

Coco-Toff Miracle Spa Business Plan and Profile

Who is Freda Daniels:

Freda Daniels, a twin born in Zambia, experienced a humble and challenging start in life. Her twin sibling did not live long enough for Freda to know her. She was raised in the Kasisi Orphanage in Zambia before being adopted by the Daniels family. At the age of 15, she relocated to South Africa. Freda's story is one of resilience and hope, as she turned her modest beginnings into a journey of empowerment and self-reliance.

Name of Business:

Coco-Toff Miracle Spa

The spa is named after Freda's beloved puppies, Coco and Toff—the only things Freda proudly owns and considers truly hers. The name reflects the love, care, and attention to detail that Freda brings to her business.

Why the Business Started:

Freda's journey began as a cleaner, where her exceptional work ethic caught the attention of her employer who encouraged her to explore her potential, Freda realized her hands were blessed. She started washing hair, distributing flyers, and recruiting clients through street marketing. With fear and faith, she ventured into massaging, simple hairstyles, and progressively expanded her skills. Sharing space in a salon, she honed her craft in nails, eyelashes, massages, pedicures, and bio-sculpturing. This journey led her to set up **Coco-Toff Miracle Spa**

Services Offered:

Coco-Toff Miracle Spa provides a wide range of beauty and wellness services, including:

- Nail care and artistry
- Pamper sessions for kids
- Wig cleaning and installation
- Eyelash extensions
- Bio-sculpting
- Waxing
- Facials

New Salon:

Freda has taken out a lease on a new property in Vorna Valley, 5 mins from the prestigious Mall of Africa and Waterfalls residential complex. The catchment area is highly aspirational, and experiencing strong economic growth, driven by a high concentration of major corporates locating offices in the area. It is anticipated that the new salon, which is scheduled to open early January 2025 will benefit greatly from the proximity to these businesses. In addition, the previous salon owners are going to share their existing clientele database, so there is a fantastic opportunity to retain a high number of these clients, along with upselling new beauty services.

Vision/Mission and Sustainability:

Freda's vision extends beyond the spa. She aims to:

- Establish a beauty school to train and empower women, helping them realize the power and gift of their hands.
- Create an orphanage for women, offering inspiration, empowerment, and motivation.
- Engage in motivational speaking, sharing her story as a testament to what can be achieved through resilience and determination.
- Ultimately, own and self-manage a full-service salon, providing employment opportunities for women and fostering their growth.

A Poetic Reflection on God’s Grace Through Freda’s Hands:

From the humblest orphanage halls, where hope seemed faint,
To the bustling streets where dreams take their paint,
God reached down with a whisper, a promise in hand,
“You are more than your past; with Me, you will stand.”

Her hands, once used to clean and toil,
Became instruments of healing, of love’s royal soil.
In every massage, in each crafted nail,
God’s grace flowed—His presence prevailed.

She named her refuge Coco-TOFF with pride,
For even in puppies, God’s care would abide.
A reminder that treasures, no matter how small,
Can inspire a vision, a dream to enthrall.

Through lashes and facials, through bio-sculpting’s art,
She ministers healing to every weary heart.
Her spa is a sanctuary, a testament so true,
Of what God’s anointing and purpose can do.

And now she dreams of a school, a haven so bright,
Where women can gather, empowered by light.
To teach them that their hands, like hers, are divine,
Blessed by the Maker, through His perfect design.

Freda’s journey is more than her own,
It’s a story of faith, how God’s love has shown.
Through struggles and triumphs, her life does declare,
With God in your corner, miracles are everywhere.

Coco-TOFF Miracle Spa is not just a business; it is a platform for transformation and empowerment, carrying forward Freda’s mission to inspire others to turn challenges into opportunities.

Contact details:

Freda Daniels M: +27 73 242 2566 E: cocoandtoffmbs@icloud.com W: www.cocotoff.co.za

Address: 43 Jamie Uys Street, Vorna Valley, Midrand, Gauteng