

Opportunity Knocks



Pigmenta Permanent Cosmetics - Cape Cod: When it comes to business, finding the right opportunity at the right time is everything.

Just ask Jonanne Saraf Massard, the new owner of Cape Cod's first Pigmenta Permanent Cosmetics franchise. A client of Pigmenta since 2013, Massard often made the trip from her home on Martha's Vineyard to Pigmenta's Boston location. She was confident with Pigmenta owner Julia Dziuk's expertise in the art of permanent cosmetics, customized microblading and scar camouflage, and with her proven success in delivering natural looking solutions.

At the time she learned that Dziuk was beginning to franchise her established business, Massard was trying to figure out her own professional path.

She knew there was a steady demand for this type of beauty treatment and that it had significant growth potential, particularly on the Cape. She viewed the opportunity as the perfect chance to put her business and marketing background to work, and decided to approach Julia with an offer.

“I knew I would not be reinventing the wheel with this business opportunity,” Massard said. “I’d be following an established model for success. I was ready for the challenge.”

Once they negotiated a franchise deal, Massard got to work. Her top priorities were securing a business loan, finding a location, and hiring/ training a technician for the new business.

Massard was connected to SCORE Cape Cod, and her mentors put her in touch with Coastal Community Capital after reaching out to her bank for loan options. She relied on SCORE’s guidance to create a business plan and develop cash flow predictions.

“It was such a learning experience for me,” Massard said. “My mentors, Mark Lowenstein and Steve Pinard, along with Bill Flynn and Jeannine Marshall from Coastal, were so positive, supportive and helpful as I navigated the loan process. It made the experience, from beginning to end, so much easier.”

Massard was excited to secure space in an existing beauty salon, Clau’s Beauty Salon and Spa on Main Street in Hyannis. She brought a motivated and reliable technician on board to begin training, and is now looking forward to a grand opening in July. She hopes her central downtown Hyannis location will help draw new customers in, and has also been networking through local Chambers of Commerce and dropping business cards and goodie bags off at local businesses to introduce herself.

In the next year, she hopes to start training a second technician to accommodate a larger client base. And while for now she will serve solely as the new franchise’s business manager, she plans to eventually get trained herself.

Massard is grateful to SCORE & Coastal Community Capital for giving her both the support and confidence she needed to get her new franchise up and running.

“Coastal Community Capital was always affirming, while Mark & Steve were always pushing me to keep bettering my business plan,” Massard said. “Both helped me explore avenues I hadn’t considered, and they worked with me to tweak my business plan and tweak my way of thinking. In the end, I feel I have become a very independent and strong businesswoman. I look forward to what the future brings!”

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