

SHOPS PLUS

Beauty Salon Business Plan

Your complete roadmap from vision to open doors.

Salon Name:

Owner Name(s):

Target Location:

Date Prepared:

Provided free by Shops Plus — Purpose-built suites for beauty professionals

How to Use This Template

This template is designed to be filled in section by section. It gives you the structure so you can focus on the strategy. Everything in gray italics is an instruction — replace it with your own content.

- Work through Sections 1–7 in order — but fill in the Executive Summary (Section 1) last, once all other sections are complete.
- Each section includes a brief instruction note in gray italic text. These are guides, not content.
- Financial tables in Section 7 are pre-labeled. Enter your real estimates; calculate totals manually or transfer to a spreadsheet for live formulas.
- Use the checklists in the Appendix as your countdown to opening day.

Tip: If you're evaluating spaces for your salon, visit Shops Plus to explore flexible, move-in ready salon suites before you finalize your location details in Section 2.

SECTION 1

Executive Summary

Complete this section LAST — after all other sections are finished.

Write a one-page snapshot of your entire business: your mission, what you offer, who your clients are, and a brief financial outlook. If someone reads only one section, this is it. Every sentence should earn its place.

Business Name & Tagline:

Mission Statement (1–2 sentences — what your salon stands for):

Summary of Services Offered:

Target Market & Ideal Client (brief description):

Business Location & Salon Type:

Financial Snapshot (projected monthly revenue, estimated break-even timeline):

Top 3 Business Goals for Year 1:

SECTION 2

Company Summary & Business Model

i Define your business entity, ownership, and salon concept. This section tells readers exactly who you are and what kind of beauty business you're building.

Legal Business Name:

Business Structure (circle or fill in):

Sole Proprietorship LLC Partnership S-Corp Other: _____

Owner(s) Full Name(s):

Owner Background & Relevant Experience in the Beauty Industry:

Salon Type (circle or fill in):

Full Service Salon Hair Salon Nail Salon Lash Studio Esthetician Studio Other: _____

Type of Space (circle or fill in):

Salon Suite Traditional Lease Home Studio Mobile Other: _____

Salon Concept & Description (what makes your salon unique):

Target Location & Why You Chose It:

SECTION 3

Market Research & Competitive Analysis

i Research your local market before you commit to any space or pricing. This section proves you understand your environment and have a clear plan for standing out.

Local Market Overview

Describe the beauty market in your target area — size, demand, gaps you've noticed:

Target Customer Profile

Who is your ideal client? Describe them: age range, lifestyle, income level, what they value most in a beauty professional:

Competitive Analysis

i Research at least 3 competitors near your target location. Document your findings in the table below. Be honest about their strengths — knowing what they do well helps you do better.

Competitor Name	Services Offered	Price Range	Strengths	Weaknesses / Gaps

Your Competitive Advantage

Based on your research, what makes you meaningfully different from the above?

Relevant Industry Trends

What current trends in the beauty industry are working in your favor? (e.g., demand for lash extensions, growth in natural hair care, rise of solo suite operators):

Marketing Goals — First 12 Months

What specific, measurable marketing goals will you focus on in year one? (e.g., 30 bookings/week by Month 3, 500 Instagram followers by launch):

Online Presence

Platform / Channel	Handle, URL, or Notes	Active? (Y / N)
Google Business Profile		
Instagram		
TikTok		
Facebook		
Website / Online Booking		
Email or Text Marketing		

Launch Strategy

How will you announce your opening and generate your first wave of bookings? (soft open, promotion, social campaign, email blast to past clients, etc.):

Referral Program

How will you incentivize existing clients to refer new ones? (e.g., \$20 credit, free add-on service, product gift):

Loyalty Program

How will you reward repeat clients to keep them coming back? Describe the structure:

Ongoing Marketing Efforts

What ongoing marketing activities will you commit to weekly and monthly? (posting schedule, promotions, partnerships, etc.):

Monthly Marketing Budget

Estimated monthly spend on marketing (ads, promotions, software, content creation, etc.): \$

SECTION 6

Operations Plan

i This section defines how your salon runs day-to-day. Landlords, investors, and future hires will read this to understand if your business is ready to operate.

Hours of Operation

Day	Opening Time	Closing Time
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

Technology & Tools

What salon software will you use for scheduling, client records, and reporting?

What POS system and payment processor will you use?

What time tracking tools will you use (for yourself or staff)?

Staffing Plan

i List all planned staff including yourself. Determine employee vs. independent contractor status now — it affects payroll, taxes, and how much control you have over scheduling.

Role / Position	# of People	Employee or Contractor?	Target Start Date

Inventory Management

How will you track, reorder, and manage professional supplies and retail products?

Daily Operations Summary

Describe your typical business day — opening procedures, client flow, end-of-day closing routine:

SECTION 7

Financial Plan

i This is where your vision becomes real numbers. Be honest and conservative — realistic projections are always more useful than optimistic ones. Complete all three sub-sections.

7A. Startup Cost Estimate

i Fill in your estimated cost for each item. Leave items at \$0 if they don't apply to your salon type. Add rows for anything not listed.

Category	Item	Est. Cost (\$)
Space	Lease deposit or salon suite deposit	\$
Space	First month's rent / suite monthly fee	\$
Space	Renovations or buildout	\$
Space	Signage	\$
Equipment	Styling chairs	\$
Equipment	Wash stations	\$
Equipment	Mirrors, stations, trolleys	\$
Equipment	Sterilization & sanitation tools	\$
Equipment	Reception desk / waiting area furniture	\$
Supplies	Opening professional product inventory	\$
Retail	Opening retail product inventory	\$
Technology	Salon software — setup + first year	\$
Technology	POS system & hardware	\$

Category	Item	Est. Cost (\$)
Marketing	Website & online booking setup	\$
Marketing	Launch promotion & printed materials	\$
Legal	Business registration, licenses & permits	\$
Legal	Business insurance (first year)	\$
Reserve	3-month operating cash reserve	\$
TOTAL	Estimated Total Startup Investment	\$

Where will your startup funding come from? (personal savings, business loan, investor, friends & family, other):

7B. Monthly Revenue Projections (Months 1–6)

i Estimate conservatively. Start with how many appointments you can realistically serve per day at your average ticket price. Update these as you get real data.

Metric	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Avg appts / day						
Working days / month						
Avg ticket price (\$)						
Service Revenue (\$)						
Retail Revenue (\$)						
TOTAL REVENUE (\$)	\$	\$	\$	\$	\$	\$
Monthly Expenses (\$)	\$	\$	\$	\$	\$	\$
NET PROFIT / LOSS (\$)	\$	\$	\$	\$	\$	\$

7C. Break-Even Calculator

i Your break-even point is the number of appointments per month needed to cover all your costs. Fill in your real numbers to calculate it. This is one of the most important figures in your entire plan.

Metric	Your Number
Total Monthly Fixed Costs (\$)	

Metric	Your Number
Average Service Ticket Price (\$)	
Average Variable Cost per Service (\$) — e.g., product cost per appointment	
Contribution Margin per Service (\$) — Ticket Price minus Variable Cost	
Break-Even Appointments / Month — Fixed Costs ÷ Contribution Margin	

Appendix: Launch Checklists

Use these three checklists as your countdown to opening day. Check each item off as it's complete. If an item doesn't apply to your salon type, skip it.

Pre-Opening Checklist

- Business structure chosen and legally registered (LLC, sole proprietorship, etc.)
- Business bank account opened
- Business insurance secured
- All required licenses, permits, and certifications obtained
- Salon space signed and secured
- Salon software and POS system configured and tested
- Payment processor set up and tested
- Online booking link live and embedded or shared
- Service menu and pricing finalized
- Opening inventory of professional supplies ordered and received
- Retail product inventory ordered and received
- All equipment installed and tested
- Staff hired, contracts signed, and onboarding complete (if applicable)
- Health and safety inspection passed
- Business plan reviewed and finalized

Marketing Launch Checklist

- Google Business Profile created, verified, and fully filled out
- Instagram account created with professional bio and first posts
- TikTok account set up
- Website or booking landing page published and live

- Online booking link tested and working
- Soft-open date announced on all platforms
- Launch promotion decided, priced, and communicated
- Referral program terms finalized and communicated to existing clients
- Loyalty program configured in salon software
- All existing clients personally notified of new location or opening
- Professional photos of the space taken and posted before launch

Operations Setup Checklist

- Daily opening and closing procedures written and posted
- Client intake and consultation form created
- Appointment reminder system configured in salon software
- Cancellation and no-show policy written and communicated
- Inventory reorder points set for all professional supplies
- Staff roles, expectations, and weekly schedules documented
- Performance tracking system in place for revenue, retention, and retail
- Monthly financial review added to calendar
- Supplier contacts and emergency contacts saved

When you're ready to find your space, Shops Plus offers move-in ready salon suites with flexible lease terms designed specifically for beauty professionals. No long-term lock-ins, no hidden fees, and a community of fellow artists who get it.