

# Esthetician opens home-based business

by Patricia Roy

Self Employment

**Roxann Poirier** is a certified esthetician. She opened her home-based business called **Sweet Escape Esthetics** in July 2009. She offers a range of services from manicures and massages to waxing and cosmetics application.

“Offering people a place to reawaken energies and escape the stress associated with modern life is the idea behind this business,” says Roxann.

## Need for the service

“Even though I just opened six months ago, I have a solid customer base that continues to grow. My clients include not only women and teens but men as well.

Men are beginning to realize that it is not such a bad idea to have someone care for their feet or get a massage for back pain, especially if they have a medical condition.”

## Operating a business in rural area

Her rural location on the Stewart Road off Hwy 2 in Springhill near Richmond has worked to her advantage. “If I was in an urban centre, there would be a lot more competition. Many local people do not have the time or the inclination to travel to larger centres for these types of services. My business setting is also more private than if I was in a mall.”

An extension was built onto the family home in order to open the business. Roxann says seeing her concept go from an idea to an actual physical structure was really empowering.

## Long-term goals

Roxann has many ideas for growing her business. One idea is to travel to cottage locations to offer her services to tourists during the summer months. In order to do that and to expand the services she offers, Roxann wants to hire staff within the next couple of years, or maybe sooner. “Whoever I hire will need to have similar training.”

## Where to get training

“Finding an educational institution that provided the training was not easy,” says Roxann. “I thought I might have to go to Moncton or Halifax to take the one-year course, but fortunately I found what I was looking for at the **Private Institute of Hair Design and Esthetics** in Charlottetown.”



Roxann Poirier started her own business, Sweet Escape Esthetics, at her home on the Stewart Road in Springhill.

## Business support

Roxann was eligible for the **Self Employ PEI** program. The program assists individuals by providing financial support, business training and counselling during the development and implementation of their business plan. She took the small business course offered through **Resources West Inc.**, in Alberton. “I received great help to develop my business plan and learned about the many facets of operating a business,” she says.

Resources West Inc. is a community-based economic development agency. It provides entrepreneurial development and training, community planning and support, project management, business counselling and support and help with research and development.

**David Gamble** is the Resources West Inc. Small Business Officer. David acts as a resource for clients applying for the **Self Employ PEI** program, administered through **Skills PEI**, a division of the **Department of Innovation and Advanced Learning**.

## Advice for entrepreneurs

“Take time for yourself, because you are going to be really busy,” says Roxann. “There is a lot of work involved in starting your own business, but don’t get discouraged. Take it one step at a time. It is definitely worth it. I have learned so many transferable skills by doing this that opportunities for the future are endless.”

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Roxann added that the reaction of her pre-teen children and their friends has really surprised her. “They are really intrigued by the idea of working from home. They are eager to learn all they can about what would make a good home-based business for themselves in the future.”

For more information about **Sweet Escape Esthetics**, call 831-3339

For more information about **Resources West Inc.**, call 853-4555 or visit [www.resourceswest.pe.ca](http://www.resourceswest.pe.ca)

