

## Men's Salon & Spa: The Clubhouse

Zuzu Enterprises

*Business Plans Handbook*. Ed. Kristin B. Mallegg. Vol. 34. Farmington Hills, MI: Gale, 2015.

Full Text: COPYRIGHT 2015 Gale, Cengage Learning

Executive Summary

Industry Analysis

Market Analysis

Services

Products

Pricing Strategy

Personnel

Advertising and Marketing

Operations/Company Description

Financial Analysis

The Clubhouse is a men's salon and spa that will feature haircuts and tinting, waxing/trimming, shaving, airbrush tanning, massage, and manicure/pedicure services specifically tailored to the male customer. We make sure that we give everyone who steps through our door the time, attention, and courtesy that they deserve.

## "Executive Summary"

The Clubhouse is aligned to perfectly fit with the services offered by the PHYC and pick up where they leave off. We will offer salon and spa services including haircuts and tinting, waxing/trimming, shaving, airbrush tanning, massage, and manicure/pedicure, all of which are specifically tailored to the male customer. We make sure that we give everyone who steps through our door the time, attention, and courtesy that they deserve.

## "Industry Analysis"

The U.S. hair care services industry includes about 86,000 establishments, of which 82,000 are beauty salons and the remaining 4,000 are barber shops. The combined revenue of these establishments is roughly \$20 billion annually. Demand in the hair care industry is driven by demographics and population growth. The profitability of individual companies depends on technical expertise and marketing skills.

The Health and Wellness Spas industry has experienced steady growth during the five years to 2015. Revenue growth is expected to improve over the next five years, rising at an average annual rate of 3.2% to \$58.7 billion by 2020. This will be driven by increases in per capita disposable income and declining unemployment over the five-year period, coupled with higher consumer confidence. Higher disposable incomes will also lead hair salon customers to spend more on higher-value services such as manicures, pedicures, facials, hair modification treatments, and massages.

Another service trend to generate growth is antiaging and medical treatments. The baby-boomer generation is expected to take advantage of expanding antiaging services over the next five years, making the demographic an especially important source of industry growth.

## Personal Care Services

The largest households and older householders are the best customers of personal care services such as haircuts, massages, manicures, and facials. Householders aged 35 to 64 spend 8 to 14

percent more than average on this item. Married couples without children at home (most of them empty-nesters) spend 25 percent more than average on personal care services, while those with school-aged or older children at home (the largest households) spend 31 to 37 percent more than average.

## **Hair Care Products**

Sales of hair care products are an important revenue source for many salons, providing from 5 to 15 percent of revenue. Gross margins are higher for hair care products than for services.

The best customers of hair care products are the largest households and households with the most women. Married couples with children at home spend 58 percent more than average on this item, the figure peaking at 65 percent more than average among couples with preschoolers.

Householders aged 35 to 54, many with children at home, spend 25 to 28 percent more than average on hair care products and control half the market.

## **"Market Analysis"**

The population of Port Huron is approximately 30,000 with the median age of 35.8 years. Approximately 38% of the population is white collar; this number is significantly more if one takes into account the neighboring communities of Marysville, Fort Gratiot, and Lakeport, all of which travel to Port Huron for all significant services including shopping, medical, and recreation.

Port Huron plays host to many festivals and events throughout the year including the Port Huron to Mackinac race; Men's Modified National Softball Championship tournament; Blue Water Sand Fest; Gus Macker basketball tournament; and other events that bring a significant amount of tourist traffic into the area, specifically of the male gender.

## **Competition**

There are many salons within a 10 mile radius, but none cater specifically to men. The greatest competition comes from Spa 229, a high-end spa located less than a mile away in the downtown district area. While this spa is luxurious and is known for their excellent customer service and wide range of amenities, they do not offer hair service and the decor and services are decidedly feminine. We will set ourselves apart by tailoring our business especially to the needs of men and having a decidedly masculine vibe to our design scheme.

## **"Services"**

The Clubhouse will feature a wide range of services of interest to our male customers, from hair care to massage. We understand the specific genetic styling and grooming needs of a man, as well as his desire to never step foot in a salon filled with wall-to-wall estrogen, French fashion magazines, and gossip rags.

To that end, The Clubhouse specializes in delivering exemplary grooming and styling treatments for men who want to look their absolute best. Each and every one of our services is focused toward helping men look and feel better and gain more confidence in their overall appearance. Never underestimate what a pair of scissors, a razor, and quality professional grooming products can do when put in the right hands. We understand that men desire a salon that services their needs to look their very best so they can be their very best.

Each service we offer men to be their best is outlined in detail below.

## Hair Care

Our primary service line is hair cutting and styling. Our stylists are knowledgeable in the latest trends and techniques and know how to bring out the best in each individual. Related services include neck and hairline cleanup and beard and mustache trim as well as grey blending and other color services.

## Tinting

Tinting service is available on both eyebrows and lashes.

## Shaving

Nothing feels as good as a hot shave. Our classic shave service features hot lather, straight or regular razor, and hot towel finish. Mini-facial treatments are also available.

## Waxing/Trimming

All of our waxing and trimming services are offered in private treatment rooms and are performed by one of our experienced estheticians. Our estheticians have numerous years of experience and provide top-of-the-line men's waxing and trimming services in a professional and relaxing spa environment.

Waxing/trimming services available include:

- Brows
- Ears
- Neckline
- Back
- Man-kini
- Guy-zilian

## Hands/Feet

**Hands**—Get your nails trimmed, detailed and massaged for that well-groomed and professional look of a power broker.

**Feet**—Kick back and sink your feet into comfort. Enjoy a relaxing, mineral-rich sea salt soak in a soothing jet bath while experiencing a marine therapy foot scrub and exfoliation, trimmed and detailed nails; the service includes our renowned foot massage. An organic option is also available.

## Massage

A variety of massage services are offered at The Clubhouse. Each is offered in 30-, 60- or 90-minute increments. The types of massage we offer includes:

Custom massage

Hot stone massage—Feel your body melt as the warmth of heated, smooth basalt stones release the deepest tension in your muscles. Highly synchronized massage techniques with the stones stimulate your body muscles and help increase circulation.

Reflexology—Ancient therapy founded on reflex & pressure points targeted on your hands and feet.

Scalp massage—Invigorating, deep massage of your thinking cap. Warm oil with a stimulating aromatherapy blend, worked through your hair and scalp, takes all your stress away.

## **Airbrush Tan**

This customized service provides the most natural-looking sunless tan that will last about 5-7 days. Each treatment is contoured to enhance your best assets leaving skin with a healthy and radiant glow.

## **Packages**

Several different packages are available that combine the services offered to maximize time and savings. The different packages are detailed below.

### **The Marquis**

Escape the stress of life with this spa package, designed just for you. Enjoy a 1 hour customized massage and a 1 hour customized mini-facial and shave/trim. This package will last 2 hours.

### **The Monarch**

Get the full royal treatment. A 60-minute customized massage, followed by a mini-facial and shave/trim and relaxing hand a foot detail. This package will last 3 hours.

### **The Sovereign**

It's the ultimate spa experience. A 90-minute customized massage, mini-facial and shave/trim, and relaxing hand a foot detail. This package will last 4 hours.

### **The Crown Jewels**

The best of the best. Allow the spa to indulge you in a day of decadence. This package includes a 90 minute customized massage, mini-facial and shave/trim, specialized waxing service (Man-kini or Guy-zilian) and relaxing hand a foot detail. Lunch is included; the package will last 5 hours 30 minutes.

## **"Products"**

Sales of hair care products are an important revenue source for many salons, providing from 5 to 15 percent of revenue. Gross margins are higher for hair care products than for services.

The Clubhouse will offer a full line of the latest hair care and styling products as well as shaving creams, lotions, scissors/trimmers, and the like for use during treatments as well as for sale to clients.

## **"Pricing Strategy"**

**Pricing schedule****Hair care**

Men's cuts and style	Starting at \$ 40
Gray blending	Starting at \$ 45
Color services	Starting at \$ 50
Neck & hairline cleanup	Starting at \$ 20
Beard/whisker trim	Starting at \$ 20

**Waxing/trimming**

Brows	\$ 24
Ears	\$ 20
Neckline	\$ 20
Back	\$ 60
Man-kini	\$ 50
Guy-milan	\$100

Other waxing services are available and priced upon request

**Skin**

Mane-scaping	\$ 40
Anti-oxidant blast	\$ 55
Self-healing	\$ 85
Shave (hot towel/hot lather)	\$ 29
Mini-facial	\$ 19

**Hands & feet**

Spa pedicure	\$ 70
Organic pedicure	\$ 50
Manicure	\$ 45

**Tinting**

Brow	\$ 20
Lash	\$ 20
Lash & brow	\$ 30

**Body massage**

30 minutes	\$ 45
60 minutes	\$ 90
90 minutes	\$120

**Airbrush tanning**

30 minutes	\$ 40
------------	-------

**Package deals**

The marquis	\$175
The monarch	\$200
The sovereign	\$275
The crown jewels	\$600

## Series

To get the most out of your spa experience, the Series is the perfect way for the frequent spa-goer to save! Our customizable series options make it easy to build your own package so that you can enjoy the ultimate spa experience during each visit.

Series of 6—6 pre-paid treatments of your choice at 12% off.

Series of 9—9 pre-paid treatments of your choice at 15% off.

Series of 12—12 pre-paid treatments of your choice at 20% off.

## "Personnel"

### Owners

The Clubhouse is owned and operated by Miles Wehler and Simon Mullins. Both men have over 15 years' experience in the salon and spa industry with experiences ranging from hair stylist to receptionist to manager. They will utilize their knowledge and expertise to build The Clubhouse into the premier salon and spa for all men in the area who are interested in grooming to be the best they can be.

### Support Staff

In addition to Miles and Simon, The Clubhouse will offer freelance positions to two stylists, two estheticians, two massage therapists, two nail specialists, and one airbrush tan operator. More freelance positions will be added on an as-needed basis. These individuals will rent space from The Clubhouse and pay for reception services and a small percentage of their sales.

A part-time receptionist will be hired as an employee of The Clubhouse.

## **Professional and Advisory Support**

The Clubhouse will use the local accounting firm Stewart Beauvais & Whipple for assistance with tax preparation and bookkeeping. In addition, The Clubhouse has established a commercial checking account with Talmer Bank and Trust, and will utilize a popular mobile point-of-sale service to accept credit card and debit card payments from customers. Liability insurance has been obtained from State Farm.

## **"Advertising and Marketing"**

The Clubhouse will be aggressively marketed to members of the Port Huron Yacht Club as well as members of all local golf clubs (Black River Country Club, Port Huron Elks Golf Club, etc.) and members of the chamber of commerce. Advertisements will be placed in the Times Herald newspaper as well as local billboards, and specials will be run during a grand opening week. Other methods of marketing and advertising will be determined at a later date.

## **"Operations/Company Description"**

### **Hours of Operation**

The Clubhouse will be open Tuesday through Saturday from 10am until 8pm. Times may be extended during special events.

### **Location**

The atmosphere of The Clubhouse is reminiscent of a 1920's country club, featuring leather chairs, wood paneling, and sailing decor. Beverages will be provided as part of the service.

The business is located in downtown Port Huron adjacent to the Port Huron Yacht Club and within easy walking distance of the downtown shopping and entertainment district, featuring upscale retail establishments, bars/breweries, coffee shops, and restaurants.

### **Payment Options**

Customers are able to choose from cash, Mastercard, Visa, American Express, and Discover. Payment is expected at the time services are rendered. Gift certificates are available for purchase.

## **"Financial Analysis"**

The total startup cost for The Clubhouse \$100,000 and includes:

- rent
- building updates and decorating
- furniture and fixtures
- treatment chairs and tables
- mirrors
- sinks
- storage cabinets and counters
- display spaces
- towels and robes
- on-site laundry

refrigerator and other small appliances  
product inventory  
reception area desk  
computer, printer, and office supplies  
Brochures, marketing materials, and business cards  
Magazine subscriptions and books (short stories, nonfiction, biographies, etc.)  
Stereo system

**Source Citation** (MLA 8<sup>th</sup> Edition)

Zuzu Enterprises. "Men's Salon & Spa: The Clubhouse." *Business Plans Handbook*, edited by Kristin B. Mallegg, vol. 34, Gale, 2015. *Small Business Resource Center*, [http://link.galegroup.com/apps/doc/XXSSSF034152721/SBRC?u=cod\\_lrc&sid=SBRC&xid=4176f327](http://link.galegroup.com/apps/doc/XXSSSF034152721/SBRC?u=cod_lrc&sid=SBRC&xid=4176f327). Accessed 5 Feb. 2018.

**Gale Document Number:** GALE|XXSSSF034152721