## **Kids Salon Business Plan**

### **1. Executive Summary**

* Overview of your kids' salon concept.
* Mission to create a fun and safe environment for kids.
* Highlight your USP (e.g., kid-friendly stylists, themed haircuts).
* Key financial projections.

### **2. Business Description**

* Description of the salon’s playful, child-friendly atmosphere.
* Legal structure and location.
* Services: Haircuts, braiding, styling, and pampering packages for kids.
* Unique features: Themed chairs (cars, animals), play areas, entertainment screens.

### **3. Industry and Target Market**

* Growing demand for kid-focused salons.
* Target audience: Parents with children aged 2–12.
* Analysis of competitors and your unique advantages.

### **4. Services and Products**

* Kids' haircuts, themed hairstyling, mini-manicures.
* Hair accessories, organic and safe kid-specific hair products.

### **5. Marketing Strategy**

* Partner with schools, daycares, and kids' event organizers.
* Loyalty programs for families.
* Utilize social media and create fun, kid-centric video content.

### **6. Operational Plan**

* Layout of a kid-safe environment.
* Hiring child-friendly, trained stylists.
* Systems for appointments and walk-ins.

### **7. Financial Plan**

* Initial investments: Decor, kid-friendly furniture, tools.
* Revenue model: Affordable pricing with value-added services.