



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. ♦