



Read an interview with **Lorraine Harnden**, owner of **City Streaks** hair salon. Lorraine provides some interesting insight on her business decision to come to Cobourg, how business is going and why you might consider downtown Cobourg if you are opening a new business!

1. Why did you choose downtown Cobourg for your business?

I chose Cobourg because I love “small town” Ontario and I believe that Cobourg has one of the most beautiful downtowns. I was at the point where I was tired of commuting an hour to work every day. I wanted to work where I lived. And you know, that has turned out to be a great decision.

2. Since opening, how’s your business doing?

We have a choice spot on King Street with lots of walk-by traffic. As a result of both the services and products we offer coupled with our location, our business has steady growth.

3. What has been your greatest surprise in opening your business in downtown Cobourg?

My greatest surprise has been the influx of the ‘big city’ population that is coming to Cobourg. That’s just been great to see and experience.

4. What is your favourite or memorable customer story?

The very nature of the salon business allows you to get to know your customers on a personal level. So it would really be impossible to choose a favourite customer story. Actually, I think it would be more possible to write a book about them, but we’d never do that!

5. What do you consider to be your greatest achievement since opening your business?

I’d have to say that my greatest achievement isn’t what you might think – it’s not about money. It has been my ability to be a successful employer for 18 years now, and that is all due to my talented and dedicated staff and a very supportive community.

6. What’s the secret to your success?

I don’t think that there’s just one secret to City Streak’s success, rather it’s been a culmination of things: customer service + retail sales + consistent accounting practices + talented staff + just plain hard work.

7. What do you want your customers to remember when they leave your store?

When a customer leaves our store, I hope that they feel absolutely beautiful and in that moment, their best self. We welcome our customers warmly and strive to provide a relaxing and comfortable experience.

8. What one piece of advice would you offer someone who is considering opening a business in downtown Cobourg?

I would tell them to enjoy the ride, because opening a new business is a journey and there will be some bumps along the way. But those bumps can be more easily handled with a good business plan in place that supports a solid cash flow projection. If they are a service business like City Streaks, I’d also highly recommend them getting a line of products that are second-to-none to support the business. ♦