

Introducing Santana Dominican Barbershop

We're proud to feature Santana Dominican Barbershop as one of our tenants!

Led by Johan Santana, who is dedicated to building a brand that combines expert barbering, premium grooming products, and an elevated customer experience.

Business Address

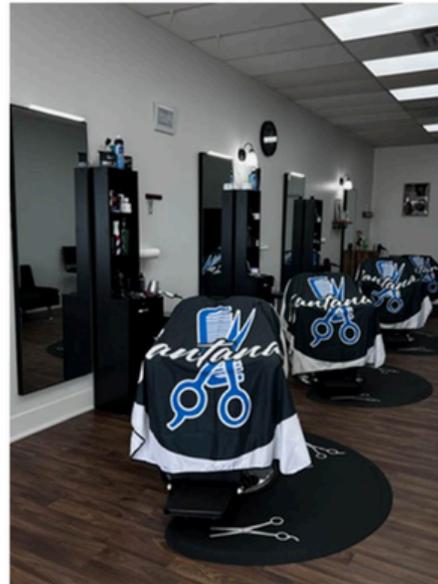
7794 East Brainerd Rd, Chattanooga TN

Contact Name

Johan Santana

Business Website

<https://barbershopchattanooga.com/>



Get to Know Local Businesses: Q & A Interview

What does your business do?

SAt Santana Dominica Barbershop, we are dedicated to ensuring that our clients not only get a haircut, but also a memorable experience.

What makes your business unique or different from others in your industry?

What sets my business apart is our commitment to building a brand, not just providing a service. We combine skilled barbering with a strong focus on customer experience and premium grooming products developed under our own brand.

Our goal is to create loyalty, confidence, and long-term relationships – not just one-time haircuts.

Who is your ideal customer?

My ideal customer is a modern man who takes pride in his image and invests in self-care. He's not just looking for a haircut – he's looking for an experience and high-quality grooming products he can trust. He values professionalism, consistency, and a brand that represents confidence.

What inspired you to start your business?

I wanted to create a space where men don't just get a haircut, but experience something more. A place where they feel confident, respected, and taken care of. That vision inspired me not only to open a barbershop, but also to start developing my own grooming products.

What's your biggest business win or proudest moment so far?

My proudest moment was realizing I was no longer just working behind the chair — I was building something bigger than myself. Creating my own brand and seeing it move from an idea to a real product was a turning point for me.

Are there any upcoming events, specials, or promotions you would like us to highlight?

Yes, we're preparing to launch new grooming products under our brand, along with exclusive in-store promotions for our clients. It's an exciting time for us, and we're focused on giving our customers both quality service and premium products.



Thank you to **Santana Dominican Barbershop** for all you do in our community. We're proud to have you as part of our business family.

At Bridge Real Estate Group we love hearing about the thriving aspects of our commercial tenants!

It's a privilege to support businesses that are making a meaningful impact in our community. Watching these entrepreneurs innovate, serve, and succeed is exactly why we do what we do. Our local businesses are the heartbeat of our community, and we're honored to play a small part in their journey. Check out more tenant spotlights in our newsletter!