

1. Business Planning

Write a business plan (mission, services, pricing, target clients, financial projections).

Choose your salon business model (independent, booth rental, commission, suite, etc.).

Decide on your salon's name, branding, and niche (hair, beauty, trichology, specialty).

2. Legal & Licensing

Register your business (LLC, corporation, or sole proprietorship).

Get your EIN (Employer Identification Number).

Obtain state cosmetology salon license.

Verify stylist/technician licenses are active.

Apply for city/county business permits.

Set up business insurance (liability, property, workers' comp).

3. Finances

Open a business bank account.

Apply for a DUNS number (for business credit).

Set up accounting system (QuickBooks, Wave, or accountant).

Secure startup funding (loans, grants, savings, investors).

Establish merchant services (credit card processing, POS).

4. Location & Setup

Secure salon lease or purchase.

Review lease terms (utilities, CAM fees, length).

Renovate and design salon space (plumbing, electrical, stations).

Ensure ADA compliance & health/safety codes.

Purchase salon furniture (chairs, mirrors, wash bowls, dryers).

Order equipment (shears, clippers, trichology devices if needed).

5. Supplies & Inventory

Choose professional product lines (retail + backbar).

Order towels, capes, smocks, gloves, and disposable supplies.

Stock shampoos, conditioners, treatments, and styling products.

Purchase cleaning/sanitation supplies (Barbicide, disinfectants).

6. Technology & Systems

Bookkeeping & payroll system.

Salon management software (Vagaro, GlossGenius, Fresha, etc.).

Online booking system.

Customer database/CRM.

Website with booking integration.

Wi-Fi, phone line, and security system.

7. Team & Staffing

Hire stylists, assistants, receptionists (if applicable).

Set employee contracts/booth rental agreements.

Create employee handbook & salon policies.

Plan training & orientation.

8. Marketing & Branding

Design logo and brand colors.

Order signage, business cards, and menus.

Create social media pages (Instagram, TikTok, Facebook, etc.).

Develop marketing strategy (grand opening event, promotions).

Set up loyalty program & referral incentives.

Claim business on Google, Yelp, and booking directories.

9. Operations & Compliance

Write salon policies (cancellations, deposits, late fees).

Set up health & sanitation protocols.

Establish client consultation forms.

Get state board inspection scheduled (if required).

Create daily/weekly/monthly salon operations checklist.

10. Grand Opening

Plan soft opening (test systems and gather feedback).

Schedule official grand opening (with specials or giveaways).

Invite local businesses and influencers.

Collect reviews & testimonials early.