

Opening a Salon: Checklist

1 Create a Business Plan

- Choose your business name
- Develop business branding and logo
- Obtain cosmetology license (if applicable)
- Determine services and pricing
- Create an expense sheet, budget, and financial projections
- Create a marketing plan

2 Register Your Business

- Register your business with the IRS
- Receive Employer Identification Number
- Open a company bank account
- Trademark your business name

3 Location Setup

- Research zoning to locate areas for salon
- Choose a salon location and sign a lease or purchase space
- Research local codes, regulations, and inspection requirements
- Create a layout and design plan
- Apply for building permits and business license

4 Purchase Equipment #1

Cleaning Supplies:

- Disinfectants
- Brooms
- Vacuums
- Surface cleaners
- Trash bins
- Paper towels
- Hand sanitizer
- Gloves

Salon Supplies:

- Salon styling stations
- Utility carts and trolleys
- Styling tools
- Hair dryers
- Clippers
- Shears
- Brushes and combs
- Foil and foil dispensers
- Styling products
- Hair color

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4 Purchase Equipment #2

Shampooing Stations:

- Shampoo backwash stations
- Wall-mount bowls
- Shampoo chairs
- Hair color bar
- Shampoo cabinetry and storage

Reception Area:

- Waiting chairs
- Reception desk
- Magazines
- Snacks and beverages
- Computer
- Salon scheduling software

5 Remodel and Install

- Hire professional handy people, electricians and plumbers
- Schedule equipment assembly and install
- Schedule electrical install
- Schedule plumbing install

6 Operations and Inspections

- Obtain business insurance
- Contact utility providers
- Choose internet provider
- Purchase point-of-sale equipment
- Set up appointment book software
- Set up record-keeping and account software
- Create and purchase business cards
- Create and purchase indoor and outdoor decorative signage
- Schedule inspection

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7 Recruit Stylists

- Advertise job opportunities
- Vet interested stylists
- Conduct interviews
- Set up payroll
- Hire your dream team
- Purchase employee welcome gifts
- Schedule trainings with staff on salon processes

8 Advertise Your Salon

- Choose a website domain name and register
- Create and launch website
- Create 2–3 social media accounts
- Post flyers in local businesses
- Reach out to local news stations and publications

9 Final Touches/Opening Day

- Establish open and close hours
- Set up retail display
- Clean your space thoroughly
- Gather products for giveaways and raffles
- Order refreshments and small bites from local vendors
- Celebrate with your community!