

# So You Want To Open A Salon Checklist

1. Business Plan
  - a. The Business
  - b. Product and Service
  - c. Marketing
  - d. Competition/Demographics
  - e. Pricing Strategy
  - f. Operating Procedures
  - g. Management/Personnel
  
2. Selecting Professional Help
  - a. Choosing an Accountant
    - i. Taxes
    - ii. Daily, weekly, monthly transactions
    - iii. Payroll
  - b. Choosing an Attorney
    - i. Partnership Agreement
    - ii. Lease
  - c. Banks – Necessary Transactions
    - i. Business credit cards
    - ii. Checking & Savings accounts
    - iii. How to apply for a small business loan SBA
    - iv. Banking terms you show know
  - d. Choosing a Software
  - e. Small Business Software
  
3. Choosing a Salon Location
  - a. Convenience
  - b. City Codes
  - c. Anchors
  - d. Parking
  - e. Visibility
  - f. Traffic and Demographics
  - g. Do I Need a Contractor/Leasehold Improvements
  - h. CAM Charges/Calculating Total Rent
  
4. How to Buy Commercial Property
  
5. How to Enter Into a Commercial Lease
  
6. Tax ID Numbers and State Licensing



- a. Contacts to Receive State ID Number
  - b. Do I need an Employee Identification Number?
  - c. Department of Labor
7. Setting Up a Salon
- a. Setting Up a Salon
  - b. Electrical Supply
  - c. Water Supply
  - d. Planning for Your Interior Construction Project
  - e. New Salon Check List
  - f. Salon Furniture
8. Retailing For Salon Owners
- a. Why Retail
  - b. Getting Started
  - c. Retail Merchandising
  - d. Tracking Retail Sales
  - e. Setting Goals
  - f. Motivating Your Stylists
  - g. Planning Your Promotional Calendar.
  - h. How to Run a Successful Promotion
9. Retail and Professional Product
- a. How Do I Select Professional Product Lines?
  - b. Inventory
  - c. Why Peel's
  - d. Programs
10. Employees
- a. Recruiting
  - b. Creating a Recruiting Kit
  - c. Interviewing and Hiring
  - d. Interview Questions
  - e. Employee Handbooks or Manuals
  - f. Sample Job Description
  - g. Application of Employment
11. Reception Desk Procedures
- a. Satisfied Clients
  - b. First Impressions
  - c. Telephone Procedures & Telephone Sales
  - d. Phone Greetings
  - e. Stylist Management
  - f. Client Management



- g. Managing Your Appointments
- h. Communication Centers

## 12. Marketing

- a. 100 Marketing Techniques
- b. Marketing Calendar
- c. Ten Ways to Increase Your Income as a Beauty Industry Professional
- d. Necessary Planning to Make Promotions Work
- e. Product of the Month
- f. Prebooking
- g. The Value of Free
- h. Holiday Events
- i. Promotions and Profitability
- j. Advertisement Tracking
- k. Designing Menus that Sell
- l. Business Cards Do's & Don'ts

## 13. Necessary Tasks

- a. Phone System
- b. Fire Extinguisher
- c. Magazines for Customers

The above items are general information and not listed in the exact order in which they should be completed. They merely serve as a checklist for a new salon owner to provide some guidelines for what they can expect and should be aware of before they decide to open.

