

# Salon Business Plan Template

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## 1. EXECUTIVE SUMMARY

- Concept (one sentence): \_\_\_\_
- Location: \_\_\_\_
- Owner(s) and roles: \_\_\_\_
- Total startup capital required: \$\_\_\_\_
- Funding request and use of funds: \_\_\_\_
- Projected year-1 revenue: \$\_\_\_\_ / year-3 revenue: \$\_\_\_\_

## 2. THE OPPORTUNITY

- Service area population: \_\_\_\_
- Median household income: \$\_\_\_\_
- Number of competing salons within 3 miles: \_\_\_\_
- White-space the salon fills (gap in market): \_\_\_\_
- Why now: \_\_\_\_

## 3. THE OFFER

- Service menu and starting prices: \_\_\_\_
- Signature service / hook: \_\_\_\_
- Retail strategy and target retail-to-service ratio: \_\_\_\_ %
- Brands carried: \_\_\_\_

## 4. PEOPLE

- Founders / owners: \_\_\_\_
- Day-one team count: \_\_\_\_
- Stylist model (commission / booth rental / hybrid): \_\_\_\_
- Path to full chair occupancy: \_\_\_\_

## 5. MARKETING

- Pre-opening: 90-day plan (soft launch, press, influencer seeding): \_\_\_\_
- Channels: Instagram, TikTok, Google Business Profile, BTC locator, Yelp
- Year-1 ad budget: \$\_\_\_\_
- Referral and re-booking program: \_\_\_\_

## 6. OPERATIONS

- Booking software: \_\_\_\_
- POS: \_\_\_\_
- Hours: \_\_\_\_
- Inventory model (par levels, reorder cadence): \_\_\_\_
- Cleaning, sanitation, and state-board compliance plan: \_\_\_\_

## 7. FINANCIAL PROJECTIONS

3-year projection in Excel — required line items:

- Service revenue / retail revenue
- Rent, utilities, insurance, software
- Back-bar, retail COGS
- Payroll or contractor splits
- Owner draw / W-2 salary
- Net profit

Break-even chair count: \_\_\_\_ / break-even month: \_\_\_\_

## 8. CAPITAL & USE OF FUNDS

- Build-out: \$\_\_\_\_
- Furniture and equipment: \$\_\_\_\_
- Initial inventory: \$\_\_\_\_
- Working capital (6 months): \$\_\_\_\_
- Marketing launch: \$\_\_\_\_
- Total: \$\_\_\_\_

## 9. RISKS & MITIGATION

- Talent risk: \_\_\_\_
- Lease risk: \_\_\_\_
- Local-economy risk: \_\_\_\_
- Contingency reserve (3 months operating expense): \$\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_