



Beauty Business Grows 300%

While Empowering Single Mothers



2024 IMPACT STORIES

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Year of Aspire Graduation:

April 2024

Revenue 2023 vs 2024:

624,752 USD vs 943,970 USD

Jobs 2023 vs 2024: **16 vs 64**

When Mayowa founded Mods Salon in 2015, she set out to do more than just style hair, she wanted to promote healthy, natural hair care in Nigeria and create a space where women could feel confident and cared for.

But behind the scenes, Mods Salon faced growing pains. “One of my biggest challenges before joining the Aspire programme was human resources,” Mayowa shares. “We lacked proper systems. There were no clear processes to reward staff or set goals.”

That changed when Mayowa joined AMI’s Aspire Business Growth Programme.

With new tools and guidance, she hired an HR officer, introduced regular feedback forms, and began using SMART goals to steer the business. “After Aspire, I was able to run the business more effectively, even when I wasn’t physically present,” she says.

The transformation was significant. Modssalon’s revenue grew from \$624,752 in 2023 to \$943,970 in 2024, and the team expanded from 16 to 64 employees - a 300% increase. “Many of the new hires are women, including single mothers and young people who now support their families through work at the salon,” Mayowa adds.

The financial structure of the business also evolved. Mayowa stopped offering credit, improved cash flow, and ensured timely payments to suppliers. “We’ve become more disciplined as a business. We only buy what we can pay for, and that’s brought real stability.”



Mayowa Eremiokhale
Mod Salon

Aspire Business Growth Programme

“After Aspire, I was able to run the business more effectively, even when I wasn’t physically present. Our revenue grew by 51%, and we expanded the team from 16 employees to 64. Many of the new hires are women, including single mothers and young people who now support their families through work at the salon.”

From a passionate idea to a structured, fast-growing business, Mods Salon is not only redefining beauty standards but also creating meaningful opportunities for women in Nigeria’s economy.





Africa's Moment: Investing in entrepreneurs to power prosperity

2024 IMPACT REPORT

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africanmanagers.com/2024-impact-report