

2343 Salon Development Professor M. Snelson

Course Book Successful Salon & Spa Management, Author: Edward Tezak

Milady Standard Cosmetology-Cengage Learning

Class meets Wed. & Thursday 1:00pm – 4:00pm

Module 1/ WEEK 1-4

Orientation, Cosmetology State laws and Rules, class rules and safety.

SMART Goals discussion. Develop 2 short and 2 long term goals. Student must also develop a plan of action for achieving each of these goals (must be typed).

Read Ch. 1-3 (Successful Salon & Spa mgmt.) complete questions at the end of each chapter all work must be typed. Students may submit work by email or in person.

Titles of Chapters:

Ch. 1- Salon and Spa Types and Their Locations

Ch. 2-Financing the New Business

Ch. 3-Salon and Spa Operating Costs

Ch. 30 POWER POINT PRESENTATION in Milady Standard and complete work book

TEST OVER CHAPTERS 1-3 AND CH. 30 (scantron and #2 pencil) Thursday Feb. 9th 2017

Assignment: Create a Resume or update your personal resume. Be sure to save to your thumb drive.

Submit a copy Thurs. Feb. 9th to Mrs. Snelson for proof reading. Once I have graded your resume make changes if needed. The final resume will be provided during the interview process at the end of the semester and will count as part of your final.

Salon Advertisement – Bring to class 1 form of advertising by salons or spa's such as a salon ad from a newspaper, magazine, internet etc. Discuss. **Due Feb. 2nd** Start creating a brochure complete with hair services and prices (that you will offer), also in the brochure list the Name of Salon, Spa, Address, City, State, Zip, Telephone, E-mail, Salon Philosophy, Salon Policies. **Brochure is due Feb. 9th**

Class discussion on creating a business plan. (Mrs. Snelson will have a list of requirements to go into your business plan all work must be typed using 12 font) **Due: Feb. 23rd**

Module II/WEEK 5-6

Read Ch. 4-6 complete questions at the end of each chapter all work must be typed. Students may submit work by email or in person.

Ch. 4-Permits, Public Utilities, and Insurance

Ch. 5-Types of Leases and Rent Agreements

Ch. 6-Decorating and Arranging the Salon and Spa

Reminder: to all students **Business Plans** are to be completed and submitted. **Feb.23^d**

Class discussion and preparation pertaining Salon Development Operating Manual due Thursday April 27th

Assignment Pick a Salon Theme (Team Work)due March 2nd: Using the internet magazines etc. Locate a picture of a styling area of a salon or spa you would like and tell us why you like this salon interior. Be sure to choose a theme for your salon or spa. A successful theme should convey a specific image that is memorable to clients and leaves them with positive feelings about the place and the services. Pick a color scheme of two or three colors. Maintain this scheme throughout the salon using the colors for furniture, equipment, frames and walls. You may use flowers and plants that match the color scheme. Create a floor plan for your salon or spa. Measure the length of the space when you are designing your salon or spa. Place the waiting area and cash register toward the front, and put mirrors, salon chairs and hair drying and shampoo equipment in other parts of the salon. Group similar equipment together. Since salon or spa clients spend a lot of time sitting and waiting and often bring friends who may need services, include plenty of places to sit. Be sure to place a television in your salon or spa. **Example:** If your salon or spa attracts a large number of women for instance, you might want to show a cable network geared toward a female audience. **Tip:** Salons and spas can generate another stream of

revenue by selling products along with their services. Products that might appeal to salon or spa clientele include handbags, perfume, cosmetics, shampoos and conditioners etc. Place these items in various parts of the salon or spa, particularly near the waiting area, to increase visibility. **Due: Mar.2nd**

Module III/WEEK 7-9

Read Ch. 7-9 (Successful Salon & Spa Mgmt.) complete questions at the end of each chapter all work must be typed. Students may submit work by email or in person.

Ch. 7 Salon and Spa Business Tools

Ch. 8 Salon and Spa Marketing

Ch. 9 Merchandising in your Salon and Spa

Ch. 31 Milady and complete work book

TEST OVER CHAPTERS 4-9 AND CH. 31 (scantron and #2 pencil) **Thursday March 23rd**

Assignment: Obtain pictures using the internet of attractive salon displays, window displays or merchandise selling in a salon or spa for discussion in class. **Due: March 8th**

Module IV/WEEK 10-12

Read Ch. 10-12 complete questions at the end of each chapter all work must be typed. Students may submit work by email or in person.

Ch. 10 Use of Cosmetology Schools by Salons and Spas

Ch.11 Labor Related Laws

Ch. 12 Salon and Spa Personnel

Ch. 32 Milady and complete workbook

TEST OVER CHAPTERS 10-12 AND CH. 32 (scantron and #2 pencil) **Thursday April 13th**

Assignment: Using the internet bring a picture of different styles of uniforms worn by hair salon operations for class discussion on the importance of appearance in and out of the salon or spa. Due:

Reminder Operating Manual assignment Due: Thursday April 27th

Reminder: Students May 3 & 4 2017 is a very important week for all of you. **Please have completed resume and your professional attire ready for the interview process. I will need to see your business professional attire in class.**

Module V/WEEK 13-16

Read Ch. 13 complete questions at the end of each chapter all work must be typed. Students may submit work by email or in person.

Ch. 13 Salon and Spa Forms and Items for Record Keeping

Final exam written (comprehensive of all chapters covered throughout 2343 course) scantron and #2 pencil.

Assignment: Bring 3 completed resumes to the mock interview session.

Mock Interviews- Students are to dress as if they were applying for a position at XYZ Salon and are coming in to be interviewed for the styling position. **Dress for Success!!!!** We will be interviewing May 3 & 4 2017. Students will go in alphabetical order for the interview process. (See list in classroom located on the dry erase board).

Important reminder to all students Operating Manuals are due the 14th week of class Thursday April 27th if you have any questions please feel free to email me or come by my office.



Good Luck to all of you!!!