

Hair Salon and Barbershop Business Plan

Sample plan for Studio Nine Salon (fictional example)

Prepared by: [Owner name]

[Business address]

[Phone] | [Email] | [Website]

Date: [Month, Year]

How to use this sample: the business name, figures and descriptions are a fictional example to show what a finished plan looks like. Replace everything in [brackets] and every example number with your own research before you share it. Cost ranges are rough planning figures and vary widely by location.

1. Executive Summary

Studio Nine Salon is a new hair salon and barbershop business based in [City, State]. We will serve regular haircut and color clients and bridal and event clients, offering cuts, color and styling, barbering and beard grooming and treatments and extensions. Our goal is to become the go-to choice for [your target customer] in [your area] by [your key difference, such as quality, speed, price or specialty].

We project first-year revenue of about \$320,000, growing to \$460,000 by year three. Startup costs are estimated between \$48,500 and \$199,000. We are seeking \$124,000 in [loan / investment / owner funds] to cover startup costs and working capital. [Add one or two sentences on the owner's experience and any early traction such as signed customers, pre-orders or a secured location.]

2. Company Description

Salons and barbershops are built on chairs, stylists and rebooking. A strong plan explains your business model (commission, booth rental or a hybrid), how many chairs you will fill, average service ticket and retail product sales.

Item	Details
Legal name	[Studio Nine Salon LLC]
Legal structure	[LLC / sole proprietorship / corporation / partnership]
Location	[Address or service area]
Owners	[Names and ownership %]
Stage	[Idea / pre-launch / operating since 20XX]

Mission statement

3. Products and Services

Offering	Description	Price	Cost to deliver
Cuts, color and styling	[Describe]	[\$]	[\$]
Barbering and beard grooming	[Describe]	[\$]	[\$]
Treatments and extensions	[Describe]	[\$]	[\$]
Retail hair care products	[Describe]	[\$]	[\$]
Bridal and event packages	[Describe]	[\$]	[\$]

Revenue streams:

- Service revenue
- Booth or chair rental
- Retail product sales

4. Market Analysis

Target customers:

- Regular haircut and color clients
- Bridal and event clients
- Men's grooming clients
- Students and young professionals

Market	Estimate	Source
Potential customers in our area	[#]	[Census data, local reports]
Customers we can realistically reach	[#]	
Target share in year one	[%]	

Industry trends affecting our business

--

5. Competition

Competitor	Strengths	Weaknesses	Price range
[Competitor 1]			
[Competitor 2]			
[Competitor 3]			

Why customers will choose us

--

6. Marketing and Sales

Planned marketing activities:

- Instagram portfolio of work
- New client offers
- Online booking with reminders
- Referral rewards

Channel	Monthly budget	Goal
Instagram ...	[\$]	[#]
New ...	[\$]	[#]
Online ...	[\$]	[#]

7. Operations

Location, facilities and equipment

Suppliers and day-to-day operations

Licenses, permits and insurance to obtain:

- Salon or barbershop establishment license [] obtained
- Cosmetology or barber licenses for all stylists [] obtained
- Business license [] obtained
- Health and safety inspection [] obtained

Requirements vary by state and city. Confirm with your local licensing office.

8. Management and Staffing

Name	Role	Experience
[Owner name]	Owner / manager	[Relevant experience]

Hiring plan for the first three years

9. Key Performance Indicators

Metric	Why it matters	Our target
Revenue per chair	Shows how well each station is used.	[Target]
Rebooking rate	Clients who book their next visit before leaving.	[Target]
Retail to service ratio	Product sales as a share of service sales.	[Target]
Stylist retention	Clients often follow stylists who leave.	[Target]

10. Risks and How We Will Manage Them

Risk	How we will reduce it
Stylists leaving and taking clients	[Your plan]
Local competition	[Your plan]
No-shows and late cancellations	[Your plan]
Lease costs	[Your plan]

11. Financial Plan

Estimated startup costs

Startup cost	Typical low	Typical high	Our estimate
Lease deposit and build-out	\$20,000	\$100,000	[\$]
Styling chairs, stations and dryers	\$10,000	\$40,000	[\$]
Shampoo bowls and plumbing	\$5,000	\$15,000	[\$]
Licenses and insurance	\$1,000	\$4,000	[\$]
Booking software and POS	\$500	\$2,000	[\$]
Opening retail inventory	\$2,000	\$8,000	[\$]
Working capital reserve	\$10,000	\$30,000	[\$]
Total	\$48,500	\$199,000	[\$]

Three-year projection (illustrative)

	Year 1	Year 2	Year 3
Revenue	\$320,000	\$400,000	\$460,000
Cost of sales	\$144,000	\$180,000	\$207,000
Gross profit	\$176,000	\$220,000	\$253,000
Operating expenses	\$167,200	\$183,920	\$198,634
Net income before tax	\$8,800	\$36,080	\$54,366

Example assumptions: 55% gross margin, revenue growth of 25% in year two and 15% in year three. Replace these with your own numbers. Our free Excel financial projections template at BusinessPlanDownload.net builds this table from your assumptions.

12. Funding Request

We are requesting \$124,000 to fund startup costs and working capital. [Explain loan term or investor terms, how much the owners are investing, and how the funds will be repaid.]

Use of funds	Amount
Lease deposit and build-out	[\$]
Styling chairs, stations and dryers	[\$]
Shampoo bowls and plumbing	[\$]
Licenses and insurance	[\$]
Booking software and POS	[\$]

Opening retail inventory	[\$]
Working capital reserve	[\$]

Appendix

Writing tips for a hair salon and barbershop plan:

- Explain your commission or booth rental model.
- Show service menu with prices and time per service.
- Forecast by number of stylists and clients per day.

Attach: owner resumes, lease or letter of intent, equipment quotes, permits, market research, photos and detailed financial statements.