

XIII

Care of the Beauty Saloon

Objective

- To plan and prepare a project report for setting up a beauty parlour.
- To take care of the beauty saloon parlour.

Beautifying one self has been one of the natural characteristics of a human being. These days because of the increased awareness and the change in the trend, lots of small saloons and beauty parlors are mushrooming. There are ample opportunities for both wage and self-employment.

As wage **employee** you can work in any beauty parlor or a saloon. Whereas for **self-employment** one can look into various areas like : 1) opening up a shop or a saloon or beauty parlor or a massage saloon, 2) as assistants in Entertainment Industry (TV, cinema, stage, event management), 3) organizer of hobby classes and many such related jobs for which sky is the limit. For self employment firstly you require a very thorough knowledge of the subject and secondly, and equally important, you should know the proper steps involved for setting up a unit or enterprise.

Qualities of an entrepreneur (for starting any business).

- Analyze your strengths and weakness
This will give you a fair idea of the skills that you have and about the skills that you need to master. Try to analyze in which areas you are good.

Ability to compete with the competitors

You should be aware about the latest trends and styles as well as the products which are available in the market and are in fashion in order to compete.

- Listen to your customers and have a patient ear
Always answer their queries correctly. Deal with each customer politely. Politeness can take you to the top, whereas harsh words may make you lose your customer.
- Always lay due stress or give importance to the services and quality that you are providing. Since there is lots of competition, every customer looks in for the service and quality that he/she is being provided for the money that he/she is paying. Do not charge extra, but provide excellent service.
- Make sure that you display your products neatly and attractively. A good display always catches the eye and impresses the customer.
- Always ensure that there is a professional touch to the work that you do.

Communication skills

Communication is a two way process in which there is a person sending a message and a receiver. Communication is not complete unless there is full understanding and acceptance of the message. Beauty industry is mainly dependent on conversation, meetings and telephone. So the beautician must assess her communication skill and learn and use the appropriate ones.

If you set up your own establishment or enterprise, then you need to seriously consider the following:

- * Why you want to start the particular enterprise or **why you want to step in i.e. the decision to be self employed.** This is the most important step, and for this one should seriously analyze ones own potential. You have to be very confident and realistic in your goal setting. There may be problems but if you are determined then no one can stop you from succeeding. Talk to

Notes

some experienced people in this field, make a visit to some of the well established units and share their experiences. At all the places you may not get a very friendly response but do not worry and be determined. Therefore to take the final decision you need to have required and appropriate—

- * Attitude/inclination towards this business.
- * Educational/technical qualification,
- * Training and mastery of skills
- * Aware of his/her capacity to mobilize the resources both Human and non-human

Next you need to select the area for your enterprise. i.e. **market survey** Before setting up a unit it is important for an entrepreneur to undertake a very thorough market survey. Consider the following factors: Is there is more scope and requirement? What is the availability of labours, technical experts in this field, and whether they suit your resources (finances).

The next step is to decide upon the **size of the establishment** in relation to funds at your disposal, whether you want a small, medium or large unit. Then work out the advantages and disadvantages of all these 3 types of units, How big will the business be? Can you manage it alone? What kind of manpower is required? Answers to such questions and many more, helps in deciding the size of the organization and its structure.

There are various types of organizational structure i.e.

- Partnership firm
- Co-operative society
- Company

For business having **small size of operations**, the partnership or proprietary firm is better as it ensures direct control over business operations.

Proprietary Unit: In such a unit a single individual is the sole owner of the concern and conducts the business himself or herself , bearing

the entire risk and deciding all policy matter individually.

Partnership firm: As per the Indian Partnership Act 1932, a partnership is the relation between persons who have agreed to share the profits of a business carried out by all or any of them acting for all. A partnership firm cannot have more than 20 people. A written agreement known as partnership deed is worked out. The firm has to be registered on a prescribed format with the registrar of firms, along with prescribed fees and relevant papers.

- * **Selection of Location and site:** For a successful project or a business, a suitable site is a very important factor and its decision is based upon several considerations. Therefore advance planning is required and for which these factors have to be kept in mind :

Proximity to the market and access to raw material: This is very important, as when there is an easy availability of the raw material, money spent on the transportation is saved, situations of emergency can be handled easily, therefore, panic and stress levels are reduced.

Availability of power and water: Areas should not have a major problem with power and water, other wise the work gets badly effected, especially when the machines are to be run on electricity. Moreover power and water are very important with regards to physical comfort of the workers. Better working conditions will result in better output. For emergencies some kind of arrangement needs to be palnned, so that the work does not suffer.

Availability of transport system : Transport is required for purchasing the raw material, for attracting clients, and transport of workers.

Availability of required skilled labour and prevailing wages: The choice of area of work should also take into account the availability of requiste and skilled manpower for the establishment, because skilled and efficient manpower ensures success and profit.

Notes

Space for future expansion: Every business starts on a small scale but slowly and gradually it expands so the planning needs to be done in such a way that there is always a scope for future expansion, There should be space for extra and new machines and storage of supplies to cater to growing needs.

- * **Assessment for machinery and equipment:** The requirements for machinery, equipment's, spare parts, tools, etc. should be properly assessed depending upon the size of the unit. Ensure the installation of basic and necessary equipment. It is not necessary to buy all the equipment, but it is cheaper and convenient to hire some components or taken on job work basis from the market rather than making heavy investments. For selection of equipments and machinery careful comparison of various brands – prices, quality, warranty after sales services provided, delivery time and other such points should be considered before the final purchase. Also buy from a known and authorized dealers, which proper bills and papers signed. A proper market survey is a very important exercise before final assessment and purchase of any machinery and equipment.
- * **Make estimates of the money or capital available with you**
 - Calculate the amount of money you have for each head.
 - If financing has to be done, then
 - List out the financial institutions from where you can get loans,
 - Or else you can also go to the banks.
 - Decide upon the **means of financing** whether it is long term/short term.
- * **Arrangements of finances :** According to the size of the enterprise you can approach SIDBI/banks/venture capital companies/ Commercial banks/state capital corporations/ Small Industrial Development Corporation/Leasing companies/ Co-operative banks/rural banks. State Bank of India (SBI) offers various schemes to entrepreneurs starting their enterprises.

One such scheme is known as **entrepreneur scheme**, where it offers finances up to 2 lakhs, to the technically qualified/experienced persons for setting up a unit. Rate of interest on such loans is also low. Always take financial help from government agencies and not from any private financiers. Government offers lots of benefits and polices related to such kinds of loan with low rate of interest whereas with private financier you may at times get cheated and may not get many benefits. So be careful.

- * **Raw material procurement** : As already stated that the market for the procurement of material should be near by. Also one should ensure that there is timely flow of raw materials. Buy the material from the whole sale market and make a trip when lots of material have to be purchased so that you save on the trips made on going to the market every time. A good market survey is also required for finally deciding upon the shops from where the material has to be purchased. One should work out various sources of supply of raw material and never depend upon one single source of procurement.

Also see whether your enterprise requires to be registered or not. **Registration** is obtained from District Industry Centers (DIC). If it needs to be registered than all the formalities for registrations have to be fulfilled.

- * **Marketing** : Marketing is the main and important area in making any enterprise successful. It is a complex process of creating customers for your product and services. Marketing involves knowing and reaching out to customers. The overall objectives of marketing is to communicate your message, create an awareness of your product or your services, motivate customers to buy and in effect it increases the sales of your product. Care should be taken regarding the following-

- Budget for advertising
- Method of promotion
- Long term marketing

The underlying objective should be that your message should reach the people. One can do advertising in the form of:

Notes

- Posters
- Pamphlets
- On Cable TV
- Word of mouth
- Exhibition & displays.
- Banners and tin plates

*** How to attract more customers**

- Make sure that the enterprise that you have started has a friendly environment. It should be planned according to the kind of clientage expected.
- Care should be taken to see that the work area is always clean and free from flies and other insects.
- Always use clean aprons, scissors, combs etc.

Project for starting a hair cutting saloon for children

This is a sample project designed for a starter

1. COST FOR LAND AND BUILDING

To start with, you can begin at your own house. Convert one room into your work place. If not possible then take a room of medium size on rent

Rental value : Rs.2500/= per month

2. MACHINERY AND OTHER EQUIPMENTS

Equipments	No.	Rate (Rs)	Value(Rs)
Big mirrors	2	2000/-	4000/-
Chair	1	1500/-	1500/-
Table	1	1500/-	1500/-
Rack for storing material	1	1000/-	1000/-
Miscellaneous equipments like threads, scissors, sprayers brushes, curlers dusters etc.		2500/-	2500/-
Total			10500/-

3. STAFF

Persons	No.	Rate	Value
Cutter*	1	3000/-	3000/-*
Helper	1	1500/-	1500/-
Total			4500/-

*You yourself can be the cutter initially

Notes

4. TARGET

You attend about 10 clients in a day

5. RAW MATERIAL REQUIRED

Talc, oil, sheet to cover, apron ———Rs.800/- per month.

6. OTHER EXPENSES (PER MONTH)

Rent	Rs.2500/- *(optional)
Transportation	Rs.500/-
Consumables	Rs.500/-
Water/electricity	Rs.500/-
<hr/>	
Total per month	Rs.1500/-
<hr/>	

6. WORKING CAPITAL (PER MONTH)

Raw material	Rs.500/-
Salary/wages	Rs.4500/-
Other expenses	Rs.1500/-
<hr/>	
Total	Rs.6500/-
<hr/>	

7. COST OF THE PROJECT

Fixed capital (machinery/equipment)	Rs.10,500/-
Working capital for one-month	Rs.6500/-
<hr/>	
Total	Rs.17,000/-
<hr/>	

*excludes the cost of rent

Care of the Beauty Saloon

An efficient, well-run saloon projects a professional image to the client and the efficiency of the saloon depends upon the salon itself and the people working there.

The saloon must be well-designed to utilise all available space, with allowance made for the movement of trolleys, clients' legs when seated and stylists working around the client's chair. Each client requires about 14 square feet (4 square metres) of space. Provision should be made for the accessibility of wash units, towels, blowdryers, and other supplies.

The staff should be trained to work as a team, each member being aware of their different duties from booking appointments to stock control. A properly trained staff, works much more efficiently, attending to the maximum number of clients with the minimum wastage of time, which is good business practice.

The decor of the saloon should be chosen with care. It will reflect the style of the saloon and it must create a restful atmosphere. Wall coverings should be washable if possible because of the amount of condensation produced in the salon. The decor should never be left to look 'dingy', but should be redecorated and painted to ensure that it always looks fresh and clean. Any waiting area should have comfortable seats, up-to-date magazines, etc., and be made to look as pleasant and comfortable as possible.

The working area of the saloon should be planned in order to use all the space available and it should be organised in such a way as to ensure an efficient movement of client and stylist. Badly organised working space can create havoc in busy periods and does not give a favourable impression to the client.

Cleanliness

The saloon should always be kept clean and tidy. Well-trained staff should automatically tidy any dirty areas. A saloon which has hair all over the floor and dirty towels strewn about the place is very off-putting to the client and looks inefficient. A strict code of hygiene

Notes

should exist, even during busy periods. Bacteria thrive in the warm, moist atmosphere of the saloon, and therefore risk to the client must be reduced to the minimum.

Training apprentices/trainees, to be neat and tidy, to clean up immediately and to keep equipment as sterile as possible produces an awareness of salon hygiene. These good habits will then endure through to when they are managers or saloon owners themselves, as this professional attitude can be of great benefit to the beauty industry in general.

Familiarity breeds contempt, and it is all too easy when working day to day in the same familiar surroundings not to notice that towels are becoming grubby and threadbare or that the salon requires redecorating. Try to take a detached or objective view of your surroundings, or get someone else in hairdressing to criticise the appearance and operation of the saloon.

Remember, try to see things from the client's point of view.

Area where cleanliness is important:

- (a) **Shop floor** : The floor should be swept and mopped each day and never left untidy. Cut hair should be swept up immediately. Check that all floor covering is sound. Any loose tiles, lino, carpet etc., can be dangerous to staff and clients.
- (b) **Reception area** : This should be kept clean and tidy with a cloak-room or rack for the clients' dresses, away from the main saloon. If there is a retail sales area, the items for sale should be attractively displayed with the prices clearly marked and the display dusted regularly.
- (c) **Work tops** : These should be kept free of litter, e.g. empty setting lotion bottles etc., and tidied up after each client. They should be wiped over regularly and kept free from dust.
- (d) **Mirrors** : They should be cleaned every day and lacquer stains removed immediately with a lacquer solvent, such as methylated spirit or alcohol, (surgical spirit). Back mirrors also need cleaning regularly to remove any lacquer stains or finger prints.

- (e) **Towels and gowns** : Dirty towels should be placed in a linen basket after use and should not litter the saloon. Clean towels only should be used on the client and any towels with holes in them are to be discarded or recycled as cleaning cloths etc.
- Gowns should be laundered regularly and kept fresh and clean.*
- (f) **Rollers and brushes** : These should be washed and disinfected regularly to remove any stains from temporary rinses, flakes of dry skin, setting agents, etc. Any hair that has been caught in the rollers or brushes should be removed before washing.
- (g) **Trolleys** : Trays and trolleys should be cleaned at the end of each working day and the feet of the trolleys should be checked to make sure that loose hair are not been caught in them.
- (h) **Magazines**: Keep all magazines tidy and discard any that become 'tatty' looking. All magazines should be up-to-date and it is often a good idea to have a selection of hairstyle magazines for the clients to browse through.
- (i) **Wash bowls** : Wash bowls and fittings should be cleaned and wiped over after each shampoo. Front wash bowls must be disinfected regularly to prevent unpleasant odours. Waste traps on the bowls prevent airborne germs from getting into the saloon atmosphere. They should be checked once a week to prevent blockage and any trapped hair should be removed. The waste pipes can be treated with sodium carbonate (washing soda) and boiling water. Loose hair blocking the plug hole of the bowls is always a problem in saloons, but special hair traps can be used to help prevent blockage, the hair should however be removed from these traps after each shampoo.
- (j) **Equipment and tools** : Properly maintained equipment can give long and good service.
- (k) **Brushes, combs**, etc. Every client should have a clean brush and comb used on their hair. Combs should be kept in antiseptic lotion and brushes in a sterilising cabinet.
- (l) **Chairs**. They should be kept clean and free from hair. A vinyl covering makes cleaning easier. They should be wiped down every day, including the backs of the chairs and the legs as these tend to get splashed with lotions. Any splitting or tearing

Notes

of the material must be, attended to immediately to prevent it from getting worse.

- (m) **Light fittings.** They should be kept clean. It is important that the saloon is well lit from all angles.
- (n) **Dryers :** These do long duty hours. If kept clean and dust free, the wear and tear on them is kept to a minimum. Regularly unscrew the top and remove dust and fluff from the fan, otherwise there is a real risk of fire. Arrange a yearly contract for servicing - there are firms that specialise in this service. Steamers, infra-red lamps, these should be cleaned after use. Always ensure that the water bottle and the steamer has enough water in it before use (distilled water should be used) and the steamer should be cleaned out regularly. Infra-red bulbs should be checked before use and any faulty bulbs replaced. Servicing once a year will prolong the life of this equipment and maintain its safety of use.
- (o) **Vapour and ultra-violet cabinets :** Make sure that the vapour steriliser cabinet is checked each day and refilled with sterilising solution. Keep cabinets clean inside and out.

Important points concerning electrical appliances:

Always unplug all electrical equipment before cleaning. Never let junior staff begin to clean until all plugs have been checked as being out of their sockets.

Check all electrical equipment regularly for frayed wires and faulty plugs. All electrical equipment must be unplugged at the end of each working day.

Get apparatus professionally checked and maintained, this will prolong the lifetime of the appliance and the safety of its use.

- (p) **Window display :** This is an important feature, as it can attract the clients to the saloon. The glass must be kept clean inside and out and any display should be kept clean and changed regularly to attract attention.

The type and standard of work that is undertaken at the parlor, helps present a certain image to prospective clients. The standards of work should be as high as possible and be improved through regular training, practising, by attending workshops and demonstration. One

must keep abreast with the latest inovations and inventions taking place in this area. One needs to be skilled to adopt and use the latest trends, products and equipment. Discussions and meetings with staff and other beauticians will help to share experiences and views.