

# Salon Business Plan Template

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**Salon Name:**  
**Business Plan**

**Date:**

**Phone Number:**

**Street Address:**

**Email:**

**Website:**

## **Executive Summary**

The first thing anyone will read in your business plan is the executive summary. Think of it like an elevator pitch. It's a brief summary that covers all the most important details so the reader wants to learn more about your business.

## **Company Overview and Description**

This section should be an overview of your company and what makes it unique. Who are you? What do you do? Why do you do it?

## **Market Analysis**

A market analysis looks at all the competing salons in your region—and beyond—to help you understand your positioning in the market. This then influences everything from your pricing strategy, your service offering, or even your location.

## Salon Business Offerings

Not all salons are alike. For example, your salon may specialize in blowouts. Or you may have a full-service nail salon. Before you open, you should have a clear understanding of the services and products that your salon business might offer.

## Salon Operations and Management

This is where you'll talk about the operational side of your business. Some things to think about around salon management might include:

- Will you rent out chairs to stylists or will you hire them as employees?
- What will your business hours look like?
- How will you schedule salon appointments?
- What overhead costs will you have?
- What salon management software will you use?

## **Marketing and Public Relations (PR) Strategies**

You'll want to include details such as your brand messaging, how you'll reach potential customers, and what marketing and PR investments you plan to make.

## **Financial Projections**

When writing a business plan, you need to review your short- and long-term financial projections. This is essentially an estimate of how much money you expect to spend and make over the course of the next few years.