



Unisex Salon Sample Business Plan

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Appointment

Director
Johan

www.barbershop.ca

Executive Summary

Miss Mandy Acrey (hereafter also referred to as Miss.Acrey) will establish a professional Unisex Salon in the field of beauty industry in Sample city, Sample State. She will run Unisex Salon (Hereafter also referred to as the company).Unisex Salon will be 100%- owned by Miss Mandy Acrey, who will manage the company and serve as professional cosmetologist upon the approval of her visa.

Miss Mandy Acrey is a former member and head Cosmetologist of Sample Country. As a professional Cosmetologist and winner of different medals in national and international Team events, Miss Mandy Acrey is one of the most successful professional cosmetologists in the field of Beauty in India. Miss Mandy Acrey acquired her expertise in working as a professional cosmetologists in canada, which equipped her with the knowledge and skills to continue her work in Canada.

Unisex salon will target clients including male and female cosmetologists in all age ranges, hairdresser and makeup artist. The company will start by targeting Brampton in Year1 expanding to the Toronto and York region in Year, and reaching Richmond hill in year 3.

As a professional Cosmetologist and a professional Makeup Artist & hairdresser, Miss Mandy Acrey is highly experienced in the field of beauty industry. Moreover, She has extensive expertise due to the fact that she has a master degree in Cosmetology. One of the greatest advantages of the applicant, she will provide her customer with great service.

Furthermore, Miss Mandy Acrey has participated in national and international events, making her, so far, one of the most successful cosmetologists in the beauty industry field in her country of origin.

Advanced Unisex salon will hire a professional agency to develop a website to promote the company and its services. The company will use digital marketing and social media campaigns to promote the website and raise awareness of the Unisex salon.

In addition to employing herself, Unisex salon will work with independent contractors, including assistant team members, for professional cosmetologists, and for specialized and conditioning services.

Under the direction of Miss Mandy Acrey, who has 10 years of experience in the beauty industry, Unisex salon sales will approach \$xxx,xxx by the end of the year, increasing to \$xxx,xxx by the end of year 3.

Business Goals and Objectives

Mission Statement

Miss Mandy Acrey's mission is to provide exceptional beauty services to our clients while also offering comprehensive training programs to new learners. We are passionate about helping our clients look and feel their best, and we strive to create a welcoming and inclusive environment where everyone feels valued and respected. Our salon is committed to using eco-friendly and sustainable products and practices in all our beauty services to help protect the health of the environment and our clients. We believe that beauty should be accessible to everyone, and our goal is to provide affordable, high-quality services for every budget.

Our training programs are designed to provide hands-on experience and expert guidance to new learners, helping them develop the skills and knowledge they need to succeed in the beauty industry. We are dedicated to creating a supportive and nurturing learning environment that encourages growth, creativity, and innovation.

At our salon, we are committed to excellence in all that we do, and we strive to exceed our clients' expectations every time they visit us.

Business and service Description

Unisex salons that provide services to customers and training to new learners include an overview of the products and services that the salon offers, as well as the training programs available. Here are some key elements to include:

Services:

The salon should offer a range of services, including haircuts, styling, coloring, and treatments for both men and women. Other services may include nail care, waxing, and makeup application.

Products:

The salon should use eco-friendly and sustainable products in all its services to help protect the health of the environment and its clients.

Training Programs:

The salon should offer comprehensive training programs to new learners, providing hands-on experience and expert guidance to help them develop the skills and knowledge they need to succeed in the beauty industry.

Atmosphere:

The salon should strive to create a welcoming and inclusive environment where everyone feels valued and respected. The atmosphere should be relaxing and comfortable, with attention paid to factors such as lighting, music, and decor.

Pricing:

The salon should provide affordable, high-quality services for every budget. Pricing should be competitive with other salons in the area.

Customer Service:

The salon should prioritize exceptional customer service, with a focus on creating a positive experience for every client. Staff should be highly trained and knowledgeable, with a commitment to exceeding clients' expectations. By including these elements in the business and service description, a unisex salon can attract both customers and new learners, and establish itself as a leader in the beauty industry.

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The company will charge the following prices for its services:

- Haircuts for women at \$15 and \$ 20 .
- Makeup application service Starting from \$50
- Nail Extension Prices will start from \$ 45.
- Training Courses for \$200, which includes a haircut and style, facial, manicure, and makeup application.

There are other services and Training programs also, charges will vary accordingly .

Industry Analysis for Hair Salons, Nail Salons, and Skincare Treatments in Canada:

- The Hair and Nail Salons industry in Canada has exhibited steady growth over the past five years, with rising per capita disposable income and consumer spending contributing to the industry's success.
- The industry relies on discretionary purchases of services, such as haircuts, hair tinting, hairstyling, manicures, and pedicures .

- The industry has benefited from the rising popularity of eco-friendly and sustainable salons that use natural and organic products .
- The Hair and Nail Salons industry in Canada is projected to increase at an annualized rate of X.X% to \$X.X billion over the next five years.
- The industry is most heavily concentrated in Ontario, Alberta, and British Columbia.
- Hair and nail salons primarily offer hair and nail care services, but may also offer skincare treatments.
- The industry is highly competitive, with low barriers to entry and many small businesses operating in the market.

By analyzing the industry, a hair salon, nail salon, or skincare treatment business in Canada can identify trends and opportunities for growth, as well as potential challenges and risks. It is important to stay up-to-date with industry developments and adapt to changing consumer preferences and demands.

Major Markets

Over Past decade, Industry has experienced substantial growth in demand. As a result, the breakdown industry's market has changed. The aging population, which is also increasingly active, has encouraged Hair Salon, Nail Salon and skin care treatment to look Gorgeous. The majority people are member of Hair Salon, Nail Salon and Skin care salon (Age- xx to xx).

Consumers Age xx to xx

- Customers aged xx and older account for 25.4% of the industry's revenue. Their purchasing is more in hair services compared to nail services.

- The demand for the female segment is growing exceedingly high as the salons use various strategies to allure the female consumer. The services for female users in the Hair and Beauty Salon Market are numerous, catering to the needs of every consumer. The demand for Hair and Beauty Salon Market Segmentation for Male end-users is anticipated to grow during the forecast period of 2022–2027.
- The Hair and Beauty Salon Market is highly competitive, with low barriers to entry and many small businesses operating in the market.

Competition Analysis :

- The global salon services market is highly competitive, with many small businesses operating in the market.
- There are nearly 40,000 businesses and 150,000 hair stylists using Schedule, a popular salon management platform, to manage their operations regularly.
- The Hair, Nail & Beauty Salons industry is highly competitive, with low barriers to entry and many small businesses operating in the market.
- There are a number of salons that offer similar services to Unisex Salon, but they are mainly in the very high-income parts of the city and surrounding areas.
- Unisex Salon may face intense competition from unorganized players in the market.
- The Hair and Beauty Salon Market offers services for both male and female clients, with the demand for the female segment growing exceedingly high as the salons use various strategies to allure the female consumer.
- The North America region is expected to incline in the Hair and Beauty Salon Market, as there is an increase in the standard of living, there is a significant surge in the Hair and Beauty Salon Market.

By analyzing the competition, Unisex Salon can identify potential challenges and risks and develop strategies to differentiate itself from competitors. It is important to stay up-to-date with industry developments and adapt to changing consumer preferences and demands.

Marketing Strategies:

Website and Digital Marketing

Unisex Salon will maintain a fully designed website. Company will have a professional agency design the website and optimize it for better search engine rankings. Search engine optimization of the website will ensure that proper titles, meta descriptions, and keywords, both short and long tailed, are present on all pages of the website.

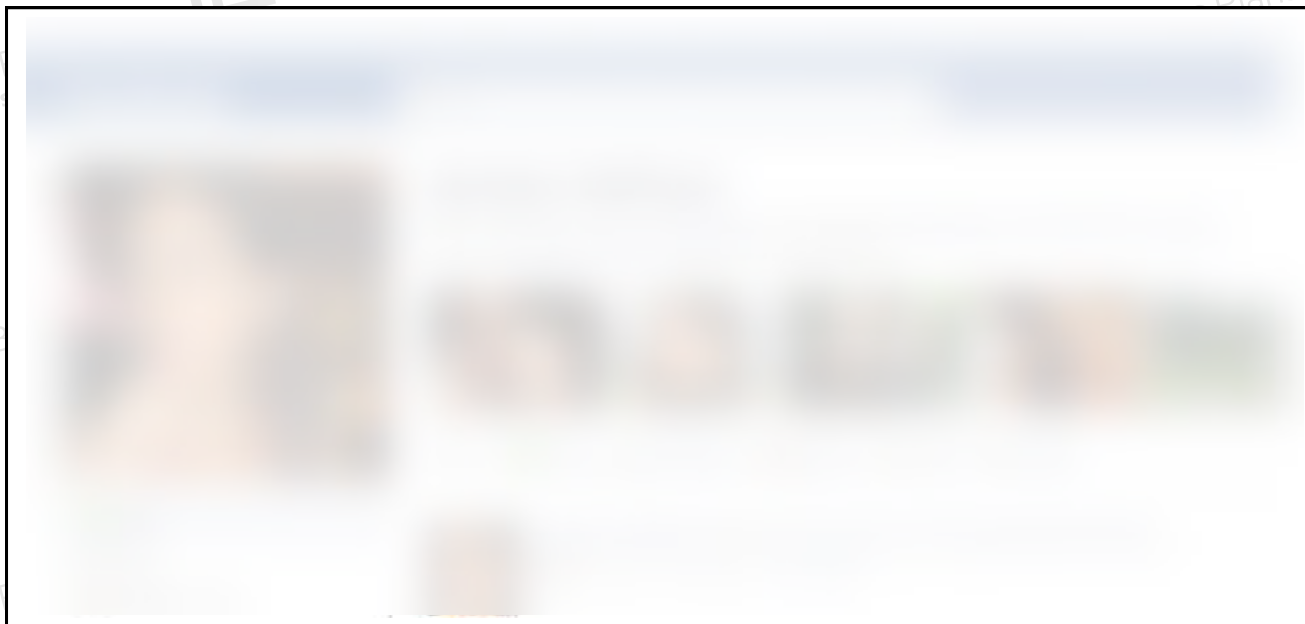
Unisex Salon will also devote a part of the funds designated for starting a business in Sample state to digital marketing in order to drive traffic to the website. Digital Marketing will primarily focus on Google AD words keyword advertising campaigns and the display networks. The company will also conduct advertising campaigns on social media, such as **Facebook and Instagram**, to drive visitors and potential clients and understand their needs.

The company will remote the website by conducting keyword marketing campaigns that focus on words and phrases such as **"Nail Extension"**, **"Party Makeup"**.

Social Media

An ever-Expanding social media presence is crucial in the modern business environment. For this reason, Unisex Salon will maintain professional pages on social media platforms, including Facebook, Instagram, and Youtube. The focus on social media will help the company build awareness and credibility, and it will allow it to communicate directly with prospective clients and better understand their needs.

Facebook



Miss Mandy Acrey maintains a Facebook page at

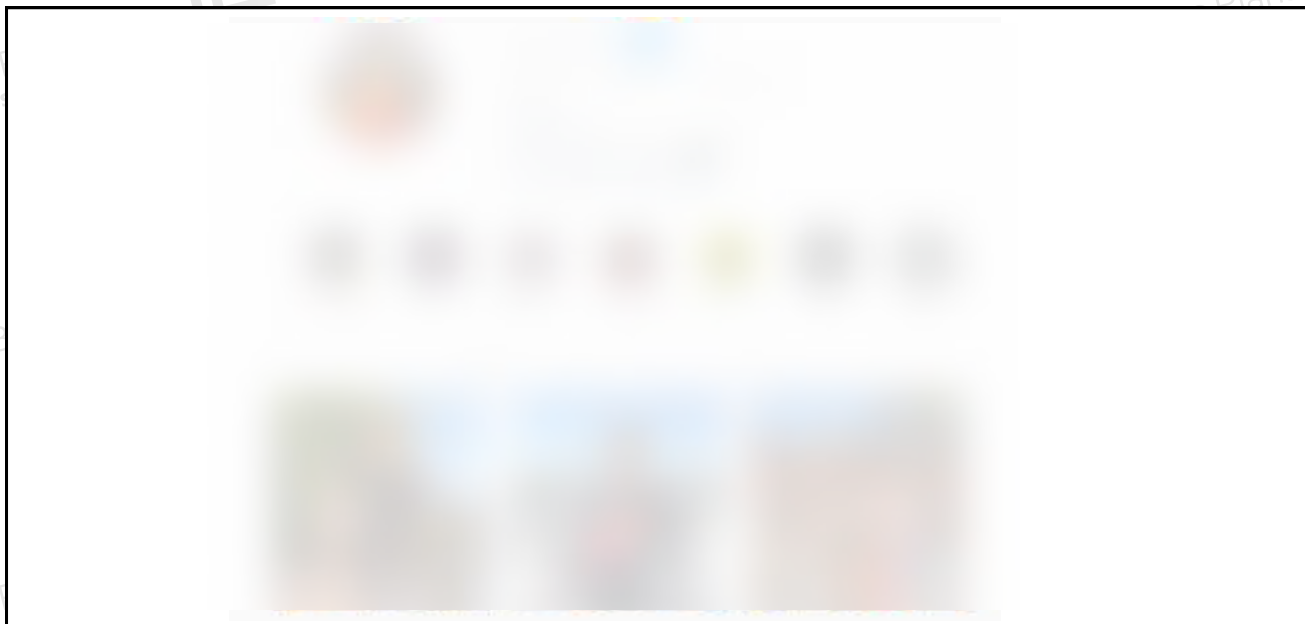
www.facebook.com/mandyacrey

Maintaining a Facebook page offers the company increased exposure to potential customers and lower marketing expenses. The company will target customers and increase its brand awareness through Facebook.

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Instagram



Miss Mandy Acrey maintains a Instagram page at

www.instagram.com/mandyacrey

The Company will post service related content and promote its instagram page through its website by posting photos and links. By being active on Instagram, Miss Mandy Acrey can access Instagram Business analytics tools, called Insights, and review analytics for impressions,reach,and followers-related information. In addition,the company will use instagram ads in order to promote its business and create marketing Campaigns.

Customer Service of Unisex Salon:

Unisex Salon operates 10 salon across the Brampton & Mississauga. Here are some ways customers can contact Unisex Salon for customer service:



Customers can call the Unisex Salon customer service phone number at **(800) 123-4567** or the customer relations center at **1-123-222-333**.



Customers can email Unisex Salon at **unisex@salon.ca**



ABX is the **Customer Service Manager** at Unisex Salon. Her role is to ensure that the department is prepared for daily operations and accountable for a profitable organization.