***GLAM TOUCH BEAUTY STUDIO***

Dideolu Estate, Phase 2, block 27, Ikorodu, Lagos.

**Hair and Beauty Salon Business plan**

**Prepared by: Harriet Beauty Consultants**

**For: Glam Touch Hair Studio**

***Note:*** *kindly ensure that all data/information contained in this plan are kept confidential.*

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**Executive Summary:**

Glam touch is a full-service beauty salon dedicated to consistent provision of optimum satisfaction by rendering excellent service, quality products and furnishing of an enjoyable atmosphere at an affordable and acceptable price relationship with customers. Glam Touch aims at maintaining a friendly, fair and creative work environment which respects diversity and ideas.

Our Mission: To serve customers with integrity by being loyal to them, the company and ourselves. To give superior customer service by the supply of quality services and products that enhances the physical appearance, hair growth and mental relaxation of every client consistently with a happy relentless attitude while standing within an affordable budget.

Our Motto: we’ll style, you’ll smile!

The timing is right for starting this new venture. A patient search of one and a half year earned the present location for Glam Touch Beauty Studio. The demand from the owner’s client, as well as the ambition of the owner to start a beauty shop and the procurement of highly professional and qualified beauticians to support this salon has made this venture one of great potential.

Teniola Jonathan, co-owner with Philip Oyaghire, her friend, has worked in a prestigious upscale salon in Lagos; Nikky’O Salon for the past two years. Teniola has created a large client following through hard work and dedication. Teniola and her talented team of beauticians have what it takes to make this venture a successful one. We expect our growing reputation to lead to new clients and beauticians to support our anticipated growth.

Keys to success: the keys to success in our business are as follows:

1. Provide am easily accessible location for customers.
2. Provide an environment conducive for giving relaxing and professional service.
3. Offer clients a wide range of services in one setting and extended hours.
4. Build continuous reputation of the owner and other beauticians by providing superior personal service.

**Description of Venture:**

Glam Touch Beauty Studio will upon commencement of operations, sell a wide range of beauty services and product. We will provide quality hair, nail and skin services, along with top lines of beauty products. What will set Glam Touch Beauty Studio apart from the competition is our commitment to providing all of these services in one convenient location.

The salon will be located in a retail mall at Dideolu Estate, Ikorodu. The salon will utilize an average of 1,580 square feet. The location is strategically situated on the business street, Ikorodu in Lagos. It is a high profile area, with easy access from all parts of town.

Glam Touch Beauty Studio is considered an upscale full-service beauty salon. We will offer a wide range of services that include:

* **Hair**: cuts, relaxers, perms, colours, shampoo, conditioning, curling, reconstructing, weaving, and waving.
* **Nails**: manicures, pedicures, polish, sculptured nails.
* **Skin care**: European facials, body waxing, massage.
* **Make-up**

**Industry/market Analysis:**

Exhibiting skill at what we do, good customer service and creating a pleasant environment for our customers will be important to implementing our business plan.

Glam Touch Beauty Studio wants to set itself apart from other beauty salons that may offer only one or two types of services. Having come from such a salon as Nikky’O, Teniola has realised from talking to her clients that they desire all of the services that we are proposing, but they remain frustrated because they must get their hair done at one place and nails at another place. Although, the focus of Glam Touch Beauty Studio is hair and make-up services, we do wish to offer our clients the convenience of these other services in one location.

There are a number of salons like ours but they are mainly in the very high income parts of Lagos and surrounding areas. Glam Touch Beauty Studio does not intend to compete with these so called “day spas”. We however wish to offer middle for those clients who can’t afford those high-end luxuries.

Our business atmosphere will be a relaxing one where clients can kick back and be pampered. Soft drinks will be offered to clients as they enter for service. Televisions will be located in the waiting and hair-drying area.

Our marketing strategy is a simple one, satisfied clients are our best marketing tool. Most of our clients will be referrals from already existing customers. And so no major advertising campaigns are anticipated. We will also offer discount to new clients who have been referred.

**Organisation plan:**

Glam Touch Beauty Studio will be organised and managed in a creative and innovative fashion to generate very high level of customer satisfaction and to create a working climate conducive to a high degree of personal development and economic satisfaction of employees.

Training classes to help improve employee product knowledge and skill will be conducted on a regular basis. As the business grows, the company will consider offering an employee benefit package to include health and vacation benefits for everyone.

The personnel plan calls for a receptionist who will greet customers and receive payments for services and products. There will be six hair stylists, two barbers, two nail technicians, one facial and make-up artist and a massage therapist. Everyone except the receptionist will be contract workers and will be paid a sliding commission scale based on the amount of revenue created. Future plans include the hiring of a shampoo technician as the business expands.

In the first year, assumptions are that there will only be three hair stylists, a barber, nail, facial and massage technician and one make-up artist.

**Projected total salary package per-annum:**

Hair stylist: ~~N~~300, 000

Barber: ~~N~~250, 000

Nail technician: ~~N~~200, 000

Facial technician: ~~N~~360, 000

Massage therapist: ~~N~~550, 000

Make-up artist: ~~N~~1, 000, 000

**Financial plan:**

Our goal is to be a profitable business beginning in the first month. The business will not have to wait long for clients to learn about it since the stylists will already have an existing client base.

|  |  |
| --- | --- |
| **Administrative equipment** | ~~N~~ |
| POS system | 10,000.00 |
| Register | 500.00 |
| Phones | 35,000.00 |
| Office supplies | 50,000.00 |
| Total | **100,000.00** |
| **Reception area seating décor** |  |
| Hall décor | 250,000.00 |
| Chairs or small couches | 45,000.00 |
| Tables | 20,000.00 |
| Magazines | 15,000.00 |
|  |  |
| Retail product shelf | 150,000.00 |
| Work wears | 200,000.00 |
| Laundry equipment | 300,000.00 |
| Total | **980,000.00** |
| **Hair salon equipment and supplies** |  |
| Salon station equipment | 370,000.00 |
| Shampoo bowls | 35,000.00 |
| Dryers | 50,000.00 |
| Supply cart | 100,000.00 |
| Professional hair styling supplies: combs, brushes, spray bottles, towels, hair colouring instruments, hand mirrors, electric styling tools, scissors, razors, etc. | 250,000.00 |
| Total | **805,000.00** |
| **Nail salon equipment** |  |
| Manicure stations | 150,000.00 |
| Pedicure chairs | 36,000.00 |
| Sanitation stations | 45,000.00 |
| Nail drying lamps | 37,000.00 |
| Nail polish rack | 65,000.00 |
| Manicure and pedicure supplies | 90,000.00 |
| Total | **423,000.00** |
| **Grand total** | **2,308,000.00** |

**Appendix:**

The table below shows the span of workers for the first three years of the venture.

|  |  |  |  |
| --- | --- | --- | --- |
| Title | Year 1 | Year 2 | Year 3 |
| Hair stylist | 3 | 6 | 6 |
| Barber | 1 | 2 | 2 |
| Nail technician | 1 | 2 | 2 |
| Facial technician | 1 | 1 | 1 |
| Massage therapist | 1 | 1 | 1 |
| Make-up artist | 1 | 1 | 1 |
| Total | 8 | 13 | 13 |