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Keeping Your Salon Well Supplied, Maintained is a Customer Magnet by Eric K Blair

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When you commence setting up a new salon, there are endless details that you must put on your to-do list, and youâ€™ve got to make sure that theyâ€™re taken care of before you open. Youâ€™ve first got a suitable space for your business, perhaps in an area where you can cater to an undeserved segment of the population.

Your location is among the most tough and critical choices you will make, and it will have a far-reaching effect on your salonâ€™s success or failure in the future. A fashionable, young neighborhood will offer a clientele that requires a salon that is in step with styles that are terribly au courant, and will therefore have to have a modern look.

You might choose to anchor your business in a neighborhood populated by families or perhaps an older clientele, and your salon should be right for each group. A trendy interior and booming music on the sound system might be good for a younger crowd that goes out to clubs, but more mature customers might not appreciate it.

If youâ€™re planning to open an upscale salon, your customers will expect that your equipment and furnishing will be chic, in excellent repair and immaculate. Hair salon furniture doesnâ€™t always have to be the most costly thing on the market or the latest design; however, it must always be clean and undamaged.

You wouldnâ€™t want to do business with a salon with torn or worn upholstery and dusty countertops, so itâ€™s critical that you ensure that everything looks clean and fresh. One of your initial purchases will undoubtedly be styling chairs and shampoo bowls, so youâ€™ll need to project a bit to decide how many are warranted in your new business.

Youâ€™ll also want a counter or desk for your receptionist and cashier, who will address customers, inform them of waiting times and collect money for services. Itâ€™s a good move to keep your customers content while theyâ€™re waiting for their appointment, so a good assortment of magazines for them is crucial.

Because youâ€™ll be consistently circulating reading material for those awaiting services, youâ€™ll also need some kind of magazine rack to hold periodicals in a neat fashion. Youâ€™ll probably also need specially designed chairs that tilt back at the correct angle and height to reach the basins at each of your hair washing stations.

Offering a cup of hot coffee to your clients will be appreciated, and to that end, you might consider setting up a table with a coffeemaker, cream and sugar for easy access. If like most salons youâ€™re going to have hairdryers, you must also get chairs to go with them, and they should be fairly comfortable for drying periods of a long duration.

The more work you finish on your dÃ©cor, the closer your salon will be to opening, so work on your furnishings right away, because opening day is going to arrive before you know it.

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