**Salon and Spa management on line course**

**Start here**

The Business Plan is a living working breathing document, that evolves over time, with you and your business

Many people omit to create a business plan – which is a mistake.

Businesses that have a business plan, are building their business with a foundation, a solid base to work from, to avoid as many pitfalls as possible. Putting it down on paper in a business plan, gives you not only a “blue print” for your business to grow from, but also a document with research and finances to show a potential partner or a finance company or bank where you might want to borrow some capital from.

Without a business plan, where do you start.

This is the mistake made by hundreds of people. They see a really good company, that is thriving, with lots of customers and sales and think – “that’s a good idea, I can do that” and without much more thought in that, start their business.

Then a few months down the line, wonder why they are not making a profit or don’t have enough customers, people are not returning and so the list goes on.

**Preparing a business plan**

We have a template for you to follow and have included additional information for the marketing aspect of this business plan and assignment.

Following the template is only a guideline. If there are sections that you feel is not relevant to your business plan, then by all means delete them.

If there are sections that are not included that you want to include, then please include them.

This is primarily a business plan to set up a new business, or for an existing business.

Once the business plan is completed, then we look at how to market the company, or a service or product within the company, in this business plan.

**Put some thought into your plan**

You might want to consider asking other people their ideas, especially if you already have a business

Team input is a great help, as everyone may have a different perspective of your business.

The boss’s way is not always the right way, and your team my just give you some great input and ideas for helping your business

The boss is often not where the action is – so don’t be afraid to ask your team. Even the cleaners and spa attendants – they see your customers and business from a different platform.

**Important pages to include in your business plan**

Presentation is 10% of your marks. Professional image and professionally presented will be a good start.

Remember this is a level 4 diploma and should be presented in a way that reflects this level, of management of a business

Remember this is a level 4 diploma and should be presented in a way that reflects this level, of management of a business

**Cover sheet** – presentation is 10% of your marks. Cover page needs to include the name of your business, the name of this assignment, and your name

**Contents page**

Contents page is a guide to find things. The people who may be reading your business plan, might like to find certain sections so a contents page would help them find things easily. Especially if they are potential finance or business partners.

Contents page, should be easy to read, and the pages and sections in your business plan document, easy and simple to find

You might want to consider using “tabs” in your document – there are many types or coloured pages for each section, making it easy to find which section is which

**Appendix**

The appendix is all the additional things, that you need to consider in your business plan, that are needed in your business

A floor plan, gives an idea of what you want to create in a more visual way. You might also want to put in a mood board, which you can create on the computer or actually create by collecting all the photos, images, cloth, wallpaper samples – this would take you longer but would be fun to put together.

To show how each room would look and how you would want it to be created – your vision of your dream business.

Business stationary includes, business cards, letterhead, envelopes if you want printed envelopes – does anyone use envelopes anymore?

Menu – this is really where you start with your business plan. Create your menu showing the services and possibly the products you want to have or already have in your business. From here you can work out what equipment you need, products, staff – it is key to your business and will help you find a good solution and match for everything.

Designs for social media, Facebook, LinkedIn, Instagram, it is important to keep a flow and continuity for your business, especially when using your logo.

Think about Nike, when Nike started out the had the big tick, plus the slogan “just Do It” – now they only use the big tick and sometimes you see their tag line, “just Do it” often not together, but everyone knows its Nike. How, because they were consistent in the way they did their marketing – kept the same logo and tag line, throughout.

**Bibliography** – this is where you have researched the information, please don’t just put websites, each website has an author that originally the information was written by. So find the author, date it was created and put that in, as well as the website. You might find that many articles originated from a different source. You need to mention this. Hopefully the website where you find the information had the permission from the original author.

There are many ways you can find information, in books, from other people, from this course, from the internet – which is mostly where people tend to research information these days.

It is really boring to just list all the websites where you found the information – so give professional references, list the url of the website and the author of the information and the date it was created. All are available on every website

It is important to note here, and I will have mentioned it again and again – do not copy and paste. That is illegal and is called plagiarism. You must create your report yourself, so use the information, but put it into your own words and I will know when marking your report, as I will be able to “hear” you speaking. I also check for plagiarism – as others using this and other diplomas I offer will tell you.

Alphabetical – or by page or section and alphabetically presented under each heading

**Executive Summary**

An executive summary is often read by people who are either interested in providing finances or interested in being a partner of some sort in your business

They want to read a short account of what exactly you are going to do, and how and what you are wanting to achieve.

The executive summary needs to be interesting enough to make the person want to read the whole document. Information in the documents also needs to be accurate.

**Mission Statement**

Mission statement says – Why you want to have a business, what you want to accomplish and what your customer, clients and expect from you

The mission statement is something you can refer back to, especially when things go wrong – it is to help you be focused, it also allows your employees to know WHY you are in business and WHAT their aim and focus should be too at the same time as informing your customer, what you aim to achieve and how they can be served.

The Mission statement guides the actions of everyone in the business and everyone that works for the business such as external

**Tesco’s Mission Statement**

We are a team of over 530,000 people in 12 markets dedicated to bringing the best value, choice and service to our millions of customers each week

Tag line – Every Little helps’



Tesco’s including their tag line, and main mission in their logo.

**Market research**

Market research should be of the area you are going to work in

How many similar businesses

What type of services and products they offer

Who are your competitors

Who are companies you could work with, help promote your business

What services and products are available

What is popular

What other infrastructure is available – schools, etc

Be a detailed as you want – the aim is to get the information you need to help you and your business.

No point in opening up in a street where there are only Harley Street Doctors and you want to open laundromat – as most likely the people visiting the Harley street doctors have a lot of money, and probably maids at home who do their washing for them – get my point?

**How to present the information?**

Remember the person marking your work needs to read everything – so my request is please make it interesting for me to read. Also making it interesting helps your potential business partners and financiers also enjoy reading your business plan, which is half the battle when asking someone for something.

If they enjoyed reading it, they are more likely to say – YES, how much money do you need?

How to make it interesting – with different medium, not just all written words, add in some pictures and graphs and charts – even a spider diagram or a diagram of your brain storming sessions. These would be interesting to read.

Spider diagram – possible type of chart

The business plan needs to have the information presented in an easy to read and understand manner

At the same time in a professional manner also. You might be showing your business plan to a bank manger, a potential partner or companies that want to partner with you.

A long way to being accepted easily would be to have a professional created business plan. You can do this, if you follow the guidance offered in this program.

**Competitor analysis**

Name your competitors, type of competitors direct or indirect

i.e. another reflexology centre, or a spa offering reflexology or a beauty salon offering massage

What products and services do they offer – same as you, different, more modern, machines or manual treatments

Type of clients your competitors have – male, female, ages, financial status – what cars do they drive gives a good clue

Where are they located – main high street, visible to everyone, side street, many places? In a busy shopping mall

Do they have more than one branch or are they a small business

Other things to consider – standard of hygiene, modern fit out, old or tired fit out, premises look shabby or brand spanking sparkly new

**Premises and Location**

How responsible are the people next door to you?

Noise levels - What traffic noise from cars, people, planes, Type of people around you Other factors do you need to consider. No point in opening up a high-end spa, when everyone around you is offering massage for Dh50?

Types of business – slide number 16