

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.