



Module 15 : An Introduction to Salon Management

- What running a salon entails
- Why you need to consider tax and your business set-up
- Why tracking costs are going to be vital to your success
- Why customer relations are going to be one of your top priorities

By the end of this module, you will know:

- What running a salon entails
- Why you need to consider tax and your business set-up
- Why tracking costs are going to be vital to your success
- Why customer relations are going to be one of your top priorities

15.1: Salon Management



Now that you've learned a little about the basics of salon practices, you're going to delve into the world of salon management.

For many nail technicians, owning a salon is the end goal. You may envisage yourself managing a willing team, while making the most of your skills and promoting them on a local level.

However, salon management can be quite tough. With many businesses failing in their first year—often due to ill preparation—this isn't an easy decision to make by any means. In addition, the majority of businesses do not make any money in their first year, and often fall short in their second and third years.

So what does all of this mean for you as a potential salon owner? Well it certainly doesn't mean you should give up on your dreams. Instead, it means that you need to take a little time to focus on how to enhance your business skills.

15.2: Getting to Grips with the Business Basics



On a basic level, you're going to need to know how to plan your business, finance it, and manage it.

There is a lot of red tape associated with starting a new business and this is something you're going to have to work through. Initially, you'll find that you'll have to apply for permission from your local council to get the business started, but this can only come after you've identified a suitable premises.

Don't forget about Tax

In addition, you're going to need to examine the tax side of your business. Would you like to form a company? If so, you're going to have to find someone to act as a shareholder with you. At the same time, you're going to have to get yourself registered with HMRC for tax purposes, whether you choose to go down the limited company route or not.

Many of these processes can seem overwhelming, which is why a lot of new salon owners choose to

draft in the help of professionals. You're going to need to identify when you'll need the assistance of individuals like solicitors and accountants, who possess the knowledge and professional skills you need to work through these challenges properly.

Finally, business basics require you to get to grips with health and safety. The health and safety concerns associated with working in a salon should not be underestimated. If you are going to keep yourself, your employees, and your customers safe, you'll need to pay attention to several aspects of it.

15.3: Learning How to Decorate Your New Business



Once you have those boring business basics out of the way, you can move onto the fun stuff.

Well, theoretically at least. Decorating your new business is an exciting prospect, but how you approach it also determines your venture's success.

Do you know what type of image you want to project?

Have you arranged your branding? What about your signage?

Have you considered how the way a business is decorated can affect customers' responses?

This may all seem a little baffling, but it's worth delving into. The image you project as a new business owner is going to tell potential clients a lot about you and whether you're the type of person they want to go to for nail treatments. As such, you need to get it right the first time.

15.4: Marketing



Marketing is a joy for some, but is often a headache for many.

With so many options out there it's difficult to strike the right balance. It's also easy to forget about some, while focusing too much on others. In a digital age, it's particularly easy to fall into the trap of focusing on your web presence and your web presence alone.

As well as learning about how to make the most of the Internet-based tools available to you, you'll examine good old print advertising and word of mouth.

15.5: Pricing and Merchandising



You might be going into the world of nail technology because you love your craft, but that doesn't mean you shouldn't be aiming to make some money while you're at it.

This is where pricing and merchandising come in. You'll learn how to price your services, as well as the types of products you should be selling alongside them. This is a delicate process that requires the careful consideration of several influencing factors, but with a little focus, you can get it right. Pricing isn't just about making sure you get the right amount of money for your services. You'll also need to learn how to make offers, when to make them, and how to do it without cutting into your finances too harshly.

15.6: Standards Expected & Best Practices



Very few salons are run as a one-woman or one-man venture these days.

In fact, you're probably going to at least need a receptionist alongside yourself, otherwise you'll find yourself running around like a headless chicken. During the employee hiring process, you'll need to develop the skills required to identify the best candidates, you'll have to focus a little on employment law, and you'll need to consider issues like pay and holidays carefully.

Get it all right, and you'll develop excellent employer-employee relations in no time.

15.7: Managing Customer Relations



Your customers are the life source of your business.

Not only are they the people who keep everything ticking over financially, they also reveal the secrets to good promotions, and they can act as excellent forms of word-of-mouth advertising.

As such, you'll need to learn a little about managing your relationship with them. Fortunately, there are software packages that make this easier, allowing you to gather and analyse data on the people who keep your business going.

15.8: Tracking Costs and Engaging in Good Bookkeeping



Finally, you're going to learn the importance of tracking costs and bookkeeping.

Not doing so is dangerous, as you can begin eating through your profits without even realising it. Fortunately, there are ways to make this simple, although you may need to draw in the help of a professional at some point.

Module Summary

Now that you know a little about the basics of being a nail technician, you need to know how to manage your own salon.

This module covered the bare basics of what is expected of you. This included setting up a business and basic marketing. In addition, you learned why decorating and marketing are important. You are

now ready to move onto the remainder of the salon management section of the course.

[Tweet "I just completed Module 15 of the Nail Technician Diploma Award Course"]
