

# OPENING A SALON CHECKLIST

FROM

EST.1936

**Buy-Rite**  
SALON & SPA  
EQUIPMENT

## STEP 1: PLAN & ESTABLISH BUSINESS

- Select a name & business legal structure
- Develop your business plan, financial projections & budget
- Develop business branding, logo & identity
- Obtain your cosmetology license (if applicable)
- Obtain a federal employer ID number
- Obtain a state tax ID
- Open a company bank account
- Choose a website domain name & register it
- Research local zoning to locate areas with proper zoning for salons
- Choose a location for your salon & sign a lease/purchase space

## STEP 2a: OPERATIONAL SETUP

- Research inspection requirements, local codes & regulations for your area
- Research, interview & hire plumbers, electricians & handymen
- Create salon layout & design plan
- Map out electrical & plumbing
- Apply for business licenses & building permits

## STEP 2b: OPERATIONAL SETUP

- Arrange any needed financing
- Obtain business insurance coverage
- Contact utility providers (power, security, water, waste, etc.)
- Choose a phone & internet provider
- Choose suppliers for wet goods & consumables
- Choose a credit card processing company
- Purchase point of sale equipment
- Purchase computers & appointment-booking software
- Purchase & set up accounting & record-keeping software
- Purchase business cards
- Purchase outdoor & indoor signage

## STEP 3: PURCHASING YOUR EQUIPMENT

Note: Start purchasing these items 8 - 12 weeks before your grand opening day. You'll want to give yourself plenty of time to get shampoo bowls plumbed in, electrical finalized, etc.

- |   |   |
|---|---|
| <input type="checkbox"/> <b>STYLING CHAIRS</b>        | <input type="checkbox"/> <b>DRYERS/STEAMERS/HAIR PROCESSORS</b> |
| <input type="checkbox"/> Salon Styling Chair          | <input type="checkbox"/> Dryer Unit: Hooded or Wall-Mount       |
| <input type="checkbox"/> All-Purpose Reclining Chair  | <input type="checkbox"/> Dryer Chair                            |
| <input type="checkbox"/> Stylist Cutting Stool        | <input type="checkbox"/> Wheel Set for Box Dryer                |
| <input type="checkbox"/> Salon Chair Mat              | <input type="checkbox"/> Hair Steamers                          |
|   | <input type="checkbox"/> Hair Color Processors                  |
| <input type="checkbox"/> <b>SALON STATIONS</b>        | <input type="checkbox"/> Blow Dryers & Flat Irons               |
| <input type="checkbox"/> Salon Styling Station        |   |
| <input type="checkbox"/> Double-Sided Styling Station | <input type="checkbox"/> <b>RECEPTION AREA</b>                  |
| <input type="checkbox"/> Portable Styling Station     | <input type="checkbox"/> Reception Desk                         |
| <input type="checkbox"/> Tool Appliance Holders       | <input type="checkbox"/> Reception Seating                      |
| <input type="checkbox"/> Utility Carts & Trolleys     | <input type="checkbox"/> Retail Product Display                 |
| <input type="checkbox"/> Utility Trays                | <input type="checkbox"/> Magazine Rack                          |

- SHAMPOO AREA
  - Shampoo Backwash Units
  - Shampoo Wall-Mount Bowls
  - Shampoo Chairs
  - Shampoo Area Cabinetry & Storage
  - Shampoo Bowl Hair Trap
  - Hair Color Bar
  
- MANICURE & PEDICURE
  - Pedicure Chair
  - Pedicure Technician Stool
  - Pedicure Technician Cart
  - Manicure Table
  - Manicure Technician Chair
  - Manicure Customer Chair
  
- BARBER EQUIPMENT
  - Barber Chair
  - Barber Station
  - Barber Pole
  - Hot Towel Warmer
  - Sanitizer
  
- SKINCARE & SPA EQUIPMENT
  - Facial Machines & Map Lamps
  - Facial & Massage Beds
  - Spray Tan Machines & Equipment
  - Trolley, Carts, Trays
  - Multifunctional Skincare Machines
  - Wax Warmer
  
- ACCESSORIES
  - Stools & Task Chairs
  - Utility Carts
  - Utility Trays
  - Salon Lighting
  - Hair Vacuum
  - Child Booster Seat/Bar
  - Shampoo Towels

## STEP 4: ESTABLISH CULTURE & HIRE EMPLOYEES

- Develop a mission statement & core values
- Create a list of all needed positions
- Create staff training plan
- Post jobs listings for employees
- Interview & hire employees
- Purchase employee welcome gift/and or apparel
- Schedule & train staff on salon processes

## STEP 5: Installing Equipment & Inspection

- Schedule delivery of salon equipment directly with carrier
- Schedule plumbing install
- Schedule furniture assembly & install
- Schedule electrical install
- Schedule inspection

## STEP 6: Get the Word Out

- Develop & launch website
- Develop a marketing strategy
- Create social media accounts
- Subscribe to industry magazines
- Join trade associations
- Post flyers in local businesses
- Reach out to local publications for grand opening announcement

## STEP 7: FINISHING TOUCHES

- Finalize your grand opening event & send out invitations
- Set open & close hours
- Set up retail displays
- Test all electrical outlets
- Clean, Clean, Clean!

### **DON'T FORGET!**

- Wall art
- Waste bins
- Cash register & safe
- Appointment books
- Cleaning products
- Bathroom supplies
- Outside door mats

## ● STEP 7: FINISHING TOUCHES

- Outside door mats
- Magazines for customers
- Laundry supplies
- First aid kit
- Stationary, envelopes, stamps
- Pencils, pens
- Salon music system
- Flowers for grand opening

## ● STEP 8: OPENING DAY

- Open the Salon of your dreams!

**Need more advice?**  
**Call us at (866) 315-5319**

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