Buy-Rite

SALON OPENING PLANNER

The Essential Planner for Opening a Salon

A 12-week plan for turning your salon from daydream into reality.

WEEKS PRIOR TO OPENING	12	11	10	9	8	7	6	5	4	3	2	1
INTERIOR DESIGN												
Create logo & branding identity	●											
Choose an interior color scheme	●											
Finalize salon space layout scheme	●											
Order salon equipment & cabinetry	●											
Aggregate construction bids	●											
Order storefront signage and décor	●											
Set up utilities	●											
Buy office & employee lounge supplies	●											
Get a washer & dryer	●											
Sign up for reception area magazines	●											
Get a cash register & safe	●											
HIRING												
Post help wanted ads on major outlets		●										
Conduct employee interviews		●	●	●	●	●	●	●	●			
Train Staff											●	
CONSTRUCTION												
HVAC, plumbing & electricity		●	●	●	●							
Hire carpenters and complete work		●	●	●	●	●	●	●	●	●		
Hire electrician and complete work				●	●	●	●	●	●			
Ceiling					●	●	●					
Paint walls or install wall covering								●	●	●		
Floor renovations								●	●	●		
Install fixtures and equipment										●	●	
Order & install client scheduling software										●		
Phone & internet install										●		
Washer & dryer hook-up											●	
Local authority inspection											●	
PUBLICITY												
Begin preparing opening advertising such as flyers, newspaper ads & online ads		●										
Create social media profiles											●	
Launch advertising campaigns											●	
Soft-Opening event												●