**Sally Beauty Holdings**

Your Name (First M. Last)

School or Institution Name (University at Place or Town, State)

 **Sally Beauty Holdings**

**Introduction**

Sally Beauty Holdings, is one of the biggest and international line trader and supplier of certified beauty goods. The company has been in this business for fifty years. It started working in1964 from a single store which was located in New Orleans. Its headquarters in Denton, Texas. It operates all over the United States, Puerto Rico, the United Kingdom, Belgium, Canada, Chile, Colombia, Mexico, Peru, France, Ireland, Spain, Germany, and the Netherlands. It is traded on NYSE under ticker symbol SBH. It has 27000 part time and full time employs working in 13 countries. It has yearly profits of more than 3.8 billion Dollars, and it is working incomes of about three-hundred and eighty million dollars. There are two main business units of the company which are Sally Beauty Supply and Beauty Systems Group. Based on the number of stores. It is the largest supplier of certified beauty products.

Sally Beauty Holdings as the name suggests is the company dealing with the beauty products, which makes them a part of the beauty industry. As a part of this industry, the company has been doing well. The company has launched leading brands in its stores. The company is registered under NYSE which stands for New York Stock Exchange, which is by far the largest stock exchange of the world.

Sally beauty supply has more than 3700 stores globally. It provides equal to 10,000 licensed beauty products for skin, nails, and hair from prominent brands and special-label certified product lines. Their customers are retail consumers and professionals from salons.

While the Beauty System Group Business has more than 1300 stores and 164 franchise stores. The Beauty System Group supplies and sales professionals sell more than ten thousand nail, hair, and the skin beauty products of professional brands. These are wholly sold to the professional stylists and salon, they use themselves these products and also resale to the customers. Their CEO Chris Brickman stated we put our customer first. The motto shows that the target of the company is to put your customers’ needs and demand for priority.

On January 03, 2019 in the press release of the company it was announced that cruelty-free hair color line which was created by Hayley Williams. The company also launched a new hair color Koleston Perfect that uses ME+ technology. It is to reduce the allergies caused by hair color, also to give a smooth color to hair. It puts the company in a more strong position in the line of "Hair Color and Care Experts". This shows the progress of the company in the field of hair care and hair color. On February 05, 2019, the company announced the results of the first quarter. According to Fiscal 2019, First Quarter Overview Consolidated same-store sales increased 0.3% in the quarter. In the 1st quarter, combined net sales were decreased, 0.6% as compared to the previous year. The officials say that the company will continue to progress on the strategic initiatives, the focus will be on the long term growth. Global E-Commerce Sales of the company Increased this year according to the first quarter report, by 34.4% as compared to the previous Year.

The goal of the company may be an increase in sales by at least 2.0% from the previous year.

**Problem Statement**

The problem at Sally Beauty Holdings was Decrease in sales. The shares of Sally Beauty Holdings tumbled on August 2, 2018. The reason was the third quarter result report of the company. In the quarter, combined same stores sales were decreased by two percent (2%). The combined net sales had a decrease of about 0.2 % as compared to the previous year. They were recorded to be 996.3 million dollars.

**References**

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