STEP 1: PLAN & ESTABLISH BUSINESS

- Select a name & business legal structure
- Develop your business strategy & budget
- Identify your customer demographics (if applicable)
- Locate a suitable location (10-12 months)
- Secure a lease or rental
- Choose a color scheme & ensure it matches your brand
- Choose a salon theme & decor
- Create a customer education campaign & website
- Choose a location for your salon & sign a lease/purchase space

STEP 2: OPERATIONAL SETUP

- Review inspections requirements, local codes & regulations for your area
- Research, interview & hire plumbers, electricians & handymen
- Create salon layout & design plan
- Map out electrical & plumbing
- Apply for business licenses & building permits

STEP 2a: OPERATIONAL SETUP

- Arrange any needed financing
- Obtain business & insurance coverage
- Contact utility providers (power, security, water, waste, etc.)
- Choose a phone & internet provider
- Choose suppliers for wet goods & consumables
- Choose a credit card processing company
- Purchase point of sale equipment
- Purchase computers & appointment-booking software
- Purchase & set up accounting & record-keeping software
- Purchase business cards
- Purchase outdoor & indoor signage

STEP 3: PURCHASING YOUR EQUIPMENT

- Arrange delivery of salon equipment directly with carrier
- Schedule plumbing install
- Schedule furniture assembly & install
- Schedule electrical install
- Schedule inspection

STEP 4: ESTABLISH CULTURE & HIRE EMPLOYEES

- Develop a mission statement & core values
- Create a list of all needed positions
- Create a training plan
- Post jobs listings for employees
- Interview & hire employees
- Purchase employee welcome gift &/or apparel
- Schedule & train staff on salon processes

STEP 5: INSTALLING EQUIPMENT & INSPECTION

- Develop & launch website
- Develop a marketing strategy
- Create social media accounts
- Subscribe to industry magazines
- Join trade associations
- Post flyers in local businesses
- Reach out to local publications for grand opening announcement

STEP 6: GET THE WORD OUT

- Open the Salon of your dreams!

STEP 7: FINISHING TOUCHES

- Finalize your grand opening event & send out invitations
- Set open & close hours
- Set up retail displays
- Test all electrical outlets
- Clean, Clean, Clean!
- Wall art
- Waste bins
- Cash register & safe
- Appointment books
- Cleaning products
- Bathroom supplies
- Outside door mats
- Magazines for customers
- Laundry supplies
- First aid kit
- Stationery, envelopes, stamps
- Pencils, pens
- Salon music system
- Flowers for grand opening

STEP 8: OPENING DAY