

PROFESSIONAL SALON MANAGEMENT

ABOUT THE COURSE

There is more to running a salon than just being **Technically Competent** – you need to be **Business Competent**. This comprehensive course provides an in-depth insight into the many skills required to manage a salon.

OBJECTIVE

This course is designed to put the control of your salon - back in your hands and to direct it to super success and profits. This course will help you how to Plan, Organize, Control and Manage the critical areas of Business, Quality, Systems & Processes, Administration, Accounts, Human resources, Productivity and Profitability.

ELIGIBILITY

Existing Salon Owners

- Hairdressers/Beauticians going to start their own Salon Business
- Existing Salon Managers
- Senior Hairdressers/ Senior Beauticians who are planning a career upgrade to become Salon Managers

DURATION

5 days, 10 am to 6.00 pm, 40 hours

COURSE HIGHLIGHTS

- Detailed Course material for all material taught
- Faculty with 20 years of Business Management Experience
- Extensive Case Studies & Management Exercises
- Formats and Tools of Analysis
- Students will be part of Salon Management Club which will receive ongoing updates in the areas of Salon Management

COURSE MATERIAL

Student notes, along with formats and exercises will be provided.

CERTIFICATION

AHA Certificate is awarded on successful completion of course

SALON MANAGEMENT COURSE STRUCTURE

Day 1

BUSINESS [MANAGEMENT & OPERATIONS]

Salon System & Procedures, Quality, Accounts, Administration, Profitability, Managing Multiple Locations, General Management, Compliance – Company, Business and People

Day 2 & 3

EMPLOYEE ENGAGEMENT [ACQUISITION & RETENTION]

Role and Responsibility, Recruitment, Induction, Target Setting, Mapping Performance, Appraisal, Employee Development and Motivation, Handling Behavioral Issues, Rewards and Recognition, Data Management, Policy Framework

Day 4

CUSTOMER ENGAGEMENT [ACQUISITION & RETENTION]

Annual Budgeting, Revenue Planning, Marketing Plan, Salon Promotions, Word of Mouth Engineering, Salon Retailing, Client Generation, Capacity Planning, Salon Branding, Direct Marketing Planning, Data Capture, Data Analysis

Day 5

CUSTOMER SERVICE EXCELLENCE

First Impressions, Dialogue – The Supreme Engagement Vehicle, Result-Focused Selling, Interpersonal Skills

PROGRAM DIRECTORS

SAMIR HARIHARAN

Presently Director – Beyond The Fringe Salon & Academy, Samir has over 20 years of management experience. Having completed his Post Graduate Masters in Business Administration, he is presently a Management Trainer and Consultant and increasingly being sought after as a Salon Management Mentor.

He was appointed Management Consultant to India's leading Hair Association – Hair India People for a period of 3 years during which time many shows and seminars were organized and developed a membership base of over 1000 hairdressers. Samir is presently member of the Governing Council of the Rachna Sansad Institute of Architecture, Arts & Design, Prabhadevi, Mumbai advising the institute, with special focus on using IT to enable distance learning and various IT applications.

Samir spent 15 years in NIIT, India's leading Computer Training Company setting up Computer Training Institutes in Maharashtra, Gujarat and eventually in Hong Kong and Shanghai in China. Samir has extensive experience in setting up NIIT Education Centres and Franchising of the same.

Samir's extensive knowledge & over 10 years experience in the salon business and Management Experience gives him the necessary skills and strategies needed to take salon businesses to the next level. Beyond The Fringe Academy's Salon Management Course is dedicated to Professional Salon Business Management skill building and making you successful.

HITESH UDANI

Hitesh Udani is a business coach and a learning and development facilitator with over 21 years of experience in marketing communication, retail and learning & development.

In the beauty industry Hitesh has facilitated various learning & development programs for leading brands including L'Oreal, Beyond The Fringe, Enrich, B:Blunt, Juice Salon, Jean Claude Biguine, Envi Salon, Affinity Salon, Looks Salon, Geetanjali Salon, Bella Madonna, AN John Beauty Salon, Eye Catchers, Bellezza, Neomis Hair and Beauty Salon, Cher Hair and Beauty Salon, Kapils Salon, amongst others.

Hitesh is an alumni of Mumbai University and has done his management from Xavier's Institute of Management. He is a certified Business Coach from Certified Coaches Alliance, Canada. He has also done his foundation course in Transactional Analysis and is also a certified Power Yoga instructor.

He draws inspiration from anecdotes, white papers and varied metaphors.

He is a walking evangelist; adores nature; passionate photographer; avid traveler.