



*HAIR & BEAUTY CENTER
BUSINESS PLAN*

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Description:

- ❑ Women always looking for beauty,
- ❑ In Jordan it is difficult to find one center provide all beauty services for the women in reasonable price.
- ❑ In Amman it is common to find hair salon , nail care ,skin care, message, body waxing ,facial mask , SPA separately in different places and not close to each other
- ❑ So the women have many problem if they want to take benefits of all these services



Our Mission

- ▣ Provide high quality services with reasonable prices, at the same place
- ▣ To enhance costumers appearance and mental relaxation
- ▣ Our motto: just relax we'll take of the rest



Our Goal

- ▣ **I**ntellegent ideas
- ▣ **R**elaxation with reasonable prices
- ▣ **I**nteresting atmosphere
- ▣ **S**atsfaction



Keys to Success

- ❑ Location: easy to access for the customer
- ❑ Atmosphere: giving relaxation with high quality
- ❑ Convenience: flexibility in work hours



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- ▣ The center will be located in the main street of the Jubal Al Husain near the market.



- The area of the center is 200 square meter
- Customers easily access to the center.

Product and service

- ❑ Iris center will offer a many services that include :
- ❑ Hair (cut, perm, colors, shampoo, conditioning, curling, waving)
- ❑ Nails (manicures, pedicures, polish, sculptured)
- ❑ Skin care (facials, body waxing, massage)
- ❑ SPA (Sauna, Jacuzzi)



Competitors

- ▣ Our services in one center, we noticed that the costumers frustrated, because they must get their hair done at one place and nails done at another for example.



Competitors

- So, we wish to offer our costumers the convenience to get these services at the same place.



- ▣ The center located in the middle income area.
- ▣ Hot and cold drinks will be offered.
- ▣ Waiting room with TV.

Marketing

- ▣ Elegant Brochure
- ▣ Public invitation to the opening ceremony



Comparison of prices



Management

- ❑ Good organized to reach the high level of customer satisfaction.
- ❑ continuous training in a regular basis for our employees.



Financial plan

Total Cost (JD)	60000
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Total Cash available (JD)	60000
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Investment analysis

Sales forecast

Personal plan	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Stylist # 1	40000	45000	52000	55000	56000	248000
Receptionist	0	0	0	0	0	0
Shampoo tech.	0	0	0	0	0	0
Stylist # 2	0	25000	25500	26000	28000	104500
Nail	10000	15000	19000	19000	19000	82000
Facial and massage	5000	8000	12000	12000	12000	49000
Total sale	55000	93000	108500	112000	115000	483500
Material cost	5000	4900	3000	3000	3000	18900
Cash Sales	50000	88100	105500	109000	112000	464600

Personal plan

Personal plan	Year 1	Year 2	Year 3	Year 4	Year 5
Stylist # 1	8400	8850	8950	8950	8950
Receptionist	4800	4800	8950	8950	8950
Shampoo tech.	4200	4200	8950	8950	8950
Stylist # 2	0	8400	8950	8950	8950
Nail	3600	4200	8950	8950	8950
Facial and massage	3600	4200	8950	8950	8950
Total payroll	24600	34650	8950	8950	8950

At the start we have two kinds of workers : full time as in the table bellow and part time (nail, facial, and massage tech.)

General assumption

	Tax Rate %	Other
Year 1	20	0
Year 2	20	0
Year 3	20	0
Year 4	20	0
Year 5	20	0

Running cost



Item	Year 1	Year 2	Year 3	Year 4	Year 5
Electricity and heating	1800	1800	1800	1800	1800
Freshwater	1000	1000	1000	1000	1000
Telephone	840	900	900	900	900
Insurance	1200	1200	1200	1200	1200
Loss by vandalizing	500	500	500	500	500
Fund of replacement	200	200	200	200	200
Total	5540	5600	5600	5600	5600

Depreciation

Items	Investment	Depr. Time (year)	Depri. %Per year	Depreciation
Interior Design	10000	5	20	2000
Furniture	10000	5	20	2000
Equipment	10000	10	10	1000
Total	35000			5000

Cash flow



	Year 1	Year 2	Year 3	Year 4	Year 5
Cash sales	50000	88100	105500	109000	112000
Cash expenditure	24600	34650	8950	8950	8950
Bill payment	5540	5600	5600	5600	5600
Purchas other assets	0	0	0	0	0
Subtotal cash spent	30140	40250	14550	14550	14550
Profit before Tax	19860	47850	90950	94450	97450
Profit after Tax	15888	38280	72760	75560	77960
Depreciation	5000	5000	5000	5000	5000
Cash Flow	20888	43280	77760	80560	82960
Dividend	-39112	-16720	17760	20560	22960
Accumulative Dividend		-55832	-38072	-17512	5448

conclusion

- ▣ Our centre will serve the middle income people
- ▣ From the fifth year onward we start to earn dividend





Wilkommen
أهلاً وسهلاً

Iris