



Learning Modules for Topics of the Management Cycle

The following topics are created by [Shahnawaz Shaikh](#) looking at the need to learn by the Salon Owners.

1. Finance, Budgeting & Forecasting

What is Finance and Accounting - its components?

Why is Budgeting Important?

Learn how to budget?

What is Forecasting?

2. Business Plan & Strategy

Why to Create Policies?

Can you be called a Brand?

What is Market Intelligence & Strategy

What is Benchmarking?

How to create a Business plan?

3. Staff Appointment & Retention

Process of appointing staff

Staff Targets

Why is it important to Retain Staff?

4. Staff Training & Productivity

Why is Internal and external training for staff important?

What is Goal Setting?

Importance of Listening- Open ended questions

Upsell, Down-sell & Cross-sell

Dealing with complaints

Leadership, delegation, team building

5. Marketing Plan

What are the components of a marketing plan?

When & Why should you create a marketing plan?

6. New Client Attraction & Retention

Social media

How to make offers

7. Sales, Services & Products

Retailing

Steps to make Price List

Inventory control

8. Software, Data Storage & Analysis

Reports – various types

Why reports are important?

Analysing % of clients not coming back

Analysing and creating A, B & C category of clients

Analysing % of clients buying retails products Vs services

Many Other Topics are available for those who wish to master the business of salons.....