

# ACCELERATE

BUSINESS & EXECUTIVE COACHING

## HAIR & BEAUTY SALON

### AT A GLANCE

#### CHALLENGES

- Managing a team of part-time staff
- Maintaining full capacity of chair and treatment rooms
- Managing costs
- Promoting salon

#### SUCCESSSES

- Implemented systems to reduce costs
- Delegated responsibilities to Day Team Leaders
- Manager appointed
- Increased rental of therapy rooms

### COMPANY PROFILE

This sole-trader opened her first hairdressing salon in 2007 and four years later purchased a prominent high street site to create a hair salon on the ground floor and a health and beauty salon on the first floor.

The business is in a highly competitive marketplace, with over 20 salons in the local area and this salon is considered to be the premier salon for both locals and tourism visitors.

The owners team are predominantly mothers who work part-time so ensuring good communication throughout the team and maintaining high standards was a significant concern.

### SERVICES PROVIDED

I conducted a Business Audit with the owner to find out what her personal and business goals were, how she saw the current position of the business, and identified her aspirations and goals. This became the basis of an Action Plan which she used to prioritise tasks and action them.

However, due to changes in staff and a maternity break, she came back to me a year later for some Power Hours to get her and her new manager, fired up again. Together, they have implemented most of the ideas from the Action Plan and continue to grow the business.

They have implemented tighter controls on expenses including stock management, made better use of the available salon chairs and treatment rooms, introduced a marketing plan, and changed the operating hours to attract new clients.

***"I know that Tina is there at the end of the phone so anytime we feel stuck or need advice she is always quick to come to our rescue".***

**SALON OWNER**