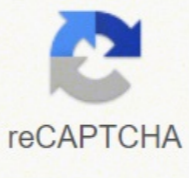


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Salon Business Plan Template



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Startup

Category	Amount
Cash & Funds	14000
Accounts	1000
Loans	10000
Expenses	14000
Loans	10000

Hiring Plan

Example: There will be initially two hair stylists employed, one who will be the Manager of the salon. I would have another two hairdressers, on a part-employed basis, paying \$2000 per week, however, I would like the two stylists initially to build up a client base then bring in more as we get busier.

Location

Example: The salon will be located on Portobello High Street in Phoenix. The salon is roughly 2000 square feet. The location of the salon is ideal as it is situated on the quieter side of Portobello, close with easy parking.

Sample Business Plan

Thinking of writing a business plan? Here is a business plan outline, listing the sections of the business plan in the order in which they will appear in your completed business plan with a brief explanation of each section to help you get organized and guide you through the writing a business plan process.

The Executive Summary

While appearing first, this section of the business plan is written last. It summarizes the key elements of the entire business plan. (Executive Summary Example)

The Industry

An overview of the industry sector that your business will be a part of, including industry trends, major players in the industry, and estimated industry sales. This section of the business plan will also include a summary of your business's place within the industry. (Business Plan Example: Industry Section)

Market Analysis

An examination of the primary target market for your product or service, including geographic location, demographics, your target market's needs and how these needs are being met currently.

Competitive Analysis

An investigation of your direct and indirect competitors, with an assessment of their competitive advantage and an analysis of how you will overcome any entry barriers to your chosen market.

Marketing Plan

A detailed explanation of your sales strategy, pricing plan, proposed advertising and promotion activities, and product or service's benefits.

Management Plan

An outline of your business's legal structure and management resources, including your internal management team, external management resources, and human resources needs.

Operating Plan

A description of your business's physical location, facilities and equipment, kinds of employees needed, inventory requirements and suppliers, and any other applicable operating details, such as a description of the manufacturing process.



Intuitive and easy to use
Nail Salon Business Plan
Template in Word.



On The USB

A full Business Plan Template for starting and running a Nail Salon company.

A professionally formatted Business Plan document with example content and sample writing, specifically set up for a Nail Salon.

This do-it-yourself (DIY) document makes it simple to create a high-quality Nail Salon Business Plan.

- ✓ Investor & Lender Ready
- ✓ Great Management Resource

Sections covered:

- ✓ Cover Page
- ✓ Table of Contents
- ✓ Executive Summary
 - Mission Statement
 - Objectives
- ✓ Company Description
- ✓ Management & Organization
 - Team Bios
 - Organizational Chart
- ✓ Market Analysis
 - Target Market
 - Competitive Analysis
 - S.W.O.T. Analysis
- ✓ Products & Services
- ✓ Marketing & Sales Strategy
- ✓ Financials
 - Income Statements
 - Cash Flow Statements
 - Balance Sheets
- ✓ Appendix

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These can be very lucrative partnerships, as it grants the manufacturer's placement of its products in a place where the hair will be at the forefront of the consumer's mind, but it can make a good profit margin on sales of those products. Ready for: [Client.FirstName] [Client.LastName] [Client.Company] Prepared by: [Sender.FirstName] [Sender.LastName] [Transmitter.LastName] [Sender.company] If you're creating a Salon business plan, your first step is Develop the executive summary, which will give your reader a basic insight into the vision of your Salon. Marketing Plan Clients The first step in developing your marketing plan is determining which demographics you will be looking to serve, as that is who you will be trying to appeal to. Licenses stylists and barbers are subject to licensing requirements, so you should describe the requirements for your staff and for your business. To fulfill our vision, we will require [amount] in capital, which will be allocated roughly according to the following table: If we are fully capitalized, we expect to be profitable for [period of time]. For example, you can do any of the following: Offer coupons in a local post for a first cut discount (or free) for new customers; Offer a group (or similar type of offer) in your city for discounted haircuts; Or enter into a strategic partnership with another local business that offers complementary services (e.g. bridal shop, nail salon, etc.) to generate a gas pipeline for customers. Projecting expenses here, you can detail your estimated ongoing expenses. We expect our monthly outlay of expenses to approximate the following: Management You may be a sole proprietor or you may be operating a large company opening a new location. Mathematics can wait until your section on winnings and losses, Give them a logical path to understand why it will be profitable. He wants to make sure that he explains his investors by what is it is you need this capital and what assumptions you are making that lead you to believe that you will be profitable. You can also offer a line of products that can be a good upsell to your clientele. They don't have to be more than polite approaches, but be sure to think a lot about this section for the development of your own expectations, at least. Feel free to include photos from previous shows, satisfied customers and other examples of your success and experience. Education, experience and even hobbies and family life are relevant and we appreciate the information to include here. Our Staff Salons and hairdressers often subcontract to your staff and you will probably have some kind of guidelines governing all your arrangements with that staff. In the first 10 seconds of reading your plan, the reader should have a basic sense of who you are at least. Describe any peripheral services you may offer, such as hair coloring and shaving. Describe anyone you have in the works or you will be looking for. Just be sure to link your target population to your location. Services While the services offered by a salon are usually very simple, you still want to go into details here with what you are going to do. First, you want to introduce the reader to your plan, tell him who you are, who your company is, and what your salon will be. Our Specific Marketing Plan After determining your demographics and analyzing your competition, you should go into detail as to how you will attract that demographics over your competition. This should be a logical progression, but be creative! If you are entering an existing market as a new business you will have to let people know that you are there somehow. In addition, you may need to acquire licenses to operate as a business in your locality, depending on the regulations of his city. Some of these places may not be in direct competition with you in your target population, but you should at least mention them as potential competition. Describe to your reader what it takes to make your salon run on a daily basis - suppliers, barbers/stylists, and licenses. Our Competence As a beauty salon is a very localized business, you can research the area around your planned location and come up with a list of salons and barbershops that already operate in that area. Operations Plan This section is where you go into the details of the operation of your business. Let your reader really get to know the people who make up your room's top-level management team. Our Suppliers You should not only go into details regarding the arrangements you have in place (and will look for) with suppliers of scissors, cutters and other standard salon equipment, but you may also have a strategic partnership with a manufacturer of hair products. Either way, it is important that you describe to your reader a complete biography of the minds behind this venture. The possibilities are really endless, but understand that your brand identity is largely defined by the way you market yourself. This could be anything from families, working professionals, or high-end clients. Describe how many chairs you will be looking for to fill and the hours of operation. operation.

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