

# Busy Salons

My One Page Plan 2016

Fiscal Year: 2016

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**Jennifer Brown, Busy Salons**

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	Within the next 5 years grow Busy Salons into a \$1.5 million beauty salon specializing in delivering high-quality hair, nail and skincare services, as well as selling related professional products to affluent women concerned about both their beauty and well-being.
	We help quality-conscious women who get signature styling
	<ul style="list-style-type: none"><li>• Increase sales from \$750,000 (LY) to \$995,000</li><li>• Increase profits from 6.0% of sales to 10.0% of sales</li><li>• Reduce payroll costs from 47.5% to 46.0%</li><li>• Add 100 new clients per month</li><li>• Increase retail sales from .35 Piece Per Client to .75 Piece Per Client</li><li>• Increase average ticket from \$80.00 to \$92.00</li></ul>
	<ul style="list-style-type: none"><li>• Attract new clients via social media, local "partner" promos and direct mail.</li><li>• Encourage client retention by systematized pre-booking and follow-up marketing</li><li>• Minimize staff turnover via on-going training &amp; monthly recognition &amp; rewards programs</li><li>• Focus on offering premium services &amp; complimentary products</li><li>• Improve employee's sales &amp; technical skills through in-house &amp; vendor sponsored training</li><li>• Retain clients and get referrals through follow-up email campaigns</li></ul>
	<ul style="list-style-type: none"><li>• Hire and train 1 new stylist by 31-MAR-2015</li><li>• Introduce new retail line by 31-MAR-2015</li><li>• Complete new Website by 30-JUN-2015</li><li>• Develop Email Marketing Campaigns by 30-JUN-2016</li><li>• Announce New Prices by 30-JUN-2016</li><li>• Launch New Rewards Program by 30-SEP-2016</li><li>• Hire and train 1 New Stylist by 30-SEP-2016</li><li>• Implement new Gift Certificate Program by 01-NOV-2016</li></ul>