

Salon Business Plan Template

Mission Statement

Define your **business goals, focus, and aim.**

Vision Statement

Define your **big-picture goal.**

Target Audience

Describe the type of people will your salon cater to.

Demographics	Geographics
Age: Income level: Gender: Occupation: Education level: Other:	Location: Places of Interest:
Psychographics	Behavioral
Lifestyle: Attitude: Interests: Values: Other:	Problems: Wants: Reasons: Strategy: Other:

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Market Analysis

Describe the state of the market you plan to enter.

Size and Growth Rate	Market Projections
Audience Buying Behaviors	Industry Challenges
Areas of Financial Growth	Areas of Financial Decline

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Competitor Analysis

List your competitor's strengths, weaknesses, and current business strategies.

Competitor Name	
Target Market	

Strengths	Weaknesses

Marketing and outreach strategies

Competitor Name	
Target Market	

Strengths	Weaknesses

Marketing and outreach strategies

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SWOT Analysis

List your salon's strengths, weaknesses, opportunities, and threats.

Strengths (Internal factors that benefit you)	Weaknesses (Internal factors that may be a disadvantage)
Opportunities (External factors that could benefit you)	Threats (External factors that may hurt you)

SWOT Strategy

How will you leverage your strengths and opportunities to overcome your weaknesses and threats?

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Executive Summary

Summarize your salon business plan and strategy.

Tip: Keep the length of your summary between 5-10% of your total business plan, and don't be afraid to show some personality in your intro!

Business Description

Convey the tone of your salon and what customers can expect — including specialized services, packages and perks, and selling points that set you apart from your competition.

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Products, Services, and Prices

List your offerings and prices.

Tip: Price your services based on competitor rates, cost and use of supplies, time spent on the service, and your experience level.

Product/Service	Price

Operations & Logistics

Describe how and when you plan to meet the goals you've set.

Short-Term Processes Tasks, employee roles, vendors, software, supplies, etc needed to run your salon.	Long-Term Milestones Projected dates of goals you plan to hit.

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Marketing and Outreach

Outline the strategies and tools you'll use to reach and retain clients.

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Finances

Include your income statement, balance sheet, and cash flow statement.

Note: While you can use projections to predict your salon's financial needs, plan to revisit this section 3-6 months after opening.

Income Statement	
Revenue Sources	Amount
	Total

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Expenses	Amount
	Total

Net Income (Revenue - Expenses)	Total
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Balance Sheet	
Assets	Amount
	Total

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Liabilities	Amount
	Total

Equity (Assets - Liabilities)	Total
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Cash Flow Statement as of (date)

Cash Received	Month 1	Month 2	Month 3
Net income			
Depreciation			
Increase in accounts payable			
Total			

Cash Spent	Month 1	Month 2	Month 3
Inventory			
Operations			
Increase in accounts receivable			
Investments			
Notes payable			
Total			