

NJSBDC at New Jersey City University (Hudson County)

**Jose Torres
Genesis, Inc.
Hair Color Express (HCX)
West Coast Video Plaza
1090 Route 46 West
Parsippany, NJ 07054
Phone: (973) 658-8429**



***Brenda B. Hopper, NJCU Director Barbara O'Neal and Al Izzy.
Winner Jose Torres detained by weather.***

Jose Torres started working with SBDC consultant Al Izzi early this year on a plan to open a Hair Color Express (HCX) franchise. After months of working with Jose on his business plan, Al introduced him to Anthony Villanueva, Vice President, SBA Lending Group at Sovereign Bank in Fairfield, New Jersey.

Jose had been working in the hair salon business for eight years and it was always his dream to have his own business. He selected HCX which bills itself as "the world's first interactive color salon," because they offer the capability for patrons to see computer simulations of how a change in their style or color will look.

Jose's business plan and application were submitted in May and after some revisions Jose's Genesis, Inc, closed on a \$225,000

SBA loan

Initially, the HCX location, in a strip mall on busy Route 46 in Parsippany, will employ a staff of 8 to10 people.