

Within three years, grow Salvatore Minardi Salon revenues 50% (add actual \$) by becoming the Number 1 Beauty Salon in North East New Jersey specializing in hair design for a wide range of discerning adult clientele.

OBJECTIVES for 2010

1. Increase coloring services from 3 to 8 per day, or 40 per week (not counting Rosita)
2. Increase number of active clientele (repeat visits within 2 month period) 30 %
3. Grow men's coloring clientele to 15 a month (Aug-Dec avg was 9) -- use Salon Biz reports
4. Measure and increase clientele satisfaction by 20 %
5. Increase retail sales: one product for every two customers.
6. Reduce # of items in inventory by 25% (from X to Y)

STRATEGIES

1. **Clients:** Attract the right clientele and service them well. Establish and maintain client relationship on the phone, in the salon and at home with the proper products
2. **Employees:** Be a World Class Employer; attract and retain top employees by implementing "best practice" employer techniques -- on going education, compensation and professional growth.
3. **PR:** Use all vehicles to become a household name- community service, newspaper, websites, e-newsletter, referral rewards.
4. **Promotions:** Product of the week. Others?

ACTION PLAN

Create new Salon **Biz Reports:** Coloring services monthly, quarterly (w & w/o Rosita), # of active clientele*, # monthly male coloring, # product sold as a percentage of client visits by employee. (Sal, Jess M & G, 1 QTR)

Feature a "**Product of the Week**" promotion (10% off) and keep it fresh all year. (Jess M & G, 2 QTR)

Create **postcard** customer satisfaction survey (for clients exiting the salon) to measure customer satisfaction, areas for improvement or growth in services, atmosphere. Include "may we call you?" (Jess M & G, 2 QTR)

Create Constant Contact **survey** that is sent to a limited group to measure same as above. (Jess M & G, 2 QTR)

Switch from paper to **just in time Salon Biz ordering.** In house inventory count on a Monday to launch. Salon Biz reports to monitor. (Jess M & G, [& team – for inventory count], 2 QTR)

Create a **performance plan** for each employee and conduct periodic reviews - more frequently for new employees. Include Business Plan objectives broken down for each person, and cleaning responsibilities. (Salvatore, 2 QTR).

Research and decide upon level on ongoing education, salon employee environment, profit sharing and financial growth via raises and bonuses. (Salvatore, 3 QTR)

Client conversation **training for employees.** Front desk. 1st visit; creating a customer relationship. " Seal the deal" & sell product after every appointment, prebook, refund policy. (Salvatore, 3 QTR)

Contact Redken, Furterer and Minardi to **eliminate middle man mark up.** Access the cost benefits of buying *Just In Time* vs. *Buying in Volume*, taking into account freebies, cost of goods sold, etc. (Salvatore, 4 QTR)

Monthly **newspaper exclusives** submissions and community service. (Jessica Mango, 4 QTR)

Update Business plan December/January. (Jessica Garcia- Scheduler, 4 QTR)

*Three visits- last one w/in 6 months