

SUBJECT: THE SALON/SPA BUSINESS

LESSON OBJECTIVES:

- Describe the qualities necessary to be successful in a service profession
- Evaluate options for going into business for yourself
- List the most important factors to consider when opening a salon
- Name and describe the types of ownership under which a skin care salon or spa may operate
- Explain why it is necessary to keep accurate business records
- Demonstrate the best practices for telephone use.

Inspirational thought for the day: “An optimist is a person who sees a green light everywhere; while a pessimist sees only the red stop light. The truly wise person is color blind.” – **Dr. Albert Schweitzer**

A) SKIN CARE SERVICES TODAY

B) SUCCEEDING IN A SERVICE PROFESSION

- 1) A professional appearance
- 2) Courteous behavior
- 3) Prompt service
- 4) Personal consideration
- 5) Honesty
- 6) Competence
- 7) Positive Attitude

C) TRANSITIONING FROM STUDENT TO EMPLOYEE

D) JOINING A SUCCESSFUL BUSINESS

E) RECOGNIZING THE VALUE OF POLICIES AND PROCEDURES

F) LIABILITY ISSUES

G) BEGINNING A TEAM PLAYER

- 1) Be dependable
- 2) Be cooperative
- 3) Be supportive
- 4) Be responsible
- 5) Be caring
- 6) Be respectful

H) MEASURING SUCCESS

I) GOING INTO BUSINESS FOR YOURSELF

- 1) Booth rentals
- 2) Developing a plan
- 3) Location
- 4) Parking facilities
- 5) Demographics
- 6) Competition
- 7) The business plan
 - a) Fixed costs
 - b) Variable costs
 - c) Revenue
 - d) Profits
- 8) Planning the physical layout
- 9) Regulations, business laws, and insurance
- 10) Ownership options
 - a) Sole proprietorship
 - b) Partnership

c) Corporation

11) Purchasing an established salon

12) Leases

13) Protecting your business against fire, theft, and lawsuits

14) Business operations

a) Manage finances well

b) Develop solid business management skills

c) Create pricing based on value

d) Work cooperatively with employees

e) Develop positive customer relations

J) THE IMPORTANCE OF KEEPING GOOD RECORDS

1) Daily Records

2) Weekly and monthly records

3) Purchase and inventory control

4) Client service records

K) OPERATING A SUCCESSFUL SKIN CARE BUSINESS

1) Managing the front desk

2) Scheduling appointments

3) Telephone skills

4) Personnel

a) Job description

b) Employee manual

c) Procedural guide

5) Payroll and employee benefits

L) PUBLIC RELATIONS