Hair Salon Business Plan

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# Executive Summary

[Name of business] is a new hair salon that will be established in [city/town] by founders [list names of founders]. The company will focus on providing high-quality styling, coloring, and grooming services to customers.

Initially, [name of business] will be supported by a personal investment from each of the founders and a business loan that will be used to secure real estate and equipment.

## Mission Statement

“[Business name] exists to offer the finest styling and grooming services using the highest-quality products.”

## Distinctives

* Use rare, imported French styling products.
* Offer services to entertainment industry.
* Cooperative program with local community college to apprentice young hairstylists.

## Investment Opportunities

Although [business name] has enough capital to begin offering services on a limited scale, capital from private investors will be needed to purchase additional equipment, lease property, fund marketing, and hire employees. This will be achieved through a combination of loans, memberships, and equity partnerships.

# Business Description

Legal Structure  
[Business name] has been established as a Limited Liability Company in the state of [State name]. [Name] is the attorney of record.

## Location

A location for [Business name] has not yet been found. To increase walk-in business, the goal is to lease commercial property that is situated near a fashion hub.

## Launch

Pending finances and the lease of a suitable space, [business name] will launch its services in/on [note specific date or month with year].

Sources of Revenue  
[Business name’s] primary source of revenue will be derived from cutting, styling, coloring, treating, and grooming hair. Secondary sources of revenue include sales of grooming, skincare, and haircare products.

# Operations & Management

## Leadership

**Owner** – [Name and brief bio]

**Manager** – [Name and brief bio]

Role of the Owner  
The owner will negotiate contracts, liaise with stakeholders and partners, source products and tools, market the salon, and manage the growth strategy of the hair salon.

Role of the Manager  
The manager will manage the team, assign shifts, ensure the salon runs smoothly, monitor processes and procedures, ensure a high-level of hygiene is maintained, monitor inventory, and report to the owner.

Team  
The team will consist of 6 stylists, a receptionist, two cleaning staff, a specialist stylist, and a nail technician.

# Marketing

## Genre Profile

## Target Market

## Promotional Outlets

* + 1. Social Media
    2. Industry Events
    3. Press/Media Coverage
    4. Sales and Dsicounts
    5. Loyalty Incentives
    6. Guest stylists
    7. Charity

## SWOT Analysis

* + 1. Strengths
    2. Weaknesses
    3. Opportunities
    4. Threats
    5. Summary

|  |  |  |  |
| --- | --- | --- | --- |
| **Strengths** | **Weaknesses** | **Threats** | **Opportunities** |
|  |  |  |  |

# Competition

The hair salon industry is a mature market, with a growing demand. Hair and nail services had a total revenue of $55.9 billion in 2017, $4.9 billion of which were profits. This revenue is expected to grow by 2.1% annually, taking revenue to $62.0 billion in 2022.

In the state of [state name], there are [number] hair salons. More specifically, within the local market of [city/town/municipality/county] we have identified [number] existing hair salons:

* [Hair salon] – Brief description.
* [Hair salon] – Brief description.
* [Hair salon] – Brief description.

# Financials

## Startup Expenses

## Sources of Funding

[Use our Sources and Uses spreadsheet to complete this section.](https://www.thesmbguide.com/downloads/statement-of-sources-and-uses-download-201908151-1.xlsx)

## Financial Operations

1. Property Rental
2. Hours of Operation
3. Staffing
4. Professional Services
5. Cost of Services

## Revenue Projections

## Break Even Point

[Hair salon name] will break even when it achieves sales of [$] per month.

Pro Forma Profit and Loss Statement

[Use our Pro Forma Profit and Loss spreadsheet to complete this section.](https://www.thesmbguide.com/pro-forma-profit-and-loss-statement-download-20190815-1.xlsx)

# Future Plans

You can use this section to describe any plans that you have for expansion once your company has covered all opening costs and is able to maintain a strong cash flow from one month to the next.

Future plans may include:

* Hiring more staff
* Expanding to second location