



John & Sons

*Because world champs need to look good.*

# Business Plan

2020 - 21



John Doe



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# Executive Summary

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## Business Overview



TIP

John & Sons (J&S) Barbing Salon is a standard and licensed barbing salon that will be located in a richly populated neighborhood in West Palm Beach, Florida – United States of America. We chose to open our barbing salon in this city because of the need for the services of a standard barbing salon in the neighborhood.

John and Sons Barbing Salon offer services such as cut hair for boys and men.

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*Start Writing here...*

## Our Services



TIP

John & Sons will provide relationship-oriented haircutting services for all ages and both genders. Haircutters will focus on building long-term rapport with their clients and strive to deliver personalized beauty results for each individual.

These are the services that J&S Barbing Salon will be offering;

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*Start Writing here...*

## Vision



TIP

Our vision is to become the number one choice when it comes to a barbing saloon in the whole of West Palm Beach, Florida – United States of America, and also to be among the top 20 barbers shop in the United States of America within the next 10



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*Start Writing here...*

## Mission



John and Sons Barbing Salon is in business is to establish a first-class and standard barbing salon that will take care of both highly placed clients (celebrities, public figures, and politicians, etc) and lowly placed clients as long as they can afford our services. We want to become one of the leaders in the barbing salon services industry in Florida, and in The United States of America.

[Read More](#)

*Start Writing here...*

## Customer Focus



J&S will primarily serve the residents within a 5-mile radius of our location. The demographics of these customers are as follows:

- 27,827 residents



[Read More](#)

*Start Writing here...*

## Management Team



### JOHN DOE

Owner - [john.doe@example.com](mailto:john.doe@example.com)

J&S is led by John Doe who has been in the hair care business for 20 years. While Mr. doe has never run a hair salon himself, he has been cutting hair since age 15 and spent most of his adult life working as a stylist at several major salons. As such Mr. Doe has an in-depth knowledge of the salon business including the operations side (e.g., running day-to-day operations) and the business management side (e.g., staffing, marketing, etc.).

## Success Factors



John Doe is uniquely qualified to succeed due to the following reasons:

- The Company will fill a specific market niche in the growing community we are entering. In addition, we have surveyed the local population and received extremely positive feedback saying that they explicitly want to frequent our business when launched.

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## Financial Highlights

J&S is currently seeking \$260,000 to launch. Specifically, these funds will be used as follows:

- Store design/build: \$140,000
- Working capital: \$120,000 to pay for Marketing, salaries, and lease costs until J&S reaches break-even

Topline projections over the next five years are as follows:

Financial Summary	Year1	Year2	Year3	Year4	Year5
Revenue	\$315,115	\$466,067	\$524,563	\$590,400	\$664,500
Total Expenses	\$345,594	\$385,172	\$419,434	\$475,894	\$507,480
EBITDA	(\$30,479)	\$80,895	\$105,129	\$114,506	\$157,020
Depreciation	\$20,840	\$20,840	\$20,840	\$20,840	\$20,840
EBIT	(\$51,319)	\$60,055	\$84,289	\$93,666	\$136,180
Interest	\$16,822	\$14,719	\$12,617	\$10,514	\$8,411
PreTax Income	(\$68,141)	\$45,336	\$71,673	\$83,153	\$127,769
Income Tax Expense	\$0	\$0	\$17,104	\$29,103	\$44,719
Net Income	(\$68,141)	\$45,336	\$54,569	\$54,049	\$83,050
Net Profit Margin	-	10%	10%	9%	12%
Average customers/day	26	29	32	36	41



# Business Overview

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## About J&S

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## Our Services

Below are J&S's initial service offerings and in-store products sold.

Each appointment will include an initial hair assessment and suggestion phase where the stylist will discuss the customer's hair and preferred hairstyle. There will then be a pre-cut hair wash with our in-store products, a haircut or coloring as appropriate, and finally a post-cut styling to our customer's preferences.

Hairstylists will be asked to perform the following services for both men and women:

Hair services



**Hair washes**



**Hair cuts**



**Special event hair styling**



**Hair coloring**



**Hair extensions**

## Our Products

J&S will feature premium hair products in-store from these well-established brands. It will continue to update its offering in order to provide the newest hair products to its customers.

Some of its featured brands will include:

### Brands

**GOLDWELL.**

**Gioldwell**



**Schwarzkopf**

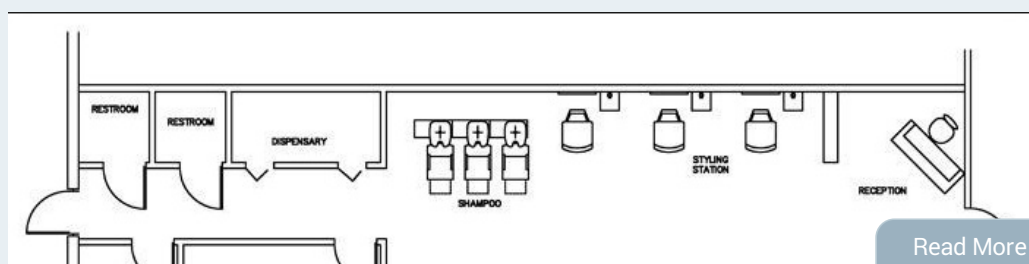


**Paul Mitchell Systems**

## Salon Design



**TIP**



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# Industry Analysis

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TIP

John & Sons compete against small, individually owned hair salons and barbershops, and against major regional or national chains. There are over 450,000 registered salons in the United States, a figure that reflects the hair cutting needs of 300 million people.

The hair salon industry is a fragmented one, as the 50 largest companies hold 15% of the market, which is estimated to grow to more than \$2 billion by 2020.

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## Industry Trends

The industry in which J&S will compete is experiencing a number of different trends.



TIP

**Slow but steady growth.** This market is expected to grow consistently at around 2% annually.

**Success drivers.** Customer satisfaction is what ultimately makes one salon triumph while another fails. The experience a salon's client has determined whether or not they return and whether or not they refer others to the salon.

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### Market-level trends

*Start Writing here...*



TIP

**Price sensitivity at the bottom.** The low-cost segment of the market, which primarily serves men and children, often competes on the basis of price. This reflects the different preferences of these particular consumers, who are often more interested in an affordable haircut than in seeing the same haircutter on a regular basis.

**Size at the bottom.** Larger hair salon chains tend to gravitate toward the low-cost segment of the market.

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### Firm-level trends

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**TIP**

**Intense customer loyalty.** Many salons develop repeat customers who become a regular client base and represent a significant portion of their revenues. Salons whose employees are able to develop strong relationships with customers can expect to see more long-term success.

**Changing gender patterns.** Traditionally, women bring in the lion's share of revenues for hair salons, using beauty services more often and spending more on each service.

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## Customer-level trends

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# Customer Analysis

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## Demographic Profile of Target Market

J&S will serve the residents of West Palm Beach, Florida and the immediately surrounding areas as well as those who work in West Palm Beach, Florida.

The area we serve is populated mostly by the middle class; as a result, they have the means to pay for higher quality service and are looking for a hair and beauty services somewhere between the deep discounters and the top-end luxury brands.

The precise demographics of the town in which our retail location resides is as follows:

	Wilmette	Winnetka
Total Population	26,097	10,725
Square Miles	6.89	3.96
Population Density	3,789.20	2,710.80
Population Male	48.04%	48.84%
Population Female	51.96%	51.16%
Target Population by Age Group		
Age 18-24	3.68%	3.52%
Age 25-34	5.22%	4.50%
Age 35-44	13.80%	13.91%
Age 45-54	18.09%	18.22%
Target Population by Income		
Income \$50,000 to \$74,999	11.16%	6.00%
Income \$75,000 to \$99,999	10.91%	4.41%
Income \$100,000 to \$124,999	9.07%	6.40%
Income \$125,000 to \$149,999	9.95%	8.02%
Income \$150,000 to \$199,999	12.20%	11.11%
Income \$200,000 and Over	32.48%	54.99%

## Customer Segmentation

The Company will primarily target the following three customer segments:



**TIP**

The town has a large population of stay-at-home moms who are active in the school and community. These moms seek beauty services on a regular basis. Winning the loyalty of a mother often includes winning the business of her children and husband as well. These women are well connected to each other and as such is a prime source of referral business. J&S expects to regularly acquire new customers from referrals.

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## Soccer/stay-at-home moms

*Start Writing here...*



**TIP**

J&S is located along a well-traveled commute route. By offering a convenient location and exceptional service to the customer, J&S will draw in working men and women who need to look professional for work.

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## Professionals

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**TIP**

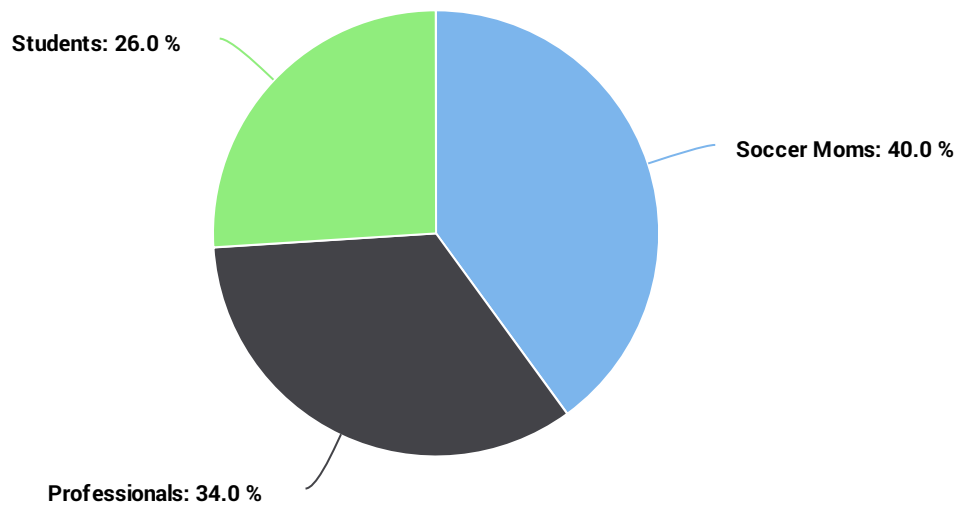
There are multiple high schools and middle schools located in the surrounding area. These students still live on their parents' income and can therefore afford to pay for higher-quality services than discounters provide. In particular, J&S can expect to generate significant seasonal businesses based on the beauty needs of the local youth culture.

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## Students

*Start Writing here...*






# Competitive Analysis

## Direct & Indirect Competitors

The following retailers are located within a 5-mile radius of J&S, thus providing either direct or indirect competition for customers:



TIP


Joe’s Beauty Salon is the town’s most popular beauty salon and has been in business for 32 years. Joe’s offers a wide array of services that you would expect from a beauty salon.

Besides offering hair cuts, Joe’s also offers nail services such as manicures and pedicures. In fact, over 60% of Joe’s revenue comes from services targeted at women outside of hair services. In addition, Joe’s does

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### Joe’s Beauty Salon

Start Writing here...



TIP


LUX CUTS has been in business for 5 years. LUX CUTS offers an extremely high-end hair service, with introductory prices of \$120 per hair cut.

However, LUX CUTS will primarily be targeting a different customer segment from J&S, focusing on the households with an income in the top 10% of the city.

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### LUX CUTS

Start Writing here...



TIP

Freddie’s Fast Hair Salon has located four stores down the road from J&S. Freddy’s has been in business for the past 3 years and enjoys great success, primarily due to its prime location.

Freddy’s business offers inexpensive hair cuts and focuses on volume over quality. It also has a large customer base comprised of children between ages of 5 to 13.

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### Freddie’s Fast Hair Salon

Start Writing here...

## Competitive Pricing



#### TIP

John and Sons Barbing Salon will work towards ensuring that all our services are offered at highly competitive prices compare to what is obtainable in The United States of America.

We know the importance of gaining entrance into the market by lowering our pricing so as to attract all and sundry that is why we have consulted with experts and they have given us the best of insights on how to do this and

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*Start Writing here...*



#### TIP

At John & Sons Barbing Salon, our payment policy is all-inclusive because we are quite aware that different people prefer different payment options as it suits them. Here are the payment options that will be available in all our outlets;

- Payment by cash
- Payment via Point of Sale (POS) Machine

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## Payment Options

*Start Writing here...*

## Competitive Advantage

### Competitive Advantage



#### Location

J&S's location is near the center of town, giving us access to commuters going to and leaving the train station, local office workers, and passersby shopping in the city. We also offer adequate parking making it easy for customers to patronize us.



#### Affordable price

The complete array of hair services offered by J&S nearly equals the most premium positioned competitor, LUX CUTS. However, J&S will offer these services at a much more affordable price.



#### Management

Our management team has years of business and marketing experience that allows us to market to and serve customers in a much more sophisticated manner than our competitors.



## **Relationships**

Having lived in the community for 25 years, John Doe knows all of the local leaders, newspapers and other influences. As such, it will be relatively easy for J&S to build brand awareness and an initial customer base.

# Marketing Plan

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J&S seeks to position itself as a respectable, upper-middle-market competitor in the hair salon market. Customers can expect to receive professional hair care from familiar haircutters for a price somewhere between discount chains and luxury establishments.

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*Start Writing here...*

## The J&S Brand



The J&S brand will focus on the Company's unique value proposition:

- Convenient location
- Familiar, regular hairstylist
- Significant personal attention
- Moderate price point

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*Start Writing here...*

## Promotions Strategy

J&S expects its target market to be individuals working and/or living within a 5-mile radius of its location. [The Company's] promotions strategy to reach these individuals includes:



John & Sons will announce its opening several weeks in advance through publicity pieces in multiple local newspapers and publications. Regular advertisements will run to maintain exposure to relevant markets. Community newspapers, school publications, youth sports programs, and similar channels will be a major promotion effort.

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## Local Publications

*Start Writing here...*





**TIP**

We will make careful use of advertising in selected larger publications. Florida Times has a circulation of XYZ and we can expect to reach a wider geographic region of customers on a limited basis. Advertisements with major publications will be used selectively, based on cost-effectiveness. These ads will include discount coupons so that responses to the ads can be tracked.

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## Major Publications

*Start Writing here...*



**TIP**

J&S will promote itself by distributing marketing materials and participating in local community events, such as school fairs, local festivals, homeowner associations, or sporting events. Since mothers are often heavily involved in such things, we will not only reach the lucrative audience of adult women but also potentially their families by extension.

[Read More](#)

## Community Events/Organizations

*Start Writing here...*



**TIP**

We will drive attention toward J&S by hiring workers to hold signs alongside Washington road. Advertising on heavily traveled commute routes is an opportunity to alert large numbers of working individuals with disposable income of our opening.

[Read More](#)

## Commute Advertising

*Start Writing here...*



**TIP**

J&S will create a winning customer loyalty program to keep its best clients coming back again and again. When not actively providing services to customers in the store, our professionals and other employees will make periodic, regular phone calls to customers. These phone calls will (a) ensure that customers are satisfied with their hair treatment, and (b) remind customers after a certain period of time has passed that they might want to return.

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## Customer Loyalty Programs

*Start Writing here...*



**TIP**

J&S will blanket neighborhoods surrounding its locations with direct mail pieces. These pieces will provide general information on J&S, offer discounts, and/or provide other inducements for people to visit the salon.

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## Direct Mail

*Start Writing here...*



**TIP**

J&S will maintain a website and publish a monthly email newsletter to tell customers about new events, products, and more.

[Read More](#) ▾

## Ongoing Customer Communications

*Start Writing here...*



**TIP**

Before opening the store, J&S will organize pre-opening events designed for prospective customers, local merchants, and press contacts. These events will create buzz and awareness for J&S in the area.

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## Pre-Opening Events

*Start Writing here...*



**TIP**

John & Sons Barbing Salon will work towards ensuring that all our services are offered at highly competitive prices compare to what is obtainable in The United States of America.


We know the importance of gaining entrance into the market by lowering our pricing so as to attract all and sundry that is why we have consulted experts and they have given us the best of insights on how to do this.

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## Pricing Strategy

# Operations Plan

## Functional Roles




TIP

J&S will carry out its day-to-day operations primarily on an appointment basis. Walk-in clients will be served by the earliest available hairstylist, but priority will be given to clients who called ahead. In the meantime, waiting for customers can divert themselves in the lounge, which features television and current popular magazines. The Company intends to employ [X] hairstylists and [A] assistants during peak hours and [Y] hairstylists and [B] assistants

Read More ▾

Start Writing here...




TIP

- Haircutting
- Hair coloring
- Hair washing
- Product sales

Read More ▾

## Service Functions

Start Writing here...




TIP

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Sourcing and storing products
- Hiring and training staff
- Appointment making
- Customer service/lobby/register functions

Read More ▾

## Administrative Functions

Start Writing here...



TIP

- Maintenance personnel

Read More ▾

Milestones

John & Sons' long term goal is to become the dominant provider of hair care and related services and products in the Florida area. We seek the standard by which other providers are judged.

The following are a series of steps that lead to our vision of long-term success. J&S expects to achieve the following milestones in the following [xyz] months:

Date	Milestone
[Date 1]	Finalize lease agreement
[Date 2]	Design and build out [Company Name] storefront
[Date 3]	Hire and train initial staff
[Date 4]	Kickoff of a promotional campaign
[Date 5]	Launch [Company Name]'s store
[Date 6]	Reach break-even

# Management Team

## Management Team Members



**JOHN DOE**  
*Owner - [john.doe@example.com](mailto:john.doe@example.com)*

J&S is led by John Doe who has been in the hair salon business for 20 years.

While Mr. Doe has never run a hair salon himself, he has extensive experience cutting, treating, and styling hair at major salons for the past 20 years. He began his career in [19xx] when he received a certification from Artcon Cutting School and began work at [major chain], where he worked for X years.

Mr. Doe graduated from the University of ABC where he majored in Communications.



**JANE DOE**  
*Managing Director [jane.doe@example.com](mailto:jane.doe@example.com)*

Ms. Jane Doe will serve as the customer service manager. He/she has extensive experience in the hospitality industry.

## Hiring Plan



John Doe will serve as the store manager. In order to launch our salon, we need to hire the following personnel:

- Hair Stylists (3 positions)

As dictated by demand and operational maturity, Mr. Doe will consist of the following personnel:


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# Financial Plan

## Revenue and Cost Drivers



TIP


J&S's revenues will come primarily from the services rendered and secondarily from the sale of hair care products.

As with most services, labor expenses are the key cost drivers for hair salons. Hairstylists are paid through a combination of salaries and commission, rewarding them for performance and making hair stylists an active part in business retention and development.

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Start Writing here...

## Capital Requirements and Use of Funds



TIP

John & Sons are seeking total funding of \$260,000 of debt capital to launch its store. The capital will be used for funding capital expenditures and location build-out, hiring initial employees, marketing expenses, and working capital.

Specifically, these funds will be used as follows:

- Store design/build: \$140,000

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Start Writing here...

## Key Assumptions & Forecasts

The following table reflects the key revenue and cost assumptions made in the financial model.

Number of customers per day	Per location
Year 1	26
Year 2	29
Year 3	32
Year 4	36
Year 5	41
Haircut	\$35
Hair Style	\$60

Number of customers per day	Per location
Color	\$40
Product Sales	\$20
Annual Rent	\$90,000

## Income Statement (5 Year projections)

	Year 1	Year2	Year3	Year4	Year5
Revenues					
Product/Service-A	\$151,200	\$333,396	\$367,569	\$405,245	\$446,783
Product/Service B	\$100,800	\$222,264	\$245,046	\$270,163	\$297,855
<b>Total Revenues</b>	\$252,000	\$555,660	\$612,615	\$675,408	\$744,638
<b>Expenses &amp; Costs</b>					
Cost of goods sold	\$57,960	\$122,245	\$122,523	\$128,328	\$134,035
Lease	\$60,000	\$61,500	\$63,038	\$64,613	\$66,229
Marketing	\$20,000	\$25,000	\$25,000	\$25,000	\$25,000
Salaries	\$133,890	\$204,030	\$224,943	\$236,190	\$248,000
Other Expenses	\$3,500	\$4,000	\$4,500	\$5,000	\$5,500
<b>Total Expenses &amp; Costs</b>	\$271,850	\$412,775	\$435,504	\$454,131	\$473,263
<b>EBITDA</b>	(\$19,850)	\$142,885	\$177,112	\$221,277	\$271,374
Depreciation	\$36,960	\$36,960	\$36,960	\$36,960	\$36,960
EBIT	(\$56,810)	\$105,925	\$140,152	\$184,317	\$234,414
Interest	\$23,621	\$20,668	\$17,716	\$14,763	\$11,810
PRETAX INCOME	(\$80,431)	\$85,257	\$122,436	\$169,554	\$222,604
Net Operating Loss	(\$80,431)	(\$80,431)	\$0	\$0	\$0
Income Tax Expense	\$0	\$1,689	\$42,853	\$59,344	\$77,911
<b>NET INCOME</b>	(\$80,431)	\$83,568	\$79,583	\$110,210	\$144,693
<b>Net Profit Margin (%)</b>	-	15.00%	13.00%	16.30%	19.40%

## Balance Sheet (5 Year projections)

	Year1	Year2	Year3	Year4	Year5
<b>ASSETS</b>					
Cash	\$16,710	\$90,188	\$158,957	\$258,570	\$392,389
Accounts receivable	\$0	\$0	\$0	\$0	\$0
Inventory	\$21,000	\$23,153	\$25,526	\$28,142	\$31,027
<b>Total Current Assets</b>	\$37,710	\$113,340	\$184,482	\$286,712	\$423,416
Fixed assets	\$246,450	\$246,450	\$246,450	\$246,450	\$246,450
Depreciation	\$36,960	\$73,920	\$110,880	\$147,840	\$184,800
Net fixed assets	\$209,490	\$172,530	\$135,570	\$98,610	\$61,650
<b>TOTAL ASSETS</b>	\$247,200	\$285,870	\$320,052	\$385,322	\$485,066
<b>LIABILITIES &amp; EQUITY</b>					
Debt	\$317,971	\$272,546	\$227,122	\$181,698	\$136,273
Accounts payable	\$9,660	\$10,187	\$10,210	\$10,694	\$11,170
Total Liabilities	\$327,631	\$282,733	\$237,332	\$192,391	\$147,443
Share Capital	\$0	\$0	\$0	\$0	\$0
Retained earnings	(\$80,431)	\$3,137	\$82,720	\$192,930	\$337,623
<b>Total Equity</b>	(\$80,431)	\$3,137	\$82,720	\$192,930	\$337,623
<b>TOTAL LIABILITIES &amp; EQUITY</b>	\$247,200	\$285,870	\$320,052	\$385,322	\$485,066

## Cash Flow Statement (5 Year projections)

	Year1	Year2	Year3	Year4	Year5
<b>CASH FLOW FROM OPERATIONS</b>					
Net Income (Loss)	(\$80,431)	\$83,568	\$79,583	\$110,210	\$144,693
Change in working capital	(\$11,340)	(\$1,625)	(\$2,350)	(\$2,133)	(\$2,409)

	Year1	Year2	Year3	Year4	Year5
Depreciation	\$36,960	\$36,960	\$36,960	\$36,960	\$36,960
<b>Net Cash Flow from Operations</b>	(\$54,811)	\$118,902	\$114,193	\$145,037	\$179,244
CASH FLOW FROM INVESTMENTS					
Investment	(\$246,450)	\$0	\$0	\$0	\$0
Net Cash Flow from Investments	(\$246,450)	\$0	\$0	\$0	\$0
CASH FLOW FROM FINANCING					
Cash from equity	\$0	\$0	\$0	\$0	\$0
Cash from debt	\$317,971	(\$45,424)	(\$45,424)	(\$45,424)	(\$45,424)
<b>Net Cash Flow from Financing</b>	\$317,971	(\$45,424)	(\$45,424)	(\$45,424)	(\$45,424)
SUMMARY					
Net Cash Flow	\$16,710	\$73,478	\$68,769	\$99,613	\$133,819
Cash at Beginning of Period	\$0	\$16,710	\$90,188	\$158,957	\$258,570
<b>Cash at End of Period</b>	\$16,710	\$90,188	\$158,957	\$258,570	\$392,389