbershop has continued to expand, with *"plans to also do hair dyeing/coloring... but since we just opened, we'll just focus on haircuts."* To continually improve and update his



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skills and styles on offer, Timo *"usually watches YouTube tutorial videos for research on how to do particular kinds of haircuts."*

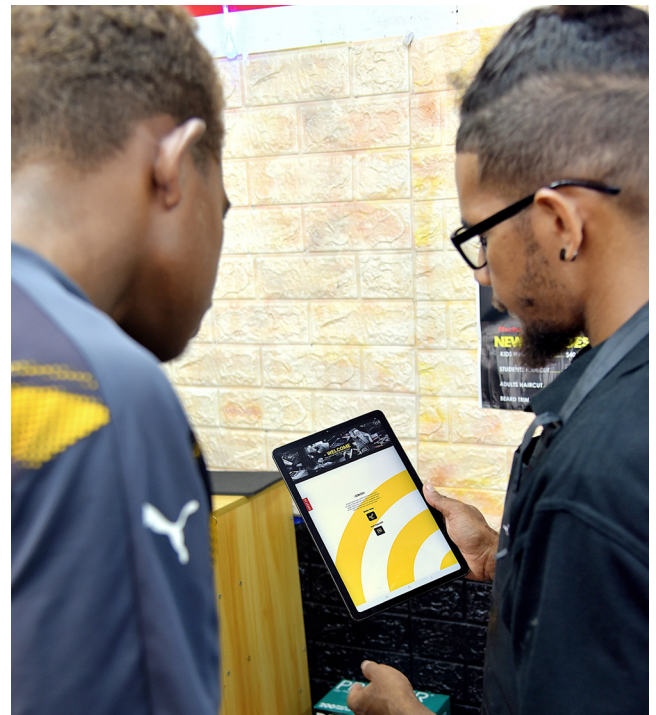
As an up-and-coming young entrepreneur, Timo *"loves seeing the growth of the business. There are a lot of people coming because of the service we provide. I can see an increase in the number of clients every day."*

In order to meet demand, the barbershop recently underwent renovations. *"We have a lot of clients,*

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but only a few spaces. They are working people and have to wait in the line. I try to finish the haircuts on time for the current customers in order to serve those waiting outside. Saturdays are the busiest days,” shared Timo.

He continued saying, “We recently expanded to four more stations to reduce the waiting line. We had two stations previously. We also have an app that can book appointments. The app was built in the middle of last year by a local freelancer.”



“As long as they have the knowledge that I shared with them...”



Eager to share his talent and support the community, Timo also “trained some youths to do haircutting. If they want to start a barbershop, that’s fine with me. As long as they have the knowledge that I shared with them and to grow their confidence,” he added.

Following the success of the booking app and to further extend their use of digital technology, Teekay Barber joined Facebook in 2020, where they post regularly to share images of happy customers’ new haircuts.

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"I started using Facebook because it is a cheap platform for me to easily reach out to potential customers. You can't just walk in town and try to do advertising. 70% of my clients are from Facebook. It has helped a lot in growing my business," described Timo.

Word-of-mouth on social media has also contributed towards Teekay Barber's growing popularity. *"There are many forums on Facebook that a lot of people use here in the Solomons. People started to share my page on those forums because of the work I do. This has led to more people coming to my barbershop. It inspires and encourages me as a young entrepreneur to do my best for my business,"* he explained.





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Address: Lower St. Nicholas (Bahai),
Central Honiara,
Solomon Islands

Phone: (+677) 78 73678

Email: tkenasi@gmail.com



solomonchamber.com.sb/