

**FREE VERSION OF GROWTHINK'S  
ULTIMATE BEAUTY SUPPLY STORE  
BUSINESS PLAN TEMPLATE**

**[Company Logo]**

(if applicable)

**[Company Name]**  
**BUSINESS PLAN**  
**[Current Month], [Year]**

**[Name]**

**[Title]**

**[Company Name]**

**[Address 1]**

**[Address 2]**

**[City, State Zip]**

**Tel: [ ]**

**Fax: [ ]**

**Email: [ ]**

**Website: [ ]**

**CONFIDENTIAL**

*No offering is made or intended by this document. Any offering of interests in [Company Name] will be made only in compliance with Federal and State securities laws.*

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**PLEASE READ THIS FIRST:**

**NOTE: this is the Free version of Growththink's Ultimate Beauty Supply Store Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.**

The real version of Growththink's Ultimate Beauty Supply Store Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growththink's Ultimate Beauty Supply Store Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

**To upgrade to the full, paid version of Growththink's Ultimate Beauty Supply Store Business Plan Template, please go to <https://businessplantemplate.growththink.com/beauty-supply-store/>**

# **I. Executive Summary**

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## **Key Questions to Answer:**

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

## ***Sample from Growththink's Ultimate Beauty Supply Store Business Plan Template:***

[Company Name], located at [insert location here] is a new beauty supply store focusing on providing high-quality beauty care products to consumers. Our product lines meet the personal grooming needs of consumers throughout the local area.

### **Products and Services**

[Company Name] will provide high quality, competitively-priced beauty supplies to customers in the local area. Products will include haircare and skincare products, as well as cosmetics and nail products.

[Company name] will also offer body care products and fragrances, as well as limited beauty services, which customers won't find in other beauty supply stores.

### **Customer Focus**

[Company Name] will primarily serve women within a 10-mile radius of our location. These potential customers are as follows:

- 27,827 residents
- Average income of \$74,700
- 58.9% married
- 49.6% in Mgt./Professional occupations
- Median age: 38 years.

## **II. Company Overview**

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### ***Company Profile***

- *Where are you located?*
- *When were you formed?*
- *What is your legal entity form?*

### ***Company Vision/Mission Statement***

- *What goals is your company trying to achieve?*

### ***Past Accomplishments***

- *What successes has your company already achieved?*

#### ***Sample from Growththink's Ultimate Beauty Supply Store Business Plan Template:***

[Company Name], located at [insert location here] is a new beauty supply store focusing on providing high-quality, competitively-priced beauty care products to consumers. Our product lines meet the personal grooming needs of consumers throughout the local area.

[Company Name] was founded by [Founder's Name]. While [Founder's Name] has been in the beauty and wellness business for some time, it was in [month, year] that she decided to launch [Company Name]. Specifically, during this time, [Founder] took a trip to Fort Lauderdale, FL. During her trip, [Founder's Name] visited a beauty supply store that enjoyed tremendous success. After discussing the business at length with the owner of the store, [Founder's Name] clearly understood that a similar business would enjoy significant success in her hometown.

Specifically, the customer demographics and competitive situations in the Fort Lauderdale location and in her hometown were so similar that she knew it would work. Furthermore, after surveying local residents, this theory was proven.

## **III. Industry Analysis**

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### ***Market/Industry Overview***

- *In what market(s) do you compete?*

### ***Market/Industry Trends***

- *What are the key market trend(s) and how does that effect you?*

### ***Relevant Market Size***

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

#### ***Sample from Growththink's Ultimate Beauty Supply Store Business Plan Template:***

[Company Name] directly or indirectly competes against major regional or national beauty supply chains. There are nearly 26,000 registered beauty supply stores in the United States.

According to a report by Packaged Facts, the beauty supply stores industry is a moderately concentrated one, with the top four players combined accounting for an estimated 45.8% of total industry revenue. The market is estimated to grow to over \$25 billion in three years. This bodes well for [Company Name]; since there are few dominant competitors, barriers to entry are not as high as many other industries, and a start-up can expect to have success in this growing market. There is plenty of room in the industry particularly for well-placed stores offering a wide array of product lines.

## **IV. Customer Analysis**

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### ***Customer Needs***

- *What are the key needs of your target customers?*

### ***Target Customer Profile***

- *Who are your target customers? Give a detailed demographic profile.*

### ***Sample from Growththink's Ultimate Beauty Supply Store Business Plan Template:***

We will primarily target the following three customer segments:

1. **Women aged 18 to 24:** Women in this age group are typically college students, and are interested in staying current with beauty trends. While this demographic will usually gravitate toward lower-priced brands, the volume generated by this age group makes it the largest customer segment.
2. **Women aged 25 to 29:** Women in this age group are young professionals, and are just getting established in their jobs. Because this group is beginning to have higher disposable income, they are likely to upgrade to higher-priced brand choices.
3. **Women aged 30 to 64:** Women in this age group are well-established in their careers, and therefore have more disposable income to spend on beauty care products. In addition, women in this age group are more likely to purchase beauty products for their teenaged children.

## **V. Competitive Analysis**

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### ***Direct Competitors***

- *Who are your direct competitors? What are their strengths and weaknesses?*

### ***Indirect Competitors***

- *Who are your indirect competitors? What are their strengths and weaknesses?*

### ***Competitive Advantage***

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

### ***Sample from Growththink's Ultimate Beauty Supply Store Business Plan Template:***

The following retailers are located within a 10-mile radius of [Company Name], thus providing either direct or indirect competition for customers:

#### **Trades Salon Systems**

Founded in 1998, Trades is a full hair, nail, and beauty supply store. Trades also offers product classes and workshops.

Beauty product offerings are grouped into the following categories:

- Hair Care, 14 product lines
- Skin Care, 5 product lines
- Waxing, 6 product lines
- Massage, 3 product lines
- Nail Care, 17 product lines
- Appliances, 4 product lines
- Brushes, 5 product lines

For access to product pricing, customers must be licensed professionals or beauty school students.

[Company Name] has several advantages over Trades Salon Systems, in that it offers a range of high-quality products to the general public. In this way, [Company Name] regular customers have access to beauty products that would not otherwise be available to them.



## VI. Marketing Plan

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### **Branding**

- *What is your desired brand positioning?*

### **Promotions Plan**

- *How do you plan to promote your company's products and/or services?*

**Sample from Growththink's Ultimate Beauty Supply Store Business Plan Template:**

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### **The [Company Name] Brand**

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The [Company Name] brand will focus on the Company's unique value proposition:

- Offering a convenient location
- Familiar, regular product specialists
- Competitive prices
- High-quality product offerings

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### **Promotions Strategy**

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[Company Name] expects its target market to be customers living within a 25-mile radius of its store. The Company's promotions strategy to reach these individuals includes:

**Local Publications:** [Company name] will announce its opening several weeks in advance through publicity pieces in multiple local newspapers and publications. Regular advertisements will run to maintain exposure to relevant markets.

**Customer Loyalty Programs:** [Company name] will create a winning customer loyalty program to keep its best clients coming back again and again. When not actively providing services to customers in the store, our professionals and other employees will make periodic, regular phone calls to customers. These phone calls will (a) ensure that customers are satisfied with their products, and (b) remind customers after a certain period of time has passed that they might want to try the latest products. Long-term customers will have the opportunity to participate in the loyalty program, and referrals will be rewarded as well.

## VII. Operations Plan

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### **Key Operational Processes**

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

### **Business Milestones**

- *What milestones will you need to accomplish over the next 1-3 years in order to achieve success?*

#### **Sample from Growththink's Ultimate Beauty Supply Store Business Plan Template:**

[Company name] will carry out its day-to-day operations primarily on a walk-in basis, and its educational sessions on a rotating schedule.

In order to execute on [Company Name]'s business model, the Company needs to perform many functions including the following:

#### Sales Functions

- Product experts
- Floor sales

#### Administrative Functions

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Sourcing and storing products
- Hiring and training staff
- Customer service/cash register functions

## **VIII. Management Team**

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*The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.*

### ***Management Team Members***

- *Who are the key members of your management team?*

### ***Management Team Gaps***

- *Who do you still need to hire?*

#### ***Sample from Growthink’s Ultimate Beauty Supply Store Business Plan Template:***

[Company Name] is led by [Founder’s Name] who has been in the salon industry for 20 years.

While [Founder] has never run a retail operation herself, she has extensive experience providing salon services and working in major salons for the past 20 years. She began her career in [19xx] when she received a certification from [Cosmetology School] and began work at [major chain], where she worked for X years.

[Founder] graduated from xyz Cosmetology school.

[Other person’s name] will serve as the customer service manager. He/she has extensive experience the hospitality industry.

## IX. Financial Plan

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### **Revenue Model**

- *In what ways do you generate revenues?*

### **Financial Highlights**

- *What are your topline 5-year financial projections?*

Go to <https://businessplantemplate.growthink.com/beauty-supply-store/> for the paid template that automatically generates your 5-year financial projections

### **Funding Requirements/Use of Funds**

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

### **Sample from Growthink's Ultimate Beauty Supply Store Business Plan Template:**

[Company Name]'s revenues will come primarily from the sale of beauty care products.

As with most services, labor expenses are the key cost drivers for retailers. Sales personnel are paid through a combination of salaries and commission, rewarding them for performance and making employees an active part in business retention and development.

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## **Capital Requirements and Use of Funds**

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[Company Name] is seeking a total funding of \$250,000 to launch its store. The capital will be used for funding capital expenditures and location build-out, hiring initial employees, marketing expenses and working capital.

Specifically, these funds will be used as follows:

- **Store design/build and initial inventory:** \$215,000
- **Working capital:** \$35,000 to pay for marketing, salaries, and lease costs until [Company Name] is cash-flow positive

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### **Key Assumptions & Forecasts**

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	FY 1	FY 2	FY 3	FY 4	FY 5
<b>Revenues</b>					
Hotel	\$1,980,125	\$2,832,031	\$3,409,160	\$3,783,447	\$4,100,713
<b>Total Revenues</b>	<b>\$1,980,125</b>	<b>\$2,832,031</b>	<b>\$3,409,160</b>	<b>\$3,783,447</b>	<b>\$4,100,713</b>
<b>Expenses &amp; Costs</b>					
Cost of goods sold	\$455,429	\$623,047	\$681,832	\$718,855	\$738,128
Lease	\$0	\$0	\$0	\$0	\$0
Marketing	\$149,006	\$141,602	\$170,458	\$189,172	\$205,036
Salaries	\$721,095	\$797,115	\$1,014,687	\$1,119,408	\$1,164,185
Initial expenditure	\$50,000	\$0	\$0	\$0	\$0
<b>Total Expenses &amp; Costs</b>	<b>\$1,375,530</b>	<b>\$1,561,763</b>	<b>\$1,866,977</b>	<b>\$2,027,436</b>	<b>\$2,107,349</b>
<b>EBITDA</b>	<b>\$604,595</b>	<b>\$1,270,268</b>	<b>\$1,542,183</b>	<b>\$1,756,011</b>	<b>\$1,993,364</b>
Depreciation	\$372,760	\$372,760	\$372,760	\$372,760	\$372,760
<b>EBIT</b>	<b>\$231,835</b>	<b>\$897,508</b>	<b>\$1,169,423</b>	<b>\$1,383,251</b>	<b>\$1,620,604</b>
Interest	\$164,782	\$144,184	\$123,586	\$102,988	\$82,391
<b>PRETAX INCOME</b>	<b>\$67,054</b>	<b>\$753,324</b>	<b>\$1,045,837</b>	<b>\$1,280,263</b>	<b>\$1,538,213</b>
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$67,054	\$753,324	\$1,045,837	\$1,280,263	\$1,538,213
Income Tax Expense	\$23,469	\$263,663	\$366,043	\$448,092	\$538,375
<b>NET INCOME</b>	<b>\$43,585</b>	<b>\$489,661</b>	<b>\$679,794</b>	<b>\$832,171</b>	<b>\$999,839</b>
Net Profit Margin (%)	2.2%	17.3%	19.9%	22.0%	24.4%

## **X. Appendix**

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***Sample from Growthink's Ultimate Beauty Supply Store Business Plan Template:***

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years
- Quarterly Cash Flow Statement for First 3 Years

**Attention Entrepreneurs:** Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

# "Finish Your Business Plan Today With Growthink's Fully Customizable Beauty Supply Store Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**  
**BusinessWeek** **SmartMoney** **FOX** **Deal!** **Los Angeles Times** **Inc.**

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