Table of Contents

Executive Plan 4
Mission, Objectives and Keys to Success 5
Mission 5
Vision 5
Objectives 5
Core Values 5
Keys to Success 6
Company Summary 7
Business Description 7
Products and Services 7
Ownership 8
Choosing and Managing the Ownership Structure 8
Company Structure 9
Detailed Staff Responsibilities 10
Operational Requirements 13
Location and Premises 13
Equipment and Working Tools 16
Professional Products and Supplies 18
Consultation and Treatment Preparation 19
Hygiene and Safe Working 20
Business Registration and Operating Requirements 21
Practical Management Guide 24
Planning the Service Menu 24
Running the Appointment Book 25
Managing the Customer Journey 27
Pricing and Profitability 28
Stock Purchasing and Control 29
Cash and Payment Controls 30
Managing and Developing the Team 31
Marketing That Produces Bookings 33

Practical Operating Scenarios 34
Owner Review Routine 35
Turning a Service Standard into a Job Card 36
Measuring Chair and Treatment Room Capacity 37
Reviewing Product Use by Service 38
Managing Retail Products Alongside Services 38
Buying Equipment Through Comparable Quotations 39
Planning Laundry and Cleaning Work 40
Maintaining Service During Utility Interruptions 40
Handling Group and Occasion Bookings 41
Controlling Packages and Prepaid Services 42
Training Reception Through Real Situations 42
Handing Over a Shift or Practitioner Absence 43
Investigating a Repeat Service Problem 44
Comparing Offers Through Completed Appointments 44
Improving the Layout Without a Full Renovation 45
Reviewing a Lease Renewal or Relocation 46
Building a Monthly Action Review 46
Keeping Client Records Useful and Controlled 47
Introducing a Different Professional Product Range 48
Maintaining Service When a Practitioner Is Absent 49
Responding to Product and Equipment Incidents 49
Testing Changes to Trading Hours 50
Coordinating Outside Specialists and Shared Space 51
Operational Strategy 52
Service Delivery 52
Products and Suppliers 52
Pricing and Capacity 52
Customer Care and Control 52
Marketing Strategy 53
Product and Service Positioning 53

Local Visibility and Referrals 53
Digital Marketing 53
Promotions and Retention 53
Sales Strategy 54
Market Analysis 55
Demand 55
Service Prices and Customer Value 55
Market Segmentation 56
Competition and Buying Patterns 57
Competitor Analysis 57
Industry Analysis 58
Industry Structure 58
Skills and Service Quality 58
Products and Supply Chains 58
Digital Development 59
Industry Outlook 59
SWOT Analysis 60
Strengths 60
Weaknesses 60
Opportunities 60
Threats 60
PEST Analysis 61
Political and Legal Environment 61
Economic Environment 61
Social Environment 61
Technological Environment 61
Financial Statements 62
Start up Costs 62
Financing and Bank Loan Amortisation 63
Projected Income Statement 64
Forecast Assumptions 65

Staffing and Salary Assumptions 65
Revenue and Expenses 67
Monthly Cash Flow Statement 68
Projected Annual Cash Flow 71
Projected Balance Sheet 72
Breakeven Analysis 73
Payback Period Analysis 74
Financial Graphs 75
Risk Analysis 77
Demand and Competitive Pressure 77
Service Quality and Customer Injury 77
Hygiene and Workplace Safety 78
Staff Availability and Customer Relationships 78
Products Equipment and Utility Interruptions 78
Cash Flow Pricing and Stock Loss 79
Premises and Development Commitments 79
Obsolescence and Investment Recovery 79
Compliance Privacy and Reputation 80
Risk Review Insurance and Recovery 80
Top Reasons Why Salons Fail and How to Address Them 81
Choosing a Site Without Understanding the Customer 81
Offering Too Many Services Too Soon 81
Underpricing Skilled Time 81
Confusing Turnover with Available Cash 82
Allowing Appointments to Become Unreliable 82
Depending on One Practitioner 82
Poor Staff Relationships 83
Inconsistent Hygiene and Product Practices 83
Buying Stock That Does Not Sell 83
Marketing Without Following Through 83
Mishandling Complaints and Reputation 84

Expanding Before the Business Is Ready 84
Ignoring Records and Continuing Obligations 84
Potential Sources of Finance 86
Equity Financing 86
Debt Financing 88
Development Finance and Business Support 91
Preparing a Funding Application 92
Comparing Offers and Managing Funds 93
Financing a Phased Improvement Programme 93
Directory 95
Other Business Plans 100
BIZBOLTS Disclaimer and Copyright 103

Other Business Plans

We offer the following business plans in PDF, Word & Excel. Visit www.bizbolts.co.za to learn more or purchase.

- Animal Feed Manufacturing Business Plan
- Auto Parts Store Business Plan
- Bakery Business Plan
- Beef Cattle Farming Business Plan
- Bottled Water Business Plan
- Brick Manufacturing Business Plan
- Broiler Chicken Farming Business Plan
- Butchery Business Plan
- Cabbage Farming Business Plan
- Car Wash Business Plan
- Catering Business Plan
- Cattle Fattening Business Plan
- Cleaning Services Business Plan
- Clothing Boutique Business Plan
- Coffee Shop Business Plan
- Construction Company Business Plan
- Courier Services Business Plan
- Dairy Farming Business Plan
- Detergents Manufacturing Business Plan
- ECD Day Care Centre Business Plan
- Fast Food Restaurant Business Plan
- Food Truck Business Plan
- Free Range Chickens Farming Business Plan
- Funeral Parlour Business Plan
- Furniture Manufacturing Business Plan
- Goat Farming Business Plan
- Guest House Business Plan

- Gym Business Plan
- Hair & Beauty Salon Business Plan
- Hardware Store Business Plan
- Hatchery Business Plan
- Honey Beekeeping Business Plan
- Hydroponics Farming Business Plan
- Internet Cafe Business Plan
- Laundry Business Plan
- Layers Egg Farming Business Plan
- Liquor Pub Business Plan
- Macadamia Nuts Farming Business Plan
- Maize Farming Business Plan
- Meter Taxi Business Plan
- Minibus Taxi Business Plan
- Mutton Sheep Farming Business Plan
- Onion Farming Business Plan
- Petrol Station Business Plan
- Pharmacy Business Plan
- Pig Farming Business Plan
- Potato Farming Business Plan
- Rabbit Farming Business Plan
- Recycling Business Plan
- Rental Property Business Plan
- Security Company Business Plan
- Sheep Farming Business Plan
- Shisa Nyama Business Plan
- Solar Installation Business Plan
- Spaza Shop Business Plan
- Supermarket Business Plan
- Toilet Paper Manufacturing Business Plan

- Tomato Farming Business Plan
- Trucking Business Plan
- Tyre Fitment Centre Business Plan
- Waste Management Business Plan

Business Plan Packages (PDF, Word & Excel)

Our business plan packages generally include these four files:

1. Comprehensive business plan - PDF

A detailed guide covering the business, market, operations, management, financial projections and practical guidance for running the business.

2. Comprehensive business plan - editable Word document

The detailed plan in Word format, ready to customise for your business.

3. Funding business plan - editable Word document

A shorter version to personalise for a bank loan, investor or other funding application.

4. Automated financial statements - Excel workbook

Update the inputs to reflect your business. The linked financial statements and forecasts update automatically.

Contact Bizbolts

Website: www.bizbolts.co.za

Email: sales@bizbolts.co.za

Call / WhatsApp: +27 60 633 4830