

Esthetician Business Plan

Executive Summary

Business Name:

Your Esthetician Business Name

Mission Statement:

Your Business Mission Statement

Business Owner:

Name of the Owner

Unique Selling Proposition:

What Sets Your Business Apart

Business Description

Legal Structure:

Sole Proprietorship, Partnership, LLC, etc.

Services Offered:

List of Services, e.g., Facials, Chemical Peels, Waxing, etc.

Target Market:

Demographics of Your Target Audience

Location:

Physical Location of Your Business

Facilities:

Description of Your Esthetician Studio or Space

Marketing Analysis**Industry Trends:**

Current Trends in the Esthetician Industry

Industry Trends:

Analysis of Competing Esthetician Businesses in Your Area

Target Demographics:

Detailed Description of Your Target Market

Marketing and Sales Strategies

Digital Marketing:

Social Media Marketing, Email Campaigns, Website

Traditional Marketing:

Print Advertising, Flyers, Networking Events

Promotions and Special Offers:

Discounts, Packages, Referral Programs

Service Offerings and Pricing

Service Menu:

Detailed List of Services Offered

Pricing Structure:

Price List for Each Service

Packages and Bundles:

Description of Any Service Packages Offered

Operational Plan**Staffing:**

Number of Employees, Roles and Responsibilities

Scheduling Procedures:

Appointment Booking System

Inventory Management:

Inventory Tracking System, i.e. location of stock, organizational scheme, location of inventory

Facility Requirements:

Equipment, Furniture, Supplies

Regulatory Requirements:

Financial Projections

Revenue Forecast

Assumptions:

Number of clients per day/week/month, average spend per client, projected growth rate

Basis:

Traffic research in location, population demographics statistics in the business location's proximity

Calculation:

Total projected revenue = Number of clients x Average spend per client x Time period

Expense Budget

Assumptions:

Fixed expenses such as rent, utilities, salaries; variable expenses such as product costs, marketing expenses

Breakdown:

List and categorize each projected expense

Calculation:

Total projected expenses = Sum of all expenses

Cash Flow Statement

Projected Cash Flow for First Year, Second Year, etc.

Assumptions:

Timing of income and expenses, any expected cash injections or loans

Calculation:

Projected cash flow = Projected income - Projected expenses

Analysis:

Identify when you expect to break even and start generating profit

Appendices

Resumes:

Resumes of Key Personnel

Market Research Data:

Data Collected from Market Analysis

Lease Agreement:

Copy of Lease Agreement for Business Location

Promotional Materials:

Examples of Marketing Collateral

Regulatory Requirements and Certificates:

Include documents or soft copies of licenses, permits, and certificates required