

SALON BUSINESS PLANNING AND DEVELOPMENT



Course Overview

Unlock the keys to salon business success and embark on a fulfilling journey as a salon manager or owner with our comprehensive Salon Business Mastery course. This 24-week program is designed to equip aspiring salon professionals with the essential knowledge, skills, and strategies needed to thrive in the competitive salon industry. Whether you dream of managing an established salon or launching your own venture, this course is your roadmap to achieving your goals.

Learning Focus

- ★ Salon Industry Insights: Understand market trends, customer demographics, and competitors for informed decisions.
- ★ Salon Planning and Setup: Develop a solid business plan, choose an optimal location, and design an attractive salon space.
- ★ Operations and Management: Effective staffing, team management, and exceptional customer service.
- ★ Service Menu and Pricing: Create a comprehensive menu, implement pricing strategies, and use upselling techniques.
- ★ Marketing and Branding: Build a strong salon brand, enhance online presence, and execute effective campaigns.
- ★ Financial Management: Budgeting, pricing analysis, and financial planning for profitability.
- ★ Human Resources and Training: Recruit, train, and manage salon staff for a positive work environment.
- ★ Salon Customer Experience: Improve appointment scheduling, retention, and create a welcoming ambiance.
- ★ Legal and Regulatory Compliance: Ensure licensing, permits, data protection, and client privacy.
- ★ Growth and Expansion Strategies: Identify opportunities and plan for long-term success.

Investment

- ★ INR: INR 1.5 Lacs + taxes
- ★ Duration: 20 weeks Lecture + 4 weeks Internship

Certification

Silk n Salt - Gurukul of Hair & Beauty
Certificate on course completion