




# Platinum Hair Salon


*It's your time to shine*


# Business Plan

[YEAR]

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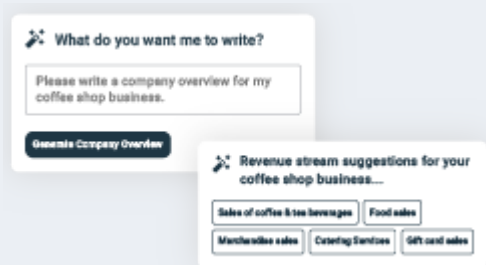
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# 1.

## Executive Summary

Business Overview

Mission

Vision

Our Services

Goals and Objectives

Keys to Success

# Business Overview

## Platinum Hair

Platinum Hair is the only salon to have professional hair services for men and women. Apart from the hair services Platinum Hair the Salon offers a full line of hair products noted for their commitment to the environment. As a concept salon, Platinum Hair is


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# Mission

## Platinum Hair

Our mission as a hair salon company is to develop a highly successful, and profitable – all-round hair salon business which provides quality hairdressing and beauty services in our community and to become a standard for an ideal hair salon business

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# Vision

## Platinum Hair

Our Vision is to become the number one mobile hair salon company in the whole of Arizona with an active presence in major cities in the United States of America and Canada.

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## Our Services

### Platinum Hair

Platinum Hair Salon Company is a standard and well – equipped hair salon company that offers a wide range of services that revolves around the Hair Salons industry and other complementary services. We intend to give our customers every reason

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## Goals and Objectives

### Platinum Hair

Platinum Hair’s objectives for the first three years of operation include:

- The creation of a unique, upscale, innovative environment that will differentiate Platinum

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## Keys to Success

### Platinum Hair

**Location** - salon located on the main street between Ealing and Greenford - provides easy access for Polish customers as well as greater visibility to potential clients.

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# 2.

## Business Overview

Ownership

Legal Business Description

Startup Summary

Hiring Plan

Location



## Platinum Hair

The Platinum Hair will provide a wide range of hairdressing and cosmetics services and products as well as sunbathing services. What will set the salon apart from any competition is our commitment to continued education, providing the latest hair care

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## Ownership



### Laura Doe

Owner & Artistic Director - [Laurad@example.com](mailto:Laurad@example.com)

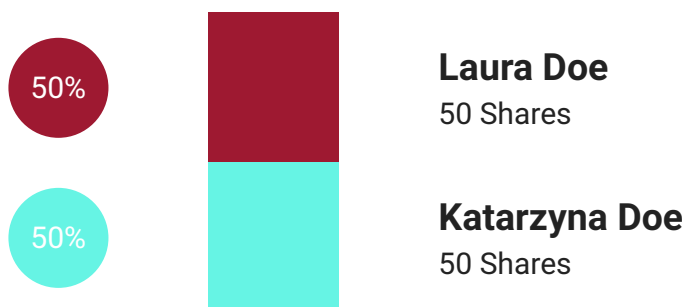
Laura has been working as a sole trader providing beautician service in the UK, as well as in Poland. All in all, she has more than 10 years of experience in this field. Laura has been a Beauty Therapist for 10 years. After studying at Mary Reid School of Beauty, she quickly developed the trade skills that have led to her success. Laura worked from home for eight years and built up a good client base. After working from home, She loves dealing with people and has the drive, ambition and discipline to manage the business and its employees.



### Katarzyna Doe

Co-Owner & Nail Technician - [Katarzynad@example.com](mailto:Katarzynad@example.com)

Katarzyna has been working successfully with a diversity of clientele for around five years now, specializing in nails care and extensions.



## Platinum Hair

The Company Platinum Hair LLC was established on the 28th of March 2016 by Ms. Laura Smuniak and Ms. Katarzyna Pech, having 50% of shares each. In the future, they are both going to take additional courses in order to raise their qualifications and pro


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## Legal Business Description

### Platinum Hair

The legal name of the company is Platinum Hair LLC. The legal form of the business is LLC. Refer to article papers submitted to the state, June 26, 1997. The business location is in downtown Green Bay, Wisconsin

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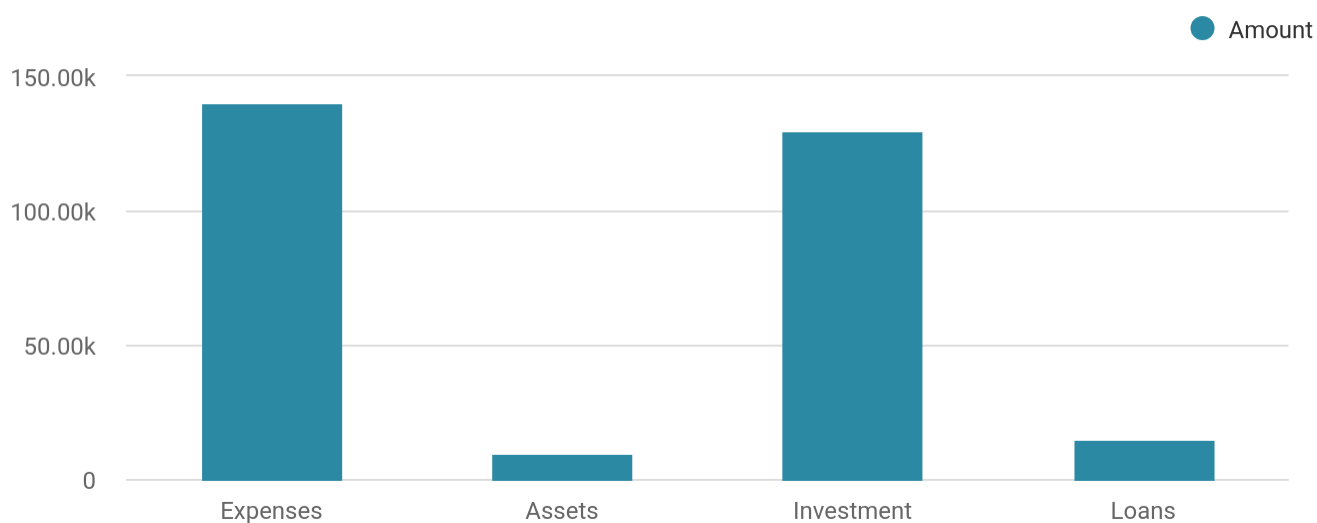
## Startup Summary

After spending several months searching for a salon to purchase, the owners decided to start a salon from the ground up. The start-up capital will be used for the design, leasehold improvements, and equipment of the salon.

Startup	Amount
Requirements	
Start-up Expenses	[Amount]
Rent deposit	[Amount]
Inventory	[Amount]
Equipment	[Amount]
Supplies	[Amount]
Advertising	[Amount]
Insurance	[Amount]

Startup	Amount
Building Expense	[Amount]
<b>Total Start-up Expenses</b>	[Total Amount]
Start-up Assets	
Cash Required	[Amount]
Other Current Assets	[Amount]
Long-term Assets	[Amount]
<b>Total Assets</b>	[Total Amount]
<b>Total Requirements</b>	[Total Amount]

## Startup




Costs & Funds	Amount
<b>Expenses</b>	140,000
<b>Assets</b>	10,000
<b>Investment</b>	130,000
<b>Loans</b>	15,000

## Hiring Plan

### Platinum Hair

There will be initially two hairstylists employed, one who will be the Manager of the salon. I would have another two hairdressers, on a self-employed basis paying \$3000 per week, however, I would like the two stylists initially to build up a client base t


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## Location

### Platinum Hair

The salon will be located on Portobello High Street in Phoenix. The salon is roughly 2000 square feet. The location of the salon is ideal as it is situated on the quieter side of Portobello, Joppa with easy parking.

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# 3.

## Products & Services

Products & Services

Services

Products

💡 Help Tip

📁 Ex :: Industry

The Platinum Hair realizes that great customer service includes complete service under one roof. Platinum Hair will be providing both services and products to better meet our customer needs. Our services including hairdressing, body cosmetics, nail styling

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## Products & Services

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### Services



#### Hair

Cuts, relaxers, perms, colors, shampoo, conditioning, curling, reconstructing, weaving, waving.



#### Nails

Manicures, pedicures, polish, sculptured nails



#### Skin Care

European facials, body waxing, massage, peelings, facial masks, sunbed

📁 Platinum Hair

The Platinum Hair will, upon commencement of operation, sell a range of hair and brow products. We will be providing quality hair and brow products. We will be using HD Brows as our product for our brow clients, which has a large celebrity following, and

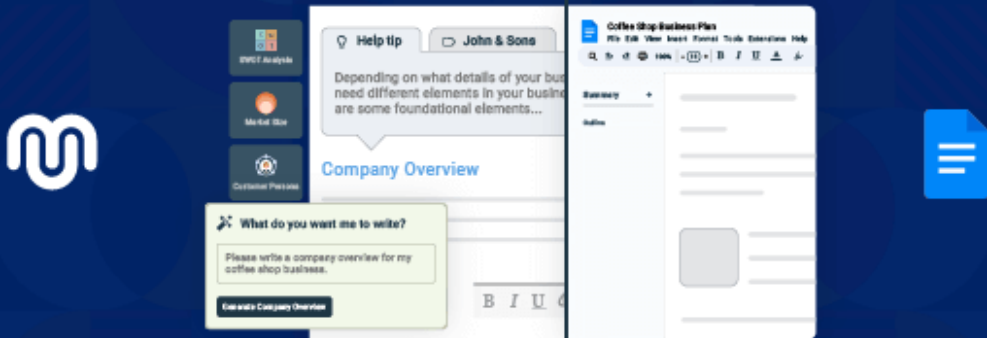
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## Products

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# 4.

## Market Analysis

Market Trends

Target Market

Market Segmentation

Customer Profile

Competitive Summary

Competitive Advantage



## Market Trends

### Platinum Hair

Quite a number of distinct trends have emerged in recent times in the beauty industry which is why salons are positioning their organizations to attract all and sundry. As a matter of fact, this is one of the things that makes most nail studios to spruce up their cr

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## Target Market

### Platinum Hair

The target market which we are all out to serve is primary the female folks. This is because of the fact that they are the ones who will leave no stone unturned in seeing that they look their best. Whilst some may do this to continue to be attractive to their part

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## Market Segmentation

### Platinum Hair

Platinum Hair has identified two market segments as follows:

#### 1. Local clientele

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## Market Analysis

Potential Customers	Growth	Year1	Year2	Year3	Year4	Year5	CAGR
Local Customers	5%	1,888	1,982	2,081	2,185	2,294	4.99%
Out of Town Customers	5%	35,665	37,448	39,320	41,286	43,350	5.00%
Total	5.00%	37,553	39,430	41,401	43,471	45,644	5.00%

## Customer Profile

### Platinum Hair

Laura's typical client will be

- Between the age of 20 and 50

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## Competitive Summary

### Platinum Hair

The Platinum Hair wants to set itself apart from other hair salons that may offer only one or two types of service. We want to offer hair, makeup, and brows in one location and to make it an experience. Young, fun, and on-trend. Laura realized from talking to

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## Competitive Advantage

### Platinum Hair

A close study of the beauty industry reveals that the market has become much more intensely competitive over the last decade. As a matter of fact, it is becoming really tough to break even in this market because of the number of people who are in it. However

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# 5.

## Strategy and Implementation

Sales & Marketing Strategy

Sources of Income

Sales Forecast

Pricing Strategy

Publicity and Advertising Strategy

Milestones

# Sales & Marketing Strategy

## Platinum Hair

We are mindful of the fact that there is stiffer competition amongst nail salons in the United States of America; hence we have been able to hire some of the best business developers to handle our sales and marketing.

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# Sources of Income

## Platinum Hair

It is the wish of every business to generate income at all times and our salon is one of such businesses. The Platinum Hair salon is established with the aim of maximizing profits in the beauty industry and we are going to go all the way to ensure that we do.

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# Sales Forecast

## Platinum Hair

There will always be a need to do some business and sales forecasting as a business. This is because of the drive it gives one to achieve it. In the same vein, The Platinum Hair salon has several sale projections that we will be all out to achieve. For as long as we are in business.

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# Pricing Strategy

## Platinum Hair

One of the ways through which we know that we will be able to get more clients within a short period of time is when our pricing is on a moderate level. Being on the moderate level means that we are able to maximize profit in a way that doesn't put holes in the

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# Publicity and Advertising Strategy

## Platinum Hair

We have been able to work with our in house consultants and other brand and publicity specialist to help us map out publicity and advertising strategies that will help us walk our way into the heart of our target market. We are set to take the consulting in

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# Milestones

The milestones table and chart show the specific detail about actual program activities that should be taking place during the year. Each one has a starting date, ending date, and budget. During the year Platinum Hair will be keeping track of implementation against the plan, with reports on the timely completion of these activities as planned.

Milestone	Start Date	End Date	Budget	Manager	Department
Building Expense			\$25,000		Owners
Acquire Equipment			\$75,000		Owners
Supplies			\$20,000		Owners
Launch Advertising Campaign			\$5,000		Owners
Attain Inventory of Beauty Products			\$2,000		Owners
<b>Totals</b>			\$127,000		

# 6.

## Management

Personnel Plan

## Platinum Hair

Platinum Hair will be organized and managed in a creative and innovative fashion to generate very high levels of customer satisfaction and to create a working climate conducive to a high degree of personal development and economic satisfaction for employees.

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## Help Tip

## Ex :: Industry

The personnel plan calls for a receptionist who will greet customers and receive payments for services and products. Everyone but the receptionist will be contract workers and will be paid a sliding commission scale based on the amount of revenue created. For more information, see the personnel plan.

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## Personnel Plan

	Year1	Year2	Year3
Owner (Stylist)	\$24,000	\$25,000	\$26,000
Receptionist	\$14,400	\$15,120	\$15,876
Shampoo Tech	\$12,000	\$12,400	\$13,000
Total People	3	4	5
<b>Total Payroll</b>	<b>\$50,400</b>	<b>\$52,520</b>	<b>\$54,876</b>

# 7.

## Financial Plan

Startup Costs

Important Assumptions

Profit & Loss Projections

Balance Sheet Projections

Cashflow Statement

Business Ratios



## Platinum Hair

Platinum Hair's goal is to be a profitable business beginning in the first month. The business will not have to wait long for clients to learn about it since the stylists will already have an existing client base.

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## Startup Costs

Starting a hair salon trade can be cost-effective; this is so because, on the average, you are not expected to procure any expensive machines and equipment. Basically what you should be concerned about is the amount needed to secure a standard office facility in a good and busy business district, the amount needed to furniture and equip the office, the amount needed to pay bills, promote the business, and obtain the appropriate business license and certifications.

Basically, this is the area we are looking towards spending our start-up capital on :

Expense	Amount
The Total Fee for incorporating the Business in New York	\$750
The budget for Liability insurance, permits, and license	\$2500
The Amount needed to acquire a suitable Office facility in a business district for 6 months (Re-Construction of the facility inclusive)	\$40,000
The Cost for equipping the office (computers, printers, fax machines, furniture, telephones, fittings, safety gadgets and electronics, hair equipment et al)	\$2000
The Cost of Launching your official Website	\$600
Budget for paying at least two employees for 3 months and utility bills	\$30,000
Additional Expenditure (Business cards, Signage, Adverts, and Promotions et al)	\$2,500
Miscellaneous	\$1,000

Going by the report from the research and feasibility studies, we will need about \$150,000 to set up a small scale but standard consulting firm in the United States of America.

# Important Assumptions

## Platinum Hair

The financials that are enclosed have a number of assumptions:

Revenues will grow at an annual rate of 15%, increasing 20% in November and December due to

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## Profit & Loss Projections

	2024	2025	2026
<b>Revenue</b>	<b>\$349,364</b>	<b>\$430,073.40</b>	<b>\$674,964.60</b>
Haircut Services	\$120,304	\$166,062	\$294,337
Unit Sales	2,406	3,321	5,887
Unit Price	\$50	\$50	\$50
Hair Coloring Services	\$115,024	\$135,015	\$201,188
Unit Sales	1,150	1,350	2,012
Unit Price	\$100	\$100	\$100
Hair Treatment and Spa	\$114,036	\$128,996.40	\$179,439.60
Unit Sales	950	1,075	1,495
Unit Price	\$120	\$120	\$120
<b>Cost Of Sales</b>	<b>\$33,949.12</b>	<b>\$40,405.89</b>	<b>\$59,997.18</b>
General Costs	\$33,949.12	\$40,405.89	\$59,997.18
Salon Supplies	\$6,000	\$6,000	\$6,000
Shampoo and Conditioners	\$3,600	\$3,600	\$3,600
Hair Styling Tools	\$2,400	\$2,400	\$2,400
Hair Treatment Products	\$27,949.12	\$34,405.89	\$53,997.18

	2024	2025	2026
Hair Dyes	\$17,468.20	\$21,503.69	\$33,748.24
Hair Treatment Chemicals	\$10,480.92	\$12,902.20	\$20,248.94
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
<b>Gross Margin</b>	<b>\$315,414.88</b>	<b>\$389,667.51</b>	<b>\$614,967.42</b>
<b>Gross Margin (%)</b>	<b>90.28%</b>	<b>90.60%</b>	<b>91.11%</b>
<b>Operating Expense</b>	<b>\$333,759.12</b>	<b>\$340,262.13</b>	<b>\$359,877.91</b>
Payroll Expense (Indirect Labor)	\$290,808	\$290,808	\$290,808
Hair Stylists	\$128,400	\$128,400	\$128,400
Senior Hair Stylist	\$57,600	\$57,600	\$57,600
Junior Hair Stylist	\$70,800	\$70,800	\$70,800
Salon Support Staff	\$57,960	\$57,960	\$57,960
Receptionist	\$30,360	\$30,360	\$30,360
Salon Assistant	\$27,600	\$27,600	\$27,600
Management and Administration	\$104,448	\$104,448	\$104,448
Salon Manager	\$64,800	\$64,800	\$64,800
Administrative Assistant	\$39,648	\$39,648	\$39,648
General Expense	\$42,951.12	\$49,454.13	\$69,069.90
Utility and Maintenance	\$9,000	\$9,000	\$9,000
Electricity	\$6,000	\$6,000	\$6,000
Water and Heating	\$3,000	\$3,000	\$3,000
Marketing and Advertising	\$21,068.20	\$25,103.69	\$37,348.24

	2024	2025	2026
Social Media Advertising	\$17,468.20	\$21,503.69	\$33,748.24
Local Advertising	\$3,600	\$3,600	\$3,600
Salon Supplies	\$12,882.92	\$15,350.44	\$22,721.66
Hair Care Products	\$10,480.92	\$12,902.20	\$20,248.94
Cleaning Supplies	\$2,402	\$2,448.24	\$2,472.72
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
<b>EBITDA</b>	<b>(\$18,344.24)</b>	<b>\$49,405.38</b>	<b>\$255,089.50</b>
<b>Additional Expense</b>	<b>\$8,247.80</b>	<b>\$7,622.15</b>	<b>\$6,951.26</b>
Long Term Depreciation	\$5,022	\$5,022	\$5,022
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	<b>(\$23,366.24)</b>	\$44,383.38	\$250,067.50
Interest Expense	\$3,225.82	\$2,600.16	\$1,929.27
EBT	<b>(\$26,592.04)</b>	\$41,783.23	\$248,138.24
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$375,956.04</b>	<b>\$388,290.17</b>	<b>\$426,826.36</b>
<b>Net Income</b>	<b>(\$26,592.04)</b>	<b>\$41,783.23</b>	<b>\$248,138.24</b>
<b>Net Income (%)</b>	<b>(7.61%)</b>	<b>9.72%</b>	<b>36.76%</b>
Retained Earning Opening	\$0	<b>(\$39,592.04)</b>	<b>(\$5,808.81)</b>

	2024	2025	2026
Owner's Distribution	\$13,000	\$8,000	\$8,000
<b>Retained Earning Closing</b>	<b>(\$39,592.04)</b>	<b>(\$5,808.81)</b>	<b>\$234,329.43</b>

## Balance Sheet Projections

	2024	2025	2026
<b>Assets</b>	<b>\$31,753.04</b>	<b>\$56,255.70</b>	<b>\$286,442.48</b>
<b>Current Assets</b>	<b>\$1,775.04</b>	<b>\$31,299.70</b>	<b>\$266,508.48</b>
Cash	\$1,775.04	\$31,299.70	\$266,508.48
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$29,978</b>	<b>\$24,956</b>	<b>\$19,934</b>
Gross Long Term Assets	\$35,000	\$35,000	\$35,000
Accumulated Depreciation	(\$5,022)	(\$10,044)	(\$15,066)
<b>Liabilities &amp; Equity</b>	<b>\$31,753.06</b>	<b>\$56,255.72</b>	<b>\$286,442.51</b>
<b>Liabilities</b>	<b>\$41,345.10</b>	<b>\$32,064.53</b>	<b>\$22,113.08</b>
<b>Current Liabilities</b>	<b>\$9,280.56</b>	<b>\$9,951.45</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$9,280.56	\$9,951.45	\$0
<b>Long Term Liabilities</b>	<b>\$32,064.54</b>	<b>\$22,113.08</b>	<b>\$22,113.08</b>
Long Term Debt	\$32,064.54	\$22,113.08	\$22,113.08
<b>Equity</b>	<b>(\$9,592.04)</b>	<b>\$24,191.19</b>	<b>\$264,329.43</b>

	2024	2025	2026
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$30,000	\$30,000	\$30,000
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
Retained Earnings	(\$39,592.04)	(\$5,808.81)	\$234,329.43
<b>Check</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

## Cashflow Statement

	2024	2025	2026
<b>Cash Received</b>	<b>\$349,364</b>	<b>\$430,073.40</b>	<b>\$674,964.60</b>
<b>Cash Paid</b>	<b>\$370,934.04</b>	<b>\$383,268.17</b>	<b>\$421,804.36</b>
COS & General Expenses	\$76,900.24	\$89,860.02	\$129,067.10
Salary & Wages	\$290,808	\$290,808	\$290,808
Interest	\$3,225.82	\$2,600.16	\$1,929.27
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
<b>Net Cash From Operations</b>	<b>(\$21,570.04)</b>	<b>\$46,805.23</b>	<b>\$253,160.24</b>
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$35,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$35,000)</b>	<b>\$0</b>	<b>\$0</b>
<b>Amount Received</b>	<b>\$80,000</b>	<b>\$0</b>	<b>\$0</b>

	2024	2025	2026
Loan Received	\$50,000	\$0	\$0
Common Stock	\$30,000	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
<b>Amount Paid</b>	<b>\$21,654.92</b>	<b>\$17,280.57</b>	<b>\$17,951.46</b>
Loan Capital	\$8,654.90	\$9,280.56	\$9,951.45
Dividends & Distributions	\$13,000	\$8,000	\$8,000
<b>Net Cash From Financing</b>	<b>\$58,345.08</b>	<b>(\$17,280.57)</b>	<b>(\$17,951.46)</b>

### Summary

Starting Cash	\$0	\$1,775.04	\$31,299.70
Cash In	\$429,364	\$430,073.40	\$674,964.60
Cash Out	\$427,588.96	\$400,548.74	\$439,755.82
Change in Cash	\$1,775.04	\$29,524.66	\$235,208.78
<b>Ending Cash</b>	<b>\$1,775.04</b>	<b>\$31,299.70</b>	<b>\$266,508.48</b>

## Business Ratios

Business ratios for the years of this plan are shown below. Industry profile ratios based on the Standard Industrial Classification (SIC) Index code 7231, Beauty Shops, are shown for comparison.

### Ratio Analysis

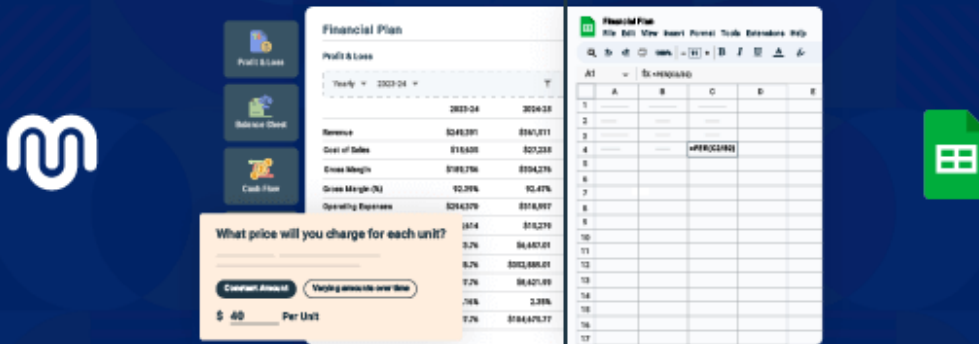
	Year1	Year2	Year3	Industry Profile
Sales Growth	0.00%	35.61%	13.66%	3.38%
Percent of Total Assets				
Other Current Assets	14.01%	12.04%	10.05%	47.76%

	Year1	Year2	Year3	Industry Profile
Total Current Assets	41.52%	54.20%	65.47%	62.16%
Long-term Assets	58.48%	45.80%	34.53%	37.84%
Total Assets	100.00%	100.00%	100.00%	100.00%
Current Liabilities	2.02%	2.18%	2.01%	24.44%
Long-term Liabilities	0.00%	0.00%	0.00%	22.82%
Total Liabilities	2.02%	2.18%	2.01%	47.26%
Net Worth	97.98%	97.82%	97.99%	52.74%
Percent of Sales				
Sales	100.00%	100.00%	100.00%	100.00%
Gross Margin	93.20%	95.00%	95.53%	100.00%
Selling, General & Administrative Expenses	89.76%	76.40%	72.15%	69.91%
Advertising Expenses	8.24%	6.08%	5.35%	2.38%
Profit Before Interest and Taxes	4.91%	26.56%	33.41%	2.30%
Main Ratios				
Current	20.56	24.91	32.50	1.64
Quick	20.56	24.91	32.50	1.26
Total Debt to Total Assets	2.02%	2.18%	2.01%	60.85%
Pre-tax Return on Net Worth	3.15%	19.91%	23.73%	11.12%



# Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.



The image shows a side-by-side comparison of two financial planning tools. On the left is the Upmetrics interface, which is clean and user-friendly. It features a sidebar with navigation options: 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' for 'Profit & Loss' for the year 2023-24. A table shows financial metrics for two periods: 2023-24 and 2024-25. Below the table is a calculator for 'What price will you charge for each unit?' with a 'Convert Amount' button and a 'Varying amounts over time' option. On the right is a standard spreadsheet interface with a grid and various toolbars. A green document icon with a grid pattern is positioned to the right of the spreadsheet.

	2023-24	2024-25
Revenue	\$241,291	\$181,811
Cost of Sales	\$16,620	\$27,233
Gross Margin	\$191,756	\$154,276
Gross Margin (%)	79.5%	85.4%
Operating Expenses	\$214,379	\$114,987
	104	\$1,279
	0.2%	\$6,657.01
	0.2%	\$102,888.01
	0.2%	\$6,621.89
	0.6%	2,356
	0.2%	\$184,675.77

Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes - no more remembering complex formulas or fussing in the spreadsheet.

[Start your planning today](#)

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**Mariia Yevlash**



Student, Sumy State University – Ukraine

The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, **especially AI which did a great impact on my work.**

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