

Business plan – Hair By CLR

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Summary

Start with Hair by CLR Salon.

Hair By CLR Salon is a new Swansea salon. Each client receives exceptional hair care services personalised to their needs and goals. Because we believe everyone deserves to feel strong and beautiful, we started my business on healthy, well-kept hair.

I am a well seasoned hairdresser, who noticed a need for a Swansea hair salon that does more than cut and colmy. Hair By CLR Salon was founded with the objective of providing a comprehensive range of hair care services using the newest hairdressing styles and methods while focusing on hair and scalp health.

Hair By CLR Salon offers haircuts, styles, colmying, balayage, highlights, keratin treatments, and hair extensions. We offer tailored hair health consultations to help clients solve their hair care issues in addition to my core services.

We use only high-quality hair care products.

I adore hair and my regular consumers. I train constantly to keep up with hair care and fashion trends.

Hair By CLR can help with a quick trim, a full makeover, or a customised hair care plan. Join me to experience my unique blend of high-quality service, individualised attention, and professional knowledge.

Financial Information:

Hair By CLR - Monthly cashflow projection														
	Pre-startup	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	TOTAL
1. CASH IN THE BANK (Beginning of month)	430	430	75	(280)	(565)	(770)	(875)	(880)	(385)	110	605	1,100	1,595	
2. INCOME	0	600	650	720	800	900	1,000	1,500	1,500	1,500	1,500	1,500	1,800	13,970
(a) Cash sales	0	-	-	-	-	-	-	-	-	-	-	-	-	-
3. TOTAL INCOME	-	600	650	720	800	900	1,000	1,500	1,500	1,500	1,500	1,500	1,800	13,970
4. TOTAL AVAILABLE	430	1,030	725	440	235	130	125	620	1,115	1,610	2,105	2,600	3,395	
5. OUTGOINGS														
(a) Purchased (equipment)		350												350
Insurance		20	20	20	20	20	20	20	20	20	20	20	20	240
Marketing		100	100	100	100	100	100	100	100	100	100	100	100	1,200
Accounting		20	20	20	20	20	20	20	20	20	20	20	20	240
Mobile phone		25	25	25	25	25	25	25	25	25	25	25	25	300
hair care products		250	250	250	250	250	250	250	250	250	250	250	250	3,000
hair car equipment		100	-	-	-	-	-	-	-	-	-	-	-	100
petrol		90	90	90	90	90	90	90	90	90	90	90	90	1,080
														-
(f) Subtotal	-	955	505	505	505	505	505	505	505	505	505	505	505	6,510
(w) Owner's withdrawal		-	500	500	500	500	500	500	500	500	500	500	500	5,500
														-
														-
6. TOTAL PAID OUT	-	955	1,005	1,005	1,005	1,005	1,005	1,005	1,005	1,005	1,005	1,005	1,005	12,010
7. FINAL BALANCE (End of month) [4 minus 6]	430	75	(280)	(565)	(770)	(875)	(880)	(385)	110	605	1,100	1,595	2,390	

Financials in detail

Startup Costs

Hair By CLR Salon's initial investment comprises salon setup, equipment, inventory, website, marketing, and branding.

Revenue Forecasts

My hairdressing service and products will generate most revenue. My prices reflect Swansea market rates, the quality of my products and services.

Operating Costs

Monthly expenses include my home rent, utilities, salaries, product replenishment, marketing, promotions, and insurance. We have a detailed budget to track and control these expenses.

Cash Flow Management

Sustainable cash flow management is essential for myself to keep track of where I spend the money. I will manage my cash flow with meticulous bookkeeping, spending control, and loyalty programmes and promotional incentives.

Breakeven Analysis

My breakeven point is income equals costs. Calculating this lets me know how much I need to sell to cover costs and when I will start making a profit.

Growth and Financial Projections

My Profit & Loss statement, Balance Sheet, and Cash Flow statement will be analysed regularly to assess my financial health. This will help me spot patterns, plan ahead, and make data-driven business growth decisions.

Funding: Bank loans, private investors, and grants may be choices depending on my financial needs.

Tax Planning

Tax regulations must be followed. A skilled accountant will help me plan and meet my tax responsibilities.

How many customers or products must you sell to break even?

As I work from home, costs are low. I only need 10 clients every month.

What is the ideal number of customers/products sold for a comfortable living?

It would just take 20 clients each month to be comfortable.

Can you accommodate a maximum number per session/day/week/establishment size?

I would do 2–4 treatments every day, depending on the treatment. Hair extensions take all day. Half a head lasts 3-4 ours. Blow drying takes little time, therefore I could do more of it every day. Since it's just my house, I can only serve one customer.

How much profit is needed to sustain the business?

I'd need £500 per month to keep the business going. I generally buy shares after the customer books. It limits my stock.

Marketing:

Will you market your business?

Marketing my hairdressing business involves a sound strategy and a mix of traditional and digital marketing approaches to boost brand visibility, attract new clients, and retain existing ones. I will advertise Hair By CLR mostly through these main platforms.

Social media platforms such as Instagram, Facebook, and Pinterest are ideal for my hairdressing business. Posting before-and-after transformations, hair care recommendations, new trends, and behind-the-scenes footage engages my audience and showcases my hairdressing expertise.

Online Reviews and Feedback

Potential clients will read positive online reviews. We'll encourage happy consumers to submit Google and Facebook reviews. Including testimonials on my website and social media helps boost word-of-mouth marketing.

Loyalty Programs:

Rewarding regular customers with discounts or free services not only fosters loyalty but also turns clients into brand ambassadors who recommend my salon to their networks.

Professional Networking

Attending industry events, training, and hair shows can help me network with professionals in the field, learn about new trends and techniques, and increase my visibility.

What is our USP (Unique Selling Point)?

Education and skill is something I pride myself on being at the forefront of hairdressing techniques and trends, continuously investing in the training and development of my skills. I believe in not just providing a service, but also educating my clients about their hair care.

PEST

Political Factors

I own Hair By CLR and am aware of political factors that affect my business. I'm diligent about health, safety, and environmental standards. I monitor tax policy changes to guarantee correct financial planning. I also check licencing regulations to ensure Hair By CLR Salon has valid permits.

Economic Factors

I'm conscious of how the economy affects my business. I understand clients may cut back on premium hair treatments during a recession. I adjust by delivering different services at different prices to meet my clients' shifting needs.

Social Factors

I monitor beauty and hairdressing trends to keep Hair By CLR current and exceed client expectations. I know Swansea's demographics affect my service demand. I use eco-friendly and ethical hair care products, which coincides with the growing trend towards sustainable products.

Technology Factors

I prioritise implementation of new technologies at Hair By CLR. My online booking system makes scheduling appointments easy for clients.

I also hunt for hairdressing technology that could boost my clients' services.

By regularly examining these external issues and adapting my business plans, I hope to keep Hair By CLR Salon thriving in the dynamic hairdressing sector.

SWOT analysis

Strengths

- **High-Quality Services:** I take pride in offering high-quality, personalised hairdressing services.
- **Strong Brand and Reputation:** Hair By CLR Salon has developed a solid reputation in Swansea for my professional services, friendly staff, and exceptional customer service. My strong brand is a significant asset.
- **Sustainable Practices:** My commitment to sustainable and ethical hair care products differentiates us from many other salons.

Weaknesses

- **Limited Capacity:** As a small salon, we have a limited capacity for serving clients simultaneously. This could potentially lead to longer waiting times or difficulty booking appointments during peak hours.
- **Dependency on Local Clients:** My business is primarily dependent on the local clientele. This could be a weakness if there's a demographic shift or a downturn in the local economy.

Opportunities

- **Online Presence:** Strengthening my online presence, especially on social media platforms, can help attract new clients, showcase my work, and engage with my customers more effectively.

- **Expand Service Offering:** There's an opportunity to expand my service offering to include new trends in the hair and beauty industry. This could attract a broader customer base and increase revenue.
- **Partnerships:** Developing partnerships with local businesses and events could be an excellent way to increase my visibility and attract new clients.

Threats

- **Competition:** The hairdressing industry is highly competitive. New salons or established ones with aggressive marketing strategies could pose a threat.
- **Economic Downturn:** In an economic downturn, clients may cut back on discretionary spending, which could impact my revenues.

Competitor Analysis

Competitor analysis allows us to understand my standing in the marketplace, evaluate what other businesses are doing, and identify areas where we can differentiate and excel. Here's a competitor analysis for Hair By CLR Salon in Swansea:

1. Glitz and Glammy:

This salon is a major player in Swansea, known for its trendy hairstyles. Their use of social media marketing is impressive, regularly updating their Instagram with latest hairstyles and trends.

Strengths - Extensive social media presence, trendy salon atmosphere, broad range of services.

Weaknesses - Not focused on personalised hair care, less emphasis on sustainable practices.

Hair Harmony:

Hair Harmony has been in Swansea for years, earning a reputation for their excellent customer service and high-quality hair treatments.

Strengths - Strong reputation, long-standing customer base, focus on high-quality products.

Weaknesses - Limited online presence, traditional in their approach and might not keep up with newer trends as quickly.

Natural Tresses:

Natural Tresses is a relatively new salon that specializes in natural and organic hair care products and treatments, aligning with the trend towards sustainable and ethical consumerism.

Strengths - Focus on natural and organic products, aligned with sustainability trends, appealing to eco-conscious consumers.

Weaknesses - Limited service range, higher pricing due to organic product line, relatively new with less established reputation.

In comparison, Hair By CLR Salon combines the strengths of these competitors while addressing their weaknesses. We offer a trendy, feel (like Glammy Locks), high-quality, personalised services (like Hair Harmony), and a commitment to sustainable practices (like Natural Tresses).

What is your market segment?

Eco-conscious, style-savvy people who value high-quality hair care are Hair By CLR Salon's target market.

My target segment is further defined:

Demographics: Men and women aged 25-50 with moderate to high discretionary income. These professionals respect personal grooming and are prepared to invest in their hair's health and appearance.

Geographics: Swansea and its surroundings are the main geographic focus, targeting inhabitants and workers. We may also attract local customers seeking high-quality, ecological salon services.

Psychographics: Eco-conscious clients like my eco-friendly products and practises. These consumers want sustainable and mindful enterprises.

Behavioural Factors: The target market values regular hair care and knows the value of high-quality salon services. They like personalised services that consider their hair type, style, and goals. Excellent service will make them regular customers and inclined to suggest others to the salon.

We offer wedding, party, and professional event hair styling in addition to my main market. Understanding this market niche helps us adjust my services and marketing to their needs and interests.

Who, what, where are you targeting?

My target audience is 25–50-year-old women. Working professionals or those with disposable income who cherish their appearance and understand the necessity of great hair care are typical.

Product/Service Line: We offer cuts, styles, and colours, as well as deep conditioning and keratin treatments. We also sell handpicked, high-quality, sustainable hair care products for home use. Eco-friendly and ethical hair care products are my USP, as consumers increasingly value sustainable enterprises.

Location: Swansea and its surroundings are my main market. My salon is in Swansea, but we use my website and social media to attract customers from adjacent areas, display my work, and better communicate with them.

My Swansea targeting strategy targets environmentally concerned clients seeking quality, customised hair care. By targeting this market niche, we can personalise my services, marketing, and customer experience to their needs and preferences.

What is the size of your market?

Not sure how many customers I can target in Swansea, but my main target are women, primarily aged between 25 and 50 years old.

Combined data there's are 43,308 women in my age rate living in Swansea.

	Aged 0 to 15		Aged 0 to 15	Aged 16 to 64		
	Aged 0 to 4	Aged 5 to 15		Aged 16 to 24	Aged 25 to 44	Aged 45 to 64
	1,746,513	4,260,358	6,006,871	3,477,683	9,082,896	8,848,433
	1,691,530	4,126,045	5,817,575	3,380,380	8,831,184	8,596,542
	1,492,521	3,614,012	5,106,533	2,948,189	7,720,544	7,404,576
North East	65,062	162,589	227,651	138,541	331,243	362,273
North West	197,925	479,618	677,543	395,409	979,734	974,124
Yorkshire and the Humber	144,839	352,416	497,255	298,975	711,662	718,427
East Midlands	122,357	307,367	429,724	261,419	622,132	651,577
West Midlands	163,161	396,760	559,921	317,103	776,280	765,155
East	168,958	409,050	578,008	299,922	838,398	840,577
London	257,358	570,289	827,647	494,864	1,554,723	1,069,743
South East	240,037	598,106	838,143	456,551	1,213,091	1,248,077
South West	132,824	337,817	470,641	285,405	693,281	774,623
	74,886	191,717	266,603	158,288	381,203	421,527
Isle of Anglesey	1,497	4,199	5,696	2,841	7,164	9,786
Gwynedd	2,589	6,856	9,445	6,989	12,667	15,946
Conwy	2,404	6,514	8,918	4,495	12,019	16,803
Denbighshire	2,261	5,961	8,222	4,074	10,490	13,747
Flintshire	3,679	9,559	13,238	6,751	18,998	22,151
Wrexham	3,357	8,758	12,115	6,176	16,725	18,493
Powys	2,717	7,265	9,982	5,141	13,088	19,791
Ceredigion	1,319	3,664	4,983	4,717	6,811	9,825
Pembrokeshire	2,660	7,450	10,110	5,043	13,161	17,805
Carmarthenshire	4,380	11,348	15,728	8,061	21,271	27,070
Swansea	5,617	14,028	19,645	13,975	29,333	30,786

Marketing objectives

My main marketing objectives is to gain more customer within Swansea and hit my monthly target of around £500-1500 per month. I will continue to push the marketing once I hit that target to gain more customers.

Revenue and Pricing Strategy:

How did you arrive at your pricing strategy?

Swansea is very competitive so I will keep the cost of the services in line with my competitors.

How much will you charge for your goods and services?

Extension fittings £180 full head £130 Half head
Colour £60
Cut and blowdry £25
Dry cut 15
Blowdry £20
Hair up from £25
Perm £30
Curls £20
Tint £40

How many income streams will you have?

Theres around 10 services I offer right now. I don't think I will be adding anymore,

How much will you get from each income stream?

Extension fittings £180 full head £130 Half head
Colmy £60
Cut and blowdry £25
Dry cut 15
Blowdry £20
Hair up from £25
Perm £30
Curls £20
Tint £40

Operations

How much will you get from each income stream?

Extension fittings £180 full head £130 Half head
Colour £60
Cut and blowdry £25

Dry cut 15
Blowdry £20
Hair up from £25
Perm £30
Curls £20
Tint £40

Locations, premises, equipment

All equipment has been purchased. The location will be run from my home. All I buy extra is the products.

Production and distribution processes

The production process starts with a personalised consultation. I assess the client's hair and scalp health, lifestyle, personal style, and hair care habits, and discuss their goals.

Service Execution: The client's needs and consultation outcome determine the service(s). This includes cutting, style, and colouring, as well as deep conditioning and keratin treatments.

Product Recommendation: After service, I propose hair care items to keep customers' hair healthy and stylish. These goods are sold in my salon.

Distribution Process: In-Salon Services: My main service distribution technique involves clients scheduling appointments in-salon. My warm, clean, and professional setting lets clients rest while receiving services.

People, staff, suppliers

There will only be myself, as I'm working from home. There will be no staff.

Suppliers

I work with various suppliers. These suppliers provide the high-quality, sustainable hair care products we use for my services.

Equipment wise, I use great suppliers that provide us with the professional equipment we need, such as salon chairs, hair dryers, brushes, scissors, and other styling tools.

System and process

Digital Booking System – Customers can book appointments online at their leisure using my digital booking system.

POS System: My POS system processes all transactions, including service charges and retail purchases.

CRM System: We use a CRM to maintain my customer database.

Personal safety, legal compliance

Health, safety, and legal compliance are my top priorities as Hair By CLR. Following these principles protects my customers and brands reputation. I emphasise these factors:

Health and Safety:

Salon hygiene: The salon and equipment are cleaned and sanitised regularly. This involves sterilising hair equipment and washing towels and robes after use.

As per public health requirements, all personnel must wear gloves and masks.

Safety: Staff are educated in first aid and hair treatment chemicals.

We follow fire safety laws, have fire extinguishers, and train workers on evacuation protocols.

Legal compliance:

Licensing: My salon and stylists have all necessary licences.

Data Protection: My online booking system and marketing operations adhere with data protection laws.

Employment Law: I follow fair recruiting, minimum pay, and safe and non-discriminatory workplace rules.

All salon products comply with EU cosmetic regulations to ensure safety.

Executive summary

Hair By CLR Salon is a full-service hair salon in Swansea. We offer a wide range of personalised hair care services in a relaxed, friendly, and professionally elegant setting. My goal is to make a name for ourselves in the hairdresser business by giving my customers high-quality, personalised services that make them look and feel better.

Hair By CLR was started in 2023 by myself, a well experienced hairstylist who wanted to create a salon that not only provided top-notch hairdressing services but also promoted a culture of hair health instruction and personalised consultations. My services include everything from simple haircuts and styling to more advanced ones like colouring, keratin treatments, extensions, and personalised hair health plans.

My main target market is the wide range of people in Swansea who value carefully done, custom hair care services. This includes everyone from workers who need to take care of their hair regularly to people who want to change the way their hair looks.

I spend a lot of time teaching myself the latest hair care trends and techniques so that I can stay ahead of the competition. I also use a wide range of high-quality hair care items from companies that are good to the environment and to people.

When it comes to making money, I plan to do so through my services and the sale of hair care items. I hope to be making money by the end of the second year, and in the years after that, we expect to grow by 15% each year.

Hair By CLR wants to be the best hair salon in Swansea, but also want to be a good business. I am committed to making my business more sustainable by doing things like reducing waste and promoting items that are good for the environment.

My main goal is to give my clients the best service possible, make sure they are happy, and build long-term relationships built on trust and great service. Hair By CLR hopes to become Swansea's go-to place for all hair care needs, giving customers an experience that goes beyond the usual limits of hairdressers.