

Beauty Supplies Business (Cosmetic Shop) While highly competitive, the beauty industry continues to flourish all over the world. In this case, we are talking about a small shop that deals with the sale of small items like nail polish, lotions, weaves, body oils and other cosmetic products.

Share Tweet A barbershop locally known as Kinyozi is a good example of a sustainable business because people will always need haircuts. One good thing about Kinyozi business is that it is not seasonal. Business flows in as usual come rain come shine. This makes it a worthwhile venture to delve into. Below is a step by step guide on what it takes to start an executive barbershop. Kinyozi Business Idea in Kenya Step 1: Getting Started Before you start your own barbershop you will need to become a barber. A beauty course in one of the many training centres in the country is inexpensive, and you can complete school and obtain your recommendations within a short period. Find Ideal Premises Of course, the ideal location is one that is easy to locate and access. Most first-time customers to your business will be walk-in customers and therefore it is important to maximize on available foot traffic by choosing a strategic location for your business. Keep in mind that you might be required to pay a good-will fee on some of the prime locations. Average rent prices in residential areas in urban centres vary from Ksh5, â€” Ksh15, The same unit may go for Ksh1, â€” Ksh5, in rural areas. High end streets attract premium rents of above Ksh80 per square foot. Keep in mind that some landlords require payment of a deposit prior to moving in. Shop Fit Out Call in a carpenter to carry out a basic shop fit out. This may include installing mirrors, cabinets as well as painting the shop. On average carpentry labour costs Ksh1, per day. The entire project may take three days and therefore you should budget for Ksh15, or thereabout. Apply For Licenses The most basic form of license you will require in order to operate is the single business permit. Cost of this permit varies from county to county with small stalls attracting as little as Ksh7, license cost per year in some regions. Those in the Nairobi Metropolitan region are advised to set aside at least Ksh20, for single business permit. Buy Equipment The following is an example of a shopping list you can use. Note that it is not mandatory to buy all the items listed as you start. You can forego some of them and stock up on as the business grows.

Chapter 2 : How to Start a Hair and Beauty Salon Business

How to Start a Hair Salon in Kenya. The following article provides some useful tips on how to start a hair salon in Kenya. The first thing on opening a hair salon checklist is your experience in the field.

Supporters of rival political parties launched a month of attacks against their opponents in a wave of violence which eventually killed 1, people nationwide. Along one of the frontlines in Kibera lay the odd small shops "selling everything from bottles of Coke to cheap plastic flip-flips" lining the yard road leading down to Olympic Secondary School. All were looted then torched. Businesses built over years were lost in a day. Several members of the self-help Olympic Small Business Organization shared their thoughts. If I did that, I would be lost. My kids are young, their Daddy lost his job, so what can I do? We need something on the table at the end of the day. After the violence, I decided to pick up from scratch. I started just putting down some sacks on the street, putting my wares on them. Eventually, I progressed, I built this kiosk with some help from neighbors. Today I am selling more things even than before the violence. Nowadays people only cater for food, not other expenditures. What can stop me from achieving my dreams is only the politicking in Kenya. The common man will always remain as he or she is, unless he works hard. It is up to me to rise up and do something good for myself, or for the society. After the violence, I saw that this was the time to open my own shop. It was not enough money, I had to start small and work hard to progress. I had some few friends they were helping me to find customers, and I brought some from the old place. Now my momentum is building up very highly. We repair radios, TVs, amplifiers, microwaves. Those from China, they are many and not any problems. These ones here are temporary and we are always being told by the City Council that they will be removed. There is no way to find a loan to expand your business if there is the risk that tomorrow a bulldozer will come and pull it away with no warning. Business is business wherever you are. Since then I have had to take some loans to buy more stock, or pay school fees for my children, or just to put food on the table. Then I can go to the suppliers in town and buy things in cartons of many, instead of packets of few. Then the price is lower and my profit is higher. But where do I find the money for the wholesalers like that? There are customers who come, but you are gone. But everything has not been good, I see I am not growing the way I thought I would. I have ambitions still. I would like to modify this place to make my wares more attractive to customers. Something like a glass top or box. I am aiming for that. Before that I was having six sewing machines, and three employees, and my shop was big. But then all the machines were destroyed by the fire. The one I am remaining with now was safe only because it was in my house at that time. People liked to order new clothes, new suits, new trousers. There can be good numbers of customers. Really, I am dreaming of finding a contract for making school uniforms for the children at the schools here. There are more than 2, enrolled, so close to my shop. If I get money now, and I report to the schools that I have the materials, they will send children to buy. Where do I find that? Already I went to the bank, but they tell me I need something as a collateral. I have nothing like that. People come here with their cellphones and they can send money directly to someone anywhere in the country. This is a technological revolution for us. To start this business I got a loan from my parents and some friends, this was my first business. I had the objective to work in retail banking, I talked with some big banks here but there were many factors hindering me, a lack of capital, some technical knowledge. So I decided to open a M-Pesa, to learn details of money movements. I want to be a bank agent, to do deposits and withdrawals for customers, account opening, activating dormant customers, all in this shop as an agent. That is something I will aim for soon. But look and see: I have too much competition, and I am only one month old as a business. I have to do some things to gain a competitive edge, I cannot talk to you about that in case my competitors read this. I was thinking of getting a loan from the bank to expand this business. Maybe it will be too expensive, but you have to try so you can succeed. I dream that one day I will be CEO of a big company.

Click here to view this full business plan. Hair Salon Business Plan 1. Executive Summary. Trend Setters is a full-service beauty salon dedicated to consistently providing high customer satisfaction by rendering excellent service, quality products, and furnishing an enjoyable atmosphere at an acceptable price/value relationship.

If you are interested in beauty supply products, learning how to start a beauty supply business can be a potentially lucrative idea. Below are several things to consider to help grow your store into a success. Choose Your Niche Identify the type of clientele you will focus on. Perhaps you want to focus on selling professional-grade hair products, organic beauty products or wigs and extensions. Each of these categories can be quite different and will require research, both in person at existing beauty supply stores as well as online. Subscribe to beauty industry publications, such as Global Cosmetic Industry magazine, geared toward professionals to keep yourself up on current product trends. Such knowledge will allow you to serve your customers better and know which products are the most profitable. Licensing and Permits It is important to make sure you have the proper licenses and permits. Check your state and local city websites for more detailed information. Choosing a Location First you will need to consider what type of business you will be. Will you be a brick-and-mortar location, a mall kiosk, an online store or some combination? It is better to start out small than to start out too big too quickly and be forced to downsize. Make sure to do research when choosing where you will place your store. Ideally, you want to be in a place with a lot of foot traffic such as a mall or large shopping center. Set Up Your Website Setting up a website is an easy way to start both a beauty supply business as well as advertise your store. An easy way to break into the industry is through affiliate marketing. You do not have to hold or ship any stock and simply promote other products on your website while receiving a commission. Hire Staff If you have a physical location, it will be necessary to hire some staff. At the minimum, you will need people manning the cash register and working the floor. Make sure that the personalities of the employees that you hire reflect your business as they are the main image your customers see when buying beauty supplies in your store. Also, make sure your employees are knowledgeable about the products you are selling and capable of talking to customers and answering their beauty questions. Attractive Presentation When decorating your beauty supply store, make sure to place your most popular items in the front of your store. Provide your customers with a lot of light and mirrors so they can try on the sample products. Buying Inventory You can get your supplies from a wholesale beauty supply distributor. You can find potential suppliers on websites such as beauty express or indiamart. Make sure that you are partnering with a reliable supplier. You want to be sure that you are receiving high quality product. Ask for samples before you make commitments on large order quantities. Often, wholesale suppliers will send you samples for free in order to try and get your business. All you have to do is pay for shipping. Storing Your Inventory Make sure that you properly store your inventory. This includes keeping your beauty accessories stored in a dry location away from moisture and smoke. To help further protect your investment, look into getting insurance for your storage warehouse. Market Yourself Place coupons and fliers in complementary stores, such as beauty salons and clothing stores, sponsor a fashion or hair show, launch a promotional website, write blog or open social networking accounts such as Facebook or Instagram to connect with new potential customers. When using social media, make your content interactive and interesting. Try giving beauty tips and tutorials with links back to your webpage and products.

Chapter 4 : Small business owners in a Nairobi slum display Kenyan resilience - calendrierdelascience.com

The demand from the owner's clients, as well as the ambitions of the owner to one day start her own salon, and the procurement of highly professional and qualified beauticians to support the salon, has made this business one of great potential.

Chief Executive Office Responsible for providing direction for the beauty salon. Responsible for building a strong customer care system. Responsible for fixing prices and signing business deals Responsible for signing checks and documents on behalf of the company Evaluates the success of the business. Reports to the board about the salon. Salon Manager Coordinates training programs for budding entrepreneurs. Handle all paper documents for the coy. Identifies training and development needs for the employees through job analysis, appraisals and consultation Designs job descriptions Regularly hold meetings with key stakeholders to review the effectiveness of HR Policies, Procedures and Processes Facilitates and coordinate strategic sessions. Works directly with the chief executive officer Accountant Responsible for preparing financial reports, budgets, and financial statements for the organization Provides managements with financial analyses, development budgets, and accounting reports; analyzes financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions. Responsible for financial forecasting and risks analysis. Performs cash management, general ledger accounting, and financial reporting for one or more properties. Creates styles that are creative Gives clients a lifetime experience for patronizing Beauty Salon Business Plan

SWOT Analysis Simply- cute beauty salon has engaged the services of a core professional in the area of business consulting and beauty to assist the firm in building a solid beauty one stop shop that can favorably compete in the highly competitive beauty industry. Part of what our team of business consultant did was to work with the management of our beauty salon in conducting a SWOT analysis for our salon. Simply- cute beauty salon is very dear and promising to us. Here is a summary from the result of the SWOT analysis that was conducted on behalf of simply- cute beauty salon. Our core strength lies in the power of our team; our workforce. We have a team made up of the Vietnamese women and other immigrants that can go all the way to give our clients value for their money. We are well positioned and we know we will attract loads of clients from the first day we open our doors for business. As a new beauty salon in the area we have decided to operate from, it might take some time for our organization to break into the market; that is perhaps our major weakness. The opportunities in the beauty salon industry can be said to be very promising despite the high level of competition that abounds. One of the opportunities is the fact that there are loads of people that engage the services of manicurists, and we will strive to be the leading ones. Some of the threats that we are likely going to face as a beauty salon operating in the United States are unfavorable government policies, the arrival of a competitor within our location of operations and new trends in trade that often affect patronage.. There is hardly anything we could do regarding this threats other than to be optimistic that things will continue to work for our good. As a matter of fact, this is one of the things that makes most nail studios to spruce up their creativity level so that they In this type of business, one of the things that could possibly make one stand out from the competitive crowd is having a top notch customer service. If possible there is the need to place a follow up calls to all clients from time to time. In addition, no matter how bad the economy may be, people still fund or rather still deem it very important to have their nails done. This simply means that there would be more money coming into the coffers of those who operate the business, even though the economy bites hard at the people. Our Target Market The target market which we are all out to serve are 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 partners, yet others cannot just do without looking good. As such, our target market cuts across all sectors. Also our beauty salon will have a variety of practice areas to help budding nail manicurists grow. Our target market cuts across women of different class and people from all walks of life, local and international organizations as well. We are coming into the industry with a business concept that will enable us work with the highly placed people and celebrities in the country and at the same with the lowly placed people and smaller businesses. In other words, our target

market is the whole of the United States of America and subsequently other parts of the world. Below is a list of the people and organizations that we have specifically designed our services for; Females in the Banks, Insurance Companies and other related Financial Institutions Females in Businesses and Entrepreneurs Mothers College students Our Competitive Advantage 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. This is one of the reasons why we have added other services that are beauty related, this is so that we do not miss out in any way. Beauty salon may be a new entrant into the business beauty industry in the United States of America, but the management staffs and board members are considered gurus. They are people who are core professionals and licensed and highly qualified beauticians in the United States. These are part of what will count as a competitive advantage for us. Lastly, our employees will be well taken care of, and their welfare package will be among the best within our category in the industry meaning ;that they will be more than willing to build the business with us and help deliver our set goals and achieve all our aims and objectives. Our sales and marketing team will be recruited based on their vast experience in the industry and they will be trained on a regular basis so as to be well equipped to meet their targets and the overall goal of the organization. We will also ensure that our excellent job deliveries speak for us in the market place; we want to build a standard beauty business that will leverage on word of mouth advertisement from satisfied clients both individuals and organizations. Our goal is to grow our beauty salon to become one of the top 20 salons in the United States of America which is why we have mapped out strategy that will help us take advantage of the available market and grow to become a major force to reckon with not only in the U. S but in the world stage as well. Simply â€” Cute beauty salon is set to make use of the following marketing and sales strategies to attract clients; Introduce our business by sending introductory letters alongside our brochure to organizations and key stake holders in New York and other parts of the U. Advertise our business in relevant business magazines, newspapers, TV stations, and radio station. List our business on yellow pages ads local directories Attend relevant international and local expos, seminars, and business fairs et al Create different packages for different category of clients. Leverage on the internet to promote our business Engage direct marketing approach Encourage word of mouth marketing from loyal and satisfied clients Sources of Income It is the wish of every business to generate income at all times and our beauty salon is one of such businesses. Simply â€” Cute beauty 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 all it takes to attract clients on a regular basis and sign retainer â€” ship with most of our clients. Hence, there are several ways through which we plan to make this money at all times. Simply- Cute beauty salon will generate income by offering the following services; Manicure.

Chapter 5 : How to Start a Cosmetic Business | calendrierdelascience.com

Further, if you need a middle-size business stocked with a wide range of popular products would mean digging deeper into your pockets. Some of such businesses in Nairobi started with an initial capital Ksh. , License. Running a cosmetic business does not require special licenses. The only mandatory license is a single business permit.

Through a unique combination of offered services and products, they will quickly gain market share. SoulSpace will provide customers with a relaxing, rejuvenating atmosphere where all of their mind and body needs can be met. Products and Services SoulSpace offers a wide variety of mind and body healing services and products. The salon aspect of the business will provide both males and females with any type of hair styling services. The spa business is devoted to providing holistic methods of massage, body work, and energy work. This is all done in a relaxing, serene setting. Raleigh has consistently over the last few years been voted the best place to work and live in the USA, frequently making the top five and ten lists of Forbes, Money, and Inc. Raleigh has one of the most educated populations that loosely correlates to earning potential, or at least indicates a higher average household income. Additionally, the downtown area has undergone a recent renovation that has attracted a lot of new businesses as well as become a hot urban area. Both the extraordinary services and location has been detailed previously. SoulSpace has set out since its inception to provide quality, dependable services. SoulSpace has an innovative training program that is extensive in its depth, properly training employees to provide an unprecedented level of customer service. All customers will leave SoulSpace with a feeling that their needs were met well beyond any expectations that they previously had and far better than any competitor. This customer-centric business model is not just rhetoric, there are financial incentives in place for employees to offer unprecedented levels of service. Financials SoulSpace has forecasted substantial sales revenues by year two. Also by year two the business will reach profitability and have achieved a healthy profit before taxes. When SoulSpace begins their fundraising efforts they will consider options such as LLC status to replace the partnership business formation that they have currently adopted. SoulSpace is an exciting business that provides a combination of sought after services that are not currently offered by a direct competitor. SoulSpace will provide a relaxing, serene setting for a variety of mind and body rejuvenation services for the booming Raleigh population. Substantial sales revenue by end of second year. Profit before tax by end of second year. Become established community destination by end of first year. SoulSpace will establish itself as a dependable destination to which they can always come to escape the stresses of life, and rejuvenate their energies, their souls, and their lives. Company Summary SoulSpace Holistic Spa and Salon is a new destination offering customers the unique combination of hair styling, massage, body and energy work, and training, all in one beautifully serene setting. SoulSpace will offer all ranges of hair styling, therapeutic massage, manicure, facial, sauna, Reiki, therapeutic touch, and specific complimentary product offerings. The goal and promise of SoulSpace can be summed up in our name and slogan: In the course of fund raising, we will explore the feasibility of both a partnership, and a limited liability partnership. SoulSpace will need at least 4, square feet sq. This site is within the target priority area in part of the Warehouse District in what is now referred to as Glenwood South. This space is in priority target range, and will be two blocks from the Raleigh Commuter Rail Hub due to open in the next five to eight years. The location is spacious at 10, sq. This makes this space cheaper than the other locations, and has twice the space. This location is within priority target, and has 6, sq. It is also the site of a future Commuter Rail Station. They have also built a large parking decking which will be free to all patrons. Products and Services SoulSpace will provide customers with personal beautifying and relaxational services and complimenting products, as well as training in specific forms of energy work, accessible materials on a wide range of health-related topics, and the option to purchase artwork displayed in SoulSpace. Selected hair care products shampoos, conditioners, cleansers, brushes, mirrors will be sold as well. Specific complementing products will be sold as well. Customers will include people wishing to strengthen their physical body, mind, and spirit through the cleaning and revitalizing of their energetic system i. Energy revitalization and therapeutic touch are energy field cleansing and revitalizing techniques working with the outer levels of the energy field along

with Reiki. Most of the artwork in SoulSpace will be by local artists, for sale to the customers. There is one place offering energy work, in Clayton 30 minutes southeast from downtown Raleigh. All energy work practitioners are private, of which there are only ten working full-time, with most of them concentrating on other alternative modalities, and an estimated ten twenty at the very most part-time energy practitioners. Not including Chapel Hill and Durham, the above service an estimated population of at least ,, with that figure growing by an estimated 6, persons daily. SoulSpace will always remain involved with the best spa relaxational techniques offered, and will implement them if deemed appropriate and feasible for SoulSpace clientele. Market Analysis Summary There are no exact competitors, and few related competitors in the greater Raleigh area. There are no related competitors in the downtown Raleigh area. The space at Glenwood was recommended to us by the managing realtors because they had targeted that space for a spa type tenant. By nature of the service SoulSpace will provide, success will be readily achieved. Salon customers will be from every age and gender; however, since the salon and spa will be in direct association with each other, we expect that the spa market segment will greatly affect the salon market segment. This has created a community of wealth, mobility, and growth. The North Carolina census released in October reports that an average of 6, persons per day were relocating to the greater Raleigh area. According to this census, the Triangle has one of the highest concentrations of Ph. New buses and taxis are funded and are to be implemented during the next two years. The refurbishment plan continues, and downtown is now populated with more destinations than ever, with the plan growing even more businesses. The future looks very promising for a thriving downtown with a continual presence of customers. Stores with only hair styling services and products. Stores specializing in body health maintenance through a variety of services and products. Stores combining the services of the two aforementioned. Stores selling only merchandise products covering the wide range of products available but not inclusive of those sold by salons and spas. Also, by nature of their popularity we must also include these spas as main competition: Strengths of the above are services offered: The weaknesses of these competitors are general lack of promotion, concentration mainly in North Raleigh. With our target location being downtown Raleigh, we will be servicing East, South, West, and Old Raleigh, as well as downtown commuters. The only downtown competitor, Salon 21, is very small, not very well known, and concentrates most of their business on the salon end. Our market advantage is wide open, and will give us the opportunity to service a large population base that is not currently being well served. When you include our service of energy works, we become the sole provider of all three services of hair works, body works, and energy works not only in downtown Raleigh, but for the entire greater Raleigh area. Salon services concern hair styling, while spa services concern body relaxing and rejuvenating offerings such as massage, and nail and face works. With our combined services, we expect to compete mainly against other combination spa-salons.

Chapter 6 : How to Start a Beauty Supply Store

Accessories Beauty products (I Prefer Haco I will share a list of popular brands that are Scope of Work The Beauty shop % yearly growth= on) Clothing line Imported from UK (UK/China) in Bundles () Clothes @ calendrierdelascience.comss Plan for Beauty Shop & Accessories calendrierdelascience.com

Pinterest Email We know that one of the small businesses to start with sure demands is having your own beauty shop. So if you decide to have your own beauty shop then here are some steps on how you can successfully open and run your business. First, you have to be diligent on how you can learn the needs of starting this kind of business. You can do some research about the initial investments and some management techniques so that you know what to prepare before you even decide to finally get the business to work. Financial aspect of the business is very important and it is advisable that you visit your local bank or organizations that can aid in your business. You may even request for a copy of templates on the business plan of a beauty shop. Make sure that you can be equipped with all the things that you will need to smoothly start and run your beauty shop. Next thing to do is to look for a strategic location for your business. Considering the cost and possibility of a higher market in a location is very important aside from the physical aspects. Usually, the busiest area is the most ideal place for a beauty shop especially in the city streets. Putting up your salon in a mall can also make your business very lucrative and more exposed. You can choose any location and still become flocked by customers if they know that you have famous hairstylists. But if not, you must really need to be more strategic with your location. Cleanliness is what customers first look for when they are looking for a beauty shop. They make sure that they will feel comfortable when they are in the place. This is one secret that beauty shops become famous and lasts long in the business. Make sure that all the equipment and supplies used are clean and are sanitized such as towels, water, foot baths, combs, and so on. The more services you offer in one setting, the more that customers will prefer going to your beauty shop. Having three or more services can be an advantage from other salons that can only offer usually two to three services. But you also have to have some kind of specialization such as hair straightening, rebonding, foot spa, haircut, and so on. Skin care can also become an important service that most people look for in a salon. When hiring staff, you have to choose someone who is qualified and well-trained. They will become the core of the business because you are offering service, not products. Though the products that you should use must also be of high quality, you have to make sure that the personnel you have are also skilled and will bring satisfaction to customers. Customer satisfaction and customer service is very important in making your customers come back. By following these steps, anyone can actually start their own beauty shop now.

Chapter 7 : How to Start a Barbershop (with Pictures) - wikiHow

Huddah matte lipsticks available in assorted colours and shades at kateline Beauty Shop, ground floor, Kenya Cinema Plaza. Walk in today today and experience the difference.

Pinterest Email It is important to partner with a manufacturing company that you can rely so you are assured that you are supplying products that are of quality. Everyone has their concept of beauty. In order to keep up with beauty standards, people are now taking the time in considering how they look especially the women. They allot certain budget to buy beauty products that can help in enhancing their beauty. Malls and beauty stores are the places where we could avail products but if you are thinking about making profit out of this, then you can. You can actually start your own beauty supply store. The products that you sell can range from make ups, facial creams, anti aging products, lotions and even perfumes and cologne. Actually you can sell any product relating to beauty. There is now a way to take in the natural beauty and use it as an idea when it comes to starting you own beauty supply store. Starting a beauty supply store When thinking about starting a beauty supply store, you need to partner with a supplier or top beauty manufacturing companies so that you have products to sell. There are a lot of beauty manufacturers that you can tie up with. They usually supply in bulk or sometimes in smaller number depends on what you agree upon. You have to think about your business name that is something catchy to people. After that you can create your own label for the products that you are selling. Usually these manufacturers will give you their catalogues and brochures so you can choose the products you want to sell. For costing, you can certainly sell them double their original price. When you are just starting, it is advisable that you start with just 5 to 6 products so that it is easy to manage. You might want to get some products with brand names already or you can start with your own collection by reselling stuff. Although reselling might involve tedious work, it is very exciting to venture into this business. You need to create your business logo. Start by conceptualizing or brainstorming. Make sure that your label can be remembered by people. The next thing that you need to think about is your marketing strategy. This will definitely help you to sell your products. You can create a catalogue that you can show your customers. In this way, it will be easy for them to choose. If you are thinking about starting your own product line, it is not an easy task. All you have to do is chose products that will most likely sell. Identifying your target market will be of great help. It can let you decide if you just want to focus on selling luxury products, skin care or hair care products. If you have identified your target market, it is better to research on what specific product your target market would like. It would be best if you do comparison to programs and market so that you can see how much you can afford on the products.

Chapter 8 : Salons in Nairobi | Kenyan Beautiful Woman

A barbershop (locally known as Kinyozi) is a good example of a sustainable business because people will always need haircuts. Fashion styles may come and go, but hair cuts aren't a fad or trend - they're a basic necessity. Moreover, Kenya's middle-class is growing at an alarming rate and you.

A number of factors determine the amount of capital needed to set up the cosmetic business. Basically, a simple cosmetic shop stocked with few of the popular fast-moving brands of cosmetics would require an initial capital of approximately Ksh. However, the capital does not include other expenses such as rent, renovations, and licenses. Nonetheless, in some rural and peri urban areas, some entrepreneurs kick off their cosmetic venture with a capital of Ksh. Further, if you need a middle-size business stocked with a wide range of popular products would mean digging deeper into your pockets. Some of such businesses in Nairobi started with an initial capital Ksh. License Running a cosmetic business does not require special licenses. The only mandatory license is a single business permit. The license can be obtained from the relevant county government offices. The fee charged depends on the size of the business, the county government at stake and location within the county. Generally, the annual fee ranges from Ksh. Market There are minimal barriers to entry into the cosmetic business market. The minimal barriers can be in terms of capital, suppliers and processes. Nonetheless, opportunities exist in the market. Further, some of the products have attractive margins that make the business a lucrative venture. Competition Major rival businesses for a retail cosmetic shop include the supermarkets, informal traders like hawkers and other vibrant players in the designated location. Suitable location for the enterprise. A site with large percentage of targeted clients. A site in which established cosmetics do not offer variety of products to its clients. A site whereby there are no dominant cosmetic shops or supermarkets. A site with economies of location. Where there exists price competition majorly contributed by economies in sourcing, cost management among other factors. Products in the market. There are different types of products in the market. Original "genuine products from the original manufacturer distributed via official channels. Original but independently distributed" it occurs mainly with international brands that are not officially represented in the country. Generics "cosmetic products with the same ingredients as the original one but with different brand names. Fakes" it refers to counterfeit products. Most of these products are common but expensive such as perfumes. Revenue Revenue from the business varies depending on various factors. Some of the determining factors include location, variety of products, marketing strategies, price, source and type of products, and service. Significant success factors Location "suitable location with high traffic of people. Variety" offering a broad range of products contributes towards meeting the various needs of targeted clients. Hence, bringing in lots of customers meaning increased income and high profits Service "Good customer service and right tools. Pricing" Charging fair prices will attract more customers hence success of the business. Cosmetic business is one of the most viable business venture. The most important factors to consider include identification of suitable location, when necessary renovate the shop, apply for license, settle for products to stock, engage in price comparison among different suppliers, thereafter set your prices and open shelf. If you keenly consider these factors you will be smiling all the way to the bank. Do you have a question, a contribution to this article or any criticism?

Hair Salon Business Plan. This sample business plan will ensure you get your hair and beauty salon off to a good start.

Instapaper x People seek beauty. They are constantly looking to improve what they have or give themselves a whole new look. They drop by the nearest hair and beauty salon to be pampered by stylists and beauticians to style their tresses, shape their eyebrows, and color their nails – all for a few or more bucks. An hour in a hair and salon shop every month and one emerges confident and ready to take on the world. It is no wonder that hair and salon business remains one of the rapidly growing industries today. According to industry insiders, the growing popularity of day spas accounts for the increase in sales on the hair and salon industry. The hair and salon business can be started with moderate capitalization. Success in this venture depends on the ability to provide a consistently high customer satisfaction. The successful hair and salon business is one that offers excellent service, use quality products, and provide an enjoyable atmosphere at an acceptable price. A typical full-service hair and salon business offers all or any of the following services: Facials, body waxing, massage. Many salon businesses also offer a wide range of hair and beauty products in order to provide everything a customer needs in one convenient location. You can choose to sell top-of-the-line beauty products shampoo, daily and deep treatment conditioners, hair styling products such as mousse, gel, pomades, among others; and other specialty hair products. Retailing professional hair products is an important strategy for retaining clients and making additional profits. Stylist to Salon Owner: Start Up Requirements The amount of capital you need to start the business depend on the type, quality and choice of salon design, rent and utility deposits, fixtures, leasehold improvements, opening inventory, and equipment that you intend to use. Key start-up expense components of a hair and salon business are: Unless you live in a big house with room for a salon and in an area with favorable zoning restrictions, you will need to rent space for your business. Depending on the type of your operations, you may need space anywhere from to 2, square feet. Many cities allow salons to be located within a residential area, but with zoning restrictions, it may be difficult to operate a salon as a home business. In particular, some residents may not tolerate the flow of traffic as well as parking in your neighborhood. The number and type of personnel you need to hire will depend on the services that your hair and salon business will offer. Typically, a salon will require one to several stylists and a receptionist. Other personnel that your business may hire include shampoo technicians, barber, nail technician, facialist, make-up artist, and a massage therapist. You may need to undertake leasehold improvements to your space based on your interior layout, design, and plumbing requirements. Leasehold improvements are defined as the construction of new buildings or improvements made to existing structures by the lessee. As the lessee, you will have the right to use these leasehold improvements over the term of the lease. In many states, however, these improvements will revert to the lessor at the expiration of the lease. Moveable equipment or office furniture that is not attached to the leased property is not considered a leasehold improvement. The equipment you buy will depend on the services you offer. Some of the basic equipment you need to purchase include washing basin, styling chair, hair dryers, supply trolleys and manicure sets and aprons. If you are planning to sell beauty products, you also need to invest in inventory. Contact the beauty salon equipment suppliers and check if you can get a good deal. You can also look into alternative sources such as eBay where lower-priced equipment is up for bidding. You may also need initial training, professional and licensing fees, and at least three months of working capital. Other start-up expenses may include: Cash register Merchant account fees to accept credit cards Business license fees and other required documentation varies by state Utilities Professional fees accountant, lawyer, etc. Keep your clients satisfied. If a client is happy with the results, he or she will come back to your salon; after all, it is all a question of trust. Satisfied clients can then help advertise your business to their friends, family, and colleagues. Word can easily spread about the great look and outstanding personal service that your salon provides. It is important that your business creates and maintain the desirable reputation as a quality hair and salon operation. Choose the right location The location is critical to the success of your business. You need a location that is strategically situated on one of the busiest streets in your area, if not in a mall. Some salons employing well-known hair stylists e. Offer a clean and safe

atmosphere. Salons thrive in an environment that is clean, safe and relaxing where customers can receive prompt and professional service. Cleanliness is a particularly important element that can draw clients again and again. Your clients must be able to trust that the products and tools that you use on them are of top-notch quality and safe. You cannot afford to put your clients at risk from infections, as it could damage your reputation. Irrespective of size, salons should be scrupulously clean with the cleaning, disinfecting and sterilizing of equipment and work areas undertaken several times not just once a day, preferably at the start and end of the day and in-between clients. Be sure your towels, footbaths, and other equipment are washed, clean and odor-free. Salons offering a wide range of services in one setting have a distinct advantage over those who offer only one or two types of services. Many clients prefer to have their hair, nails or face done in one place, instead of going to three different places. While you can specialize in one main area e. Hire qualified and trained personnel. The cosmetic procedures performed by untrained personnel may cause health problems to the clients. It is important that you hire only qualified and well-trained beauticians, stylists, and other personnel. Experience may give a beautician the expertise to render treatment, but, without proper training, she would be unaware of the merits and demerits of procedures. It is your responsibility as the salon owner to ensure that your personnel is adequately trained and understand each procedure offered. You need to be aware of the liabilities that you and your business can be subjected to as a result of accidents and botched procedures from rashes resulting from improper waxing procedure to damaged hair. Check with your insurance company on policies that can protect you and your business from liability and lawsuits that may arise from customer complaints. Also, consider providing training classes on a regular basis to your personnel to improve their product knowledge and skills as well as awareness to trends. Save on personnel costs. Personnel will be one of the biggest recurring expenses of a hair and salon business. To save on expenses, you can arrange for everyone but the receptionist to be contractual workers to be paid a sliding commission scale based on the amount of revenue created. It is important to remember that the hair and beauty salon business can be challenging because of slim profit margins and periods of low activity during the week.