

OPENING A SALON CHECKLIST

FROM

EST.1936

Buy-Rite
SALON & SPA
EQUIPMENT

STEP 1: PLAN & ESTABLISH BUSINESS

- Select a name & business legal structure
- Develop your business plan, financial projections & budget
- Develop business branding, logo & identity
- Obtain your cosmetology license (if applicable)
- Obtain a federal employer ID number
- Obtain a state tax ID
- Open a company bank account
- Choose a website domain name & register it
- Research local zoning to locate areas with proper zoning for salons
- Choose a location for your salon & sign a lease/purchase space

STEP 2a: OPERATIONAL SETUP

- Research inspection 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 2b: 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

Note: Start purchasing these items 8 - 12 weeks before your grand opening day. You'll want to give yourself plenty of time to get shampoo bowls plumbed in, electrical finalized, etc.

- | | |
|---|--|
| <input type="checkbox"/> STYLING CHAIRS | <input type="checkbox"/> DRYERS/STEAMERS/HAIR PROCESSORS |
| <input type="checkbox"/> Salon Styling Chair | <input type="checkbox"/> Dryer Unit: Hooded or Wall-Mount |
| <input type="checkbox"/> All-Purpose Reclining Chair | <input type="checkbox"/> Dryer Chair |
| <input type="checkbox"/> Stylist Cutting Stool | <input type="checkbox"/> Wheel Set for Box Dryer |
| <input type="checkbox"/> Salon Chair Mat | <input type="checkbox"/> Hair Steamers |
| <input type="checkbox"/> SALON STATIONS | <input type="checkbox"/> Hair Color Processors |
| <input type="checkbox"/> Salon Styling Station | <input type="checkbox"/> Blow Dryers & Flat Irons |
| <input type="checkbox"/> Double-Sided Styling Station | <input type="checkbox"/> RECEPTION AREA |
| <input type="checkbox"/> Portable Styling Station | <input type="checkbox"/> Reception Desk |
| <input type="checkbox"/> Tool Appliance Holders | <input type="checkbox"/> Reception Seating |
| <input type="checkbox"/> Utility Carts & Trolleys | <input type="checkbox"/> Retail Product Display |
| <input type="checkbox"/> Utility Trays | <input type="checkbox"/> Magazine Rack |
| <input type="checkbox"/> SHAMPOO AREA | <input type="checkbox"/> SKINCARE & SPA EQUIPMENT |
| <input type="checkbox"/> Shampoo Backwash Units | <input type="checkbox"/> Facial Machines & Map Lamps |
| <input type="checkbox"/> Shampoo Wall-Mount Bowls | <input type="checkbox"/> Facial & Massage Beds |
| <input type="checkbox"/> Shampoo Chairs | <input type="checkbox"/> Spray Tan Machines & Equipment |
| <input type="checkbox"/> Shampoo Area Cabinetry & Storage | <input type="checkbox"/> Trolley, Carts, Trays |
| <input type="checkbox"/> Shampoo Bowl Hair Trap | <input type="checkbox"/> Multifunctional Skincare Machines |
| <input type="checkbox"/> Hair Color Bar | <input type="checkbox"/> Wax Warmer |
| <input type="checkbox"/> MANICURE & PEDICURE | <input type="checkbox"/> ACCESSORIES |
| <input type="checkbox"/> Pedicure Chair | <input type="checkbox"/> Stools & Task Chairs |
| <input type="checkbox"/> Pedicure Technician Stool | <input type="checkbox"/> Utility Carts |
| <input type="checkbox"/> Pedicure Technician Cart | <input type="checkbox"/> Utility Trays |
| <input type="checkbox"/> Manicure Table | <input type="checkbox"/> Salon Lighting |
| <input type="checkbox"/> Manicure Technician Chair | <input type="checkbox"/> Hair Vacuum |
| <input type="checkbox"/> Manicure Customer Chair | <input type="checkbox"/> Child Booster Seat/Bar |
| <input type="checkbox"/> BARBER EQUIPMENT | <input type="checkbox"/> Shampoo Towels |
| <input type="checkbox"/> Barber Chair | |
| <input type="checkbox"/> Barber Station | |
| <input type="checkbox"/> Barber Pole | |
| <input type="checkbox"/> Hot Towel Warmer | |
| <input type="checkbox"/> Sanitizer | |

STEP 4: ESTABLISH CULTURE & HIRE EMPLOYEES

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

STEP 5: Installing Equipment & Inspection

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

STEP 6: Get the Word Out

- 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 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!

DON'T FORGET!

- Wall art
- Waste bins
- Cash register & safe
- Appointment books
- Cleaning products
- Bathroom supplies
- Outside door mats
- Magazines for customers
- Laundry supplies
- First aid kit
- Stationary, envelopes, stamps
- Pencils, pens
- Salon music system
- Flowers for grand opening

STEP 8: OPENING DAY

- Open the Salon of your dreams!

Need more advice?
Call us at (866) 315-5319

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