Business Plan for Hair Salon

This Business Plan for a Hair Salon allows entrepreneurs or business owners to create a comprehensive and professional business plan. This template form allows a business to outline the company's objectives and detail both current company information as well as any past performance. Companies should include a complete market analysis in their plan to help showcase why their business strategy will be effective in the market. Future company plans, including production targets, management strategy, and financial forecasting, should be used to demonstrate and confirm that the company's short-term and long-term objective can and will be met. This model plan can be customized to best fit the unique needs of any entrepreneur or owner that is seeking to create a strong business plan.

[INSERT IMAGE/LOGO]

COMPANY NAME

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Confidentiality Agreement

The undersigned reader acknowledges that the information provided by COMPANY NAME in this business plan is confidential; therefore, reader agrees not to disclose it without the express written permission of COMPANY NAME.

It is acknowledge ential in nature, other than information which er may cause serious harm or damage to COI

Upon request, this

_____
Signature

_____
Name (typed or pr

_____
Date

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1.0 Executive Summary

COMPANY NAME is a full-service beauty salon dedicated to consistently providing high customer satisfaction by rendering excellent service, quality products, and furnishing an enjoyable atmosphere at an acceptable price/value relationship. The company will also maintain a friendly, fair, and creative work environment, which respects diversity, ideas, and hard work.

Mission: To supply services and products that enhances our clients' physical appearance and mental relaxation.

To achieve th)0. This grant will
be attained a in Lake City, Tennessee.

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1.1 Objectives

COMPANY N

- The cre IE from other local beauty salons.
- Educati
- The forr
- Exceller

1.2 Mission

COMPANY NAME aims to offer excellent and superior service at all times. Close personal attention to customer is essential to providing a quality experience for customers; therefore, adequate personnel will be hired to ensure each customer has the proper attention in the COMPANY NAME salon.

1.3 Keys to Success

The keys to success in our business are:

- Location: providing an easily accessible location for customers.
- Environment: providing an environment conducive to giving relaxing and professional service.
- Convenience: offering clients a wide range of services in one setting, and extended business hours.
- Reputat

2.0 Company Sun

COMPANY N products. The company will provide quali t from the competition is the company's co

2.1 Company Owr

COMPANY N nessee. Some thought has been given to

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2.2 Start-up Summary

After spending several months searching for a salon to purchase, the owners decided to start a salon from the ground up. The start-up capital will be used for the design, leasehold improvements, and equipment of the salon.

Table: Start-up

Start-up	
Requirements	
Start-up Expense	
Rent deposit	$1,817
Inventory	$2,000
Equipment	$75,000
Supplies	$20,000
Advertising	$10,000
Insurance	$5,000
Building Expens	$25,000
Total Start-up Ex	$138,817
Start-up Assets	
Cash Required	$500
Other Current As	$0
Long-term Asset	$0
Total Assets	$500
Total Requireme	$139,317

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3.0 Products and

COMPANY N of services that include:

- **Hair:** cu ng.
- **Skin Ca**

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4.0 Market Analys

As of the cer wn. The population density was 1,186.1 65.4/sq mi (218.5/km²). The racial makeu % Asian, 0.26% from other races, and 0.

There were 8 were married couples living together, 16. 3% of all households were made up of ir ge household size was 2.17 and the aver

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In the town tl m 25 to 44, 23.8% from 45 to 64, and 23 ales there were 78.4 males. For every 10

The median i 1,895. Males had a median income of $2 1.8% of families and 32.0% of the population were below the poverty line, including 31.7% of those under age 18 and 23.7% of those age 65 or over.

Lake City is a town just outside of Knoxville, Tennessee. Founded in 1786, **Knoxville** is the third-largest city in the U.S. state of Tennessee, behind Memphis and Nashville, and is the county seat of Knox County. It is also the largest city in East Tennessee. As of the 2000 United States Census, Knoxville had a total population of 173,890; the July 2007 estimated population was 183,546. Knoxville is the principal city of the Knoxville Metropolitan Statistical Area with a metro population of 655,400, which is in turn the central component of the Knoxville-Sevierville-La Follette Combined Statistical Area with 1,029,155 residents.

There are very few beauty salons in the city of Lake City, Tennessee. COMPANY NAME is confident that the company can offer superior services and products to the city and to the surrounding areas.

4.1 Market Segmentation

COMPANY NAME has identified two market segments as follows:

1. Local clie

2. Out of tow

COMPANY N
is seeking tc
addition, the
customer, wh

see; however, the company
e best in the business. In
products to each and every

Table: Market Ana

Market Analysis			
Potential Custom			CAGR
Local Customers		94	4.99%
Out of Town Cus		50	5.00%
Total		14	5.00%

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4.2 Target Market Segment Strategy

Referral marketing is the key type of marketing strategy utilized. Maintaining and further enhancing its reputation in the community is crucial to gaining additional market share of the company's target markets.

4.3 Service Business Analysis

The beauty s that provide beauty salon services for c and this is where the main competition I ty of its managers and the capability of i

4.3.1 Competition

The key elem nal reputation and reliability of the beauty

5.0 Strategy and I

Skill at what stomers will be important to implementing

5.1 Competitive E

COMPANY N s of services. Having come from such a s ervices that the company is proposing, bu ne at another. Although the focus of COI these other services in one location.

There are a g areas. COMPANY NAME wishes to offe

The business s will be offered to clients as they enter for

5.2 Marketing Stra

COMPANY I keting tool. When a client leaves the bu of COMPANY NAME clients will be referra

COMPANY N ss. The salon will, however, run specials em with discounted or free services dep nts who have been referred. There are pla ients to us, and COMPANY NAME will place a card in a box for each client he or she brings. The more they bring the more chances they have of winning the trip.

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5.3 Sales Strategy

The sales forecast monthly summary is included in the appendix. The annual sales projections are included here in Table 5.2.

5.3.1 Sales Forecast

The following table and charts show COMPANY NAME projected sales. The company expects income to increase steadily over the next three y eneral public. Second year revenues als

Table: Sales Fore

Sales Forecast	
	2013
Sales	
Stylist #1	$65,596
Barber #1	$22,218
Stylist #2	$29,465
Stylist #3	$24,000
Product sales	$11,000
Total Sales	$152,279
Direct Cost of Sa	2013
Product Costs	$4,400
Other	$2,400
Subtotal Direct C	$6,800

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5.4 Milestones

The milestones table and chart show the specific detail about actual program activities that should be taking place during the year. Each one has a starting date, ending date, and budget. During the year COMPANY NAME will be keeping track of implementation against plan, with reports on the timely completion of these activities as planned.

Table: Milestones

Milestones	
Milestone	
Building Expens	
Acquire Equipme	
Supplies	
Launch Advertis	
Attain Inventory	
Totals	

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6.0 Management Summary

COMPANY NAME will be organized and managed in a creative and innovative fashion to generate very high levels of customer satisfaction, and to create a working climate conducive to a high degree of personal development and economic satisfaction for employees.

Training classes to help improve employee product knowledge and skills will be conducted on a regular basis. As the business grows, the company everyone.

6.1 Personnel Pla

The personn nd products. Everyone but the reception t of revenue created. Future plans include

Table: Personnel

Personnel Plan		
		2013
Owner (Stylist)		$26,000
Receptionist		$15,876
Shampoo Tech		$13,000
Total People		5
Total Payroll		$54,876

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7.0 Financial Plan

COMPANY NAME's 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.

7.1 Start-up Funding

COMPANY N

Table: Start-up Fu

Start-up Funding
Start-up Expense
Start-up Assets t
Total Funding Re
Assets
Non-cash Assets
Cash Requireme up
Additional Cash
Cash Balance on
Total Assets
Liabilities and Ca
Liabilities
Current Borrowin
Long-term Liabil
Accounts Payab Bills)
Other Current Lia (interest-free)
Total Liabilities

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Capital	
Planned Investment	
Owner	$500
Investor	$0
Additional Invest Requirement	
Total Planned Inv	
Loss at Start-up Expenses)	
Total Capital	
Total Capital and	
Total Funding	

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7.2 Important Ass

The financial

Revenues wi cal jump in revenues at this time of year. t for the normal flow of new clients comi anticipated expenses are exaggerated

Product sales revenue will be derived from products, so

7.3 Break-even Analysis

The break-even analysis shows that COMPANY NAME has a good balance of fixed costs and sufficient sales strength to remain healthy. This calculation is focused on service sales, and excludes costs related to product sales. This conservative forecast shows the salon just passing the break-even point throughout most of the first year, but the company expects actual sales to be higher.

Table: Break-even Analysis

Break-even Anal	
Monthly Revenu	$7,800
Assumptions:	
Average Percent	7%
Estimated Month	$7,269

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7.4 Projected Profit and Loss

The following table shows very conservative profit and loss projections for the next three years. The table includes the payments for all independently contracted stylists and technicians, as well for all regularly occurring supply expenses associated with service sales.

Table: Profit and Loss

Pro Forma Profit	
	2013
Sales	52,279
Direct Cost of Sa	$6,800
Other Costs of S	$0
Total Cost of Sal	$6,800
Gross Margin	45,479
Gross Margin %	95.53%
Expenses	
Payroll	$54,876
Marketing/Promo	$1,200
Depreciation	$8,146
Rent	$11,458
Utilities	$4,200
Insurance	$1,200
Independently co	$7,519
Supplies	$6,000
Total Operating E	$94,599
Profit Before Inte	$50,880
EBITDA	$59,026
Interest Expens	$0
Taxes Incurred	$15,264
Net Profit	$35,616
Net Profit/Sales	23.39%

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7.5 Projected Cash Flow

COMPANY NAME expects to manage cash flow over the next three years simply by the growth of the cash flow of the business. The business will generate more than enough cash flow to cover all of its expenses.

Table: Cash Flow

Pro Forma Cash	
	2013
Cash Received	
Cash from Opera	
Cash Sales	$152,279
Subtotal Cash fr	$152,279
Additional Cash	
Sales Tax, VAT, I	$0
New Current Bor	$0
New Other Liabil	$0
New Long-term L	$0
Sales of Other C	$0
Sales of Long-te	$0
New Investment	$0
Subtotal Cash R	$152,279
Expenditures	2013
Expenditures fro	
Cash Spending	$54,876
Bill Payments	$53,210
Subtotal Spent o	$108,086

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Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	$0	$0	$0
Principal Repayment of Current Borrowing	$0	$0	$0
Other Liabilities Principal Repayment	$0	$0	$0
Long-term Liabilities Principal Repayment	$0	$0	$0
Purchase Other			$0
Purchase Long-t			$0
Dividends			$0
Subtotal Cash Sp			108,086
Net Cash Flow			$44,193
Cash Balance			121,270

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7.6 Projected Balance Sheet

As shown in the balance sheet, COMPANY NAME expects a healthy growth in net worth.

Table: Balance Sheet

Pro Forma Balance Sheet			
			2013
Assets			
Current Assets			
Cash			1,270
Other Current As			2,000
Total Current As			3,270
Long-term Asset			
Long-term Asset			0,000
Accumulated De			4,438
Total Long-term			5,562
Total Assets			8,832
Liabilities and Ca			2013
Current Liabilitie			
Accounts Payab			4,409
Current Borrowi			$0
Other Current Li			$0
Subtotal Current			4,409
Long-term Liabil			$0
Total Liabilities			4,409
Paid-in Capital			9,317
Retained Earning			),510)
Earnings			5,616
Total Capital			4,423
Total Liabilities a			8,832
Net Worth	$153,893	$178,807	$214,423

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7.7 Business Ratios

Business ratios for the years of this plan are shown below. Industry profile ratios based on the Standard Industrial Classification (SIC) Index code 7231, Beauty Shops, are shown for comparison.

Table: Ratios

Ratio Analysis	
Sales Growth	
Percent of Total	
Other Current As	
Total Current As	
Long-term Asset	
Total Assets	
Current Liabilitie	
Long-term Liabil	
Total Liabilities	
Net Worth	
Percent of Sales	
Sales	
Gross Margin	
Selling, General & Expenses	
Advertising Expe	
Profit Before Inte	
Main Ratios	
Current	
Quick	
Total Debt to Tot	
Pre-tax Return o	
Pre-tax Return o	

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Additional Ratios	2011	2012	2013	
Net Profit Margin	3.43%	18.60%	23.39%	n.a
Return on Equity	2.20%	13.93%	16.61%	n.a
Activity Ratios				
Accounts Payab				
Payment Days				
Total Asset Turn				
Debt Ratios				
Debt to Net Wort				
Current Liab. to I				
Liquidity Ratios				
Net Working Cap				
Interest Coverag				
Additional Ratios				
Assets to Sales				
Current Debt/Tot				
Acid Test				
Sales/Net Worth				
Dividend Payout				

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Table: Sales Forecast

Sales Forecast													
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Sales													
Stylist #1	0%	$3,600							$4,400	$4,400	$4,400	$4,400	$4,400
Barber #1	0%	$1,200							$1,500	$1,500	$1,500	$1,500	$1,500
Stylist #2	0%	$1,700							$2,000	$2,000	$2,000	$2,000	$2,000
Stylist #3	0%	$0							$0	$0	$0	$0	$0
Product sales	0%	$800							$800	$800	$800	$800	$800
Total Sales		$7,300							$8,700	$8,700	$8,700	$8,700	$8,700
Direct Cost of Sales		Jan							Aug	Sep	Oct	Nov	Dec
Product Costs		$360							$360	$360	$360	$360	$360
Other		$200							$200	$200	$200	$200	$200
Subtotal Direct Cost of Sales		$560							$560	$560	$560	$560	$560

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Table: Personnel

Personnel Plan													
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Owner (Stylist)	0%	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000
Receptionist	0%	$1,200	$1,200	$						$1,200	$1,200	$1,200	$1,200
Shampoo Tech	0%	$1,000	$1,000	$						$1,000	$1,000	$1,000	$1,000
Total People		3	3							3	3	3	3
Total Payroll		$4,200	$4,200	$						$4,200	$4,200	$4,200	$4,200

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Table: Profit and Loss

Pro Forma Profit and Loss		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Sales		$7,300	$7,300	$7,300	$7,300	$8,700	$8,700	$8,700	$8,700	$8,700	$8,700	$8,700	$8,700
Direct Cost of Sales		$560	$560	$560	$560	$560	$560	$560	$560	$560	$560	$560	$560
Other Costs of Sales		$0							$0	$0	$0	$0	$0
Total Cost of Sales		$560							$560	$560	$560	$560	$560
Gross Margin		$6,740							$8,140	$8,140	$8,140	$8,140	$8,140
Gross Margin %		92.33%							93.56%	93.56%	93.56%	93.56%	93.56%
Expenses													
Payroll		$4,200							$4,200	$4,200	$4,200	$4,200	$4,200
Marketing/Promotion		$100							$100	$100	$100	$100	$100
Depreciation		$633							$683	$683	$683	$683	$683
Rent		$900							$900	$900	$900	$900	$900
Utilities	15%	$200							$200	$200	$200	$200	$200
Insurance		$100							$100	$100	$100	$100	$100
Independently contracted stylists	15%	$500							$614	$632	$651	$671	$691
Supplies	15%	$500							$500	$500	$500	$500	$500
Total Operating Expenses		$7,133							$7,297	$7,315	$7,334	$7,354	$7,374
Profit Before Interest and Taxes		($393)							$843	$825	$806	$786	$766
EBITDA		$240							$1,526	$1,508	$1,489	$1,469	$1,449
Interest Expense		$0							$0	$0	$0	$0	$0
Taxes Incurred		($118)							$253	$248	$242	$236	$230
Net Profit		($275)	($321)	($331)	($342)	$627	$615	$603	$590	$578	$564	$550	$536
Net Profit/Sales		-3.77%	-4.39%	-4.54%	-4.69%	7.20%	7.06%	6.93%	6.78%	6.64%	6.49%	6.32%	6.16%

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Table: Cash Flow

Pro Forma Cash Flow													
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Cash Received													
Cash from Operations													
Cash Sales		$7,300	$							700	$8,700	$8,700	$8,700
Subtotal Cash from Operations		$7,300	$							700	$8,700	$8,700	$8,700
Additional Cash Received													
Sales Tax, VAT, HST/GST Received	0.00%	$0								$0	$0	$0	$0
New Current Borrowing		$0								$0	$0	$0	$0
New Other Liabilities (interest-free)		$0								$0	$0	$0	$0
New Long-term Liabilities		$0								$0	$0	$0	$0
Sales of Other Current Assets		$0								$0	$0	$0	$0
Sales of Long-term Assets		$0								$0	$0	$0	$0
New Investment Received		$150,000								$0	$0	$0	$0
Subtotal Cash Received		$157,300	$							700	$8,700	$8,700	$8,700
Expenditures		Jan								Sep	Oct	Nov	Dec
Expenditures from Operations													
Cash Spending		$4,200	$							200	$4,200	$4,200	$4,200
Bill Payments		$91	$							227	$3,240	$3,253	$3,267
Subtotal Spent on Operations		$4,291	$							427	$7,440	$7,453	$7,467

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Additional Cash Spent												
Sales Tax, VAT, HST/GST Paid Out	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Principal Repayment of Current Borrowing	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Other Liabilities Principal Repayment	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Long-term Liabilities Principal Repayment	$0							$0	$0	$0	$0	$0
Purchase Other Current Assets	$22,000							$0	$0	$0	$0	$0
Purchase Long-term Assets	$100,000							$0	$0	$0	$0	$0
Dividends	$0							$0	$0	$0	$0	$0
Subtotal Cash Spent	$126,291							415	$7,427	$7,440	$7,453	$7,467
Net Cash Flow	$31,009							285	$1,273	$1,260	$1,247	$1,233
Cash Balance	$31,509							198	$39,471	$40,731	$41,978	$43,210

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Table: Balance Sheet

Pro Forma Balance Sheet													
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Assets	Starting Balances												
Current Assets													
Cash	$500	$31,509						3	$38,198	$39,471	$40,731	$41,978	$43,210
Other Current Assets	$0	$22,000						0	$22,000	$22,000	$22,000	$22,000	$22,000
Total Current Assets	$500	$53,509						3	$60,198	$61,471	$62,731	$63,978	$65,210
Long-term Assets													
Long-term Assets	$0	$100,000						0	$100,000	$100,000	$100,000	$100,000	$100,000
Accumulated Depreciation	$0	$633						1	$5,414	$6,097	$6,780	$7,463	$8,146
Total Long-term Assets	$0	$99,367						9	$94,586	$93,903	$93,220	$92,537	$91,854
Total Assets	$500	$152,876						2	$154,784	$155,374	$155,951	$156,515	$157,064

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Liabilities and Capital		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Current Liabilities													
Accounts Payable	$0	$2,651	$2,646						$3,119	$3,132	$3,144	$3,158	$3,171
Current Borrowing	$0	$0	$0						$0	$0	$0	$0	$0
Other Current Liabilities	$0	$0	$0						$0	$0	$0	$0	$0
Subtotal Current Liabilities	$0	$2,651	$2,646						$3,119	$3,132	$3,144	$3,158	$3,171
Long-term Liabilities	$0	$0	$0						$0	$0	$0	$0	$0
Total Liabilities	$0	$2,651	$2,646						$3,119	$3,132	$3,144	$3,158	$3,171
Paid-in Capital	$139,317	$289,317	$289,317						289,317	$289,317	$289,317	$289,317	$289,317
Retained Earnings	($138,817)	($138,817)	($138,817)	(					38,817)	($138,817)	($138,817)	($138,817)	($138,817)
Earnings	$0	($275)	($596)						$1,165	$1,742	$2,307	$2,857	$3,393
Total Capital	$500	$150,225	$149,904						51,665	$152,242	$152,807	$153,357	$153,893
Total Liabilities and Capital	$500	$152,876	$152,551						54,784	$155,374	$155,951	$156,515	$157,064
Net Worth	$500	$150,225	$149,904						51,665	$152,242	$152,807	$153,357	$153,893

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