

# UNIQUE CREATIONS BUSINESS PLAZA

## Success Story

**Objective:** Expand current business  
**Business** Unique Creations Spa Hair Replacement and Braiding Salon, LLC  
**Location:** 9444 Florida Blvd  
East Baton Rouge Parish  
Baton Rouge, LA 70816  
**Contact:** (225) 927-7007 or (888) 273-0043  
Website: [www.uniquecreationsinc.com](http://www.uniquecreationsinc.com)

### Outline of a Business Need

Titus and Rene Randle, the owners of Unique Creations, decided to expand their hair replacement business in 1995. Using their personal savings of \$12,000, they expanded their home another 1,000 square feet. The addition quickly proved to still not be enough space for their clientele. The Randles began seeking outside counseling from lenders and small business resources on how to further expand the business.



### How CRSBD Assisted:



The Center for Rural and Small Business Development (CRSBD) at the Southern University Agricultural Research and Extension Center assisted the Randles in expanding Unique Creations. The center provided entrepreneurial direction and assisted the Randles with basic principles of business operations, financial training, loan package preparation, and expanding the business beyond expectations or projections. Together, the staff and owners prepared an SBA loan proposal for Hibernia Bank (now, Capital One Bank) and were awarded \$50,000.

## Results/Outcome

Unique Creations owners have relocated and expanded their business twice due to customer growth. The Randles own 1.3 acres of land and a 4,000-square-foot commercial building, valued at \$3 million. They have opened a trichology clinic with a medical doctor on staff providing patient care for women and men with partial and total hair loss, alopecia, balding and hair thinning. Unique Creations Hair Replacement LLC has assisted clients with provision of diagnoses and hair replacement for issues resulting from partial and total hair loss. Unique Creations has a monthly customer base of 10,000 clients. Rene Randle researched and joined with a chemist to invent Rapid Growth Hair System, a complete herbal hair care line, complete with shampoo, hair and scalp cream, conditioner, and vitamins. Her Rapid Growth Hair Vitamins, which can accelerate hair growth in 4 to 6 weeks, has been extremely effective. Physicians refer their patients to the Baton Rouge Trichology Center, and the Rapid Growth Products are marketed worldwide. Rene's passion in dealing with hair loss and treatments to re-grow hair is obvious in the result of her work.



She has participated in extensive study of hair loss and received certification in hair loss treatment and services at the House of Willard Brown in Los Angeles, California, he was Michael Jackson's former stylist. Rene also attended Madam Zar International School of Beauty located in Senegal Dakar Africa. Customers and patients from all over the world visit Unique Creations and the Baton Rouge Trichology Center for treatments and services. Income is great and increasing monthly. The final outcome/result is another expansion in the horizon.