

# Strategic Plan Elegance Salon & Day Spa

**Prepared for the client by:**

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**March 2017**

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## **Letter of Transmittal**

March 29th, 2017

To:

Allison Gensler  
Head Stylist  
Elegance Salon & Day Spa  
105 N. Main St.  
Toluca, IL, 61369

Dear Ms. Gensler,

On behalf of our consulting agency, we would like to thank you for the opportunity to analyze Elegance Salon & Day Spa for the purpose of developing a strategic business plan. Compiled within this document is a number of strategies and tactics that will help accomplish specific objectives for your organization. The offered objectives were chosen to give Elegance Salon & Day Spa opportunities for success.

Included within the plan is information about competitors, Elegance Salon & Day Spa's market position, instructions on how to establish a brand image, organizational structure revisions, budgetary allocations and a defined timeline of how to accomplish the objectives.

We look forward to hearing feedback in regard to our plan. Additionally, we hope that Elegance Salon & Day Spa chooses to incorporate aspects of our plan into daily operations. Nevertheless, should you chose not to incorporate aspects of our plan, we hope that Elegance Salon & Day Spa finds nothing but continued success moving forward.

It has been an absolute pleasure working alongside your wonderful organization.

Sincerely,

Tyler Fiesel

Kelsey Koziel

Audie Lauf

## **Executive Summary**

Elegance Salon & Day Spa (ESDS) is a newly developing business that opened in June 2013, located in Downtown Toluca, Illinois. ESDS is operated and managed by Allison Gensler. The salon's property is owned by Joan and Tim Gensler. The salon offers a wide variety of services including reasonably priced haircuts, color, permanents, waxing, nail care, massages and tanning services.

The salon has an intimate beauty experience to offer Central Illinois. ESDS has a team of licensed and professionally trained employees. The salon lacks any communication strategy. They do not have a strong social media presence where customers can be provided with information.

The following plan is to guide Elegance Salon & Day Spa through the remainder of the fiscal year (starting February 1, 2017). The plan provides a basic overview of the business, including strengths, weaknesses, opportunities and threats. The potential for growth will be discussed. The plan also provides objectives and strategies for increasing the salon's success and potential growth. These objectives may include:

- Develop brand image
- Establish an organizational structure
- To increase social media presence by 25 percent by January 31, 2018.
- To book 10 bridal parties by January 31, 2018.

The following plan will act as a guideline for the upcoming fiscal year for ESDS to achieve these objectives. Full execution of this plan will bring ESDS the success it needs in the next fiscal year.

## **1.0 Organization Background**

The strategic plan serves as a foundation of knowledge for Elegance Salon & Day Spa. It provides the supplemental facts required to understand the situational analysis.

### **1.1 Business Definition**

Elegance Salon & Day Spa is a full-service beauty salon and spa dedicated to providing high-quality services and customer satisfaction by providing an enjoyable atmosphere. ESDS is also prepared to offer bridal party services including hair, skin, nails, and massage.

### **1.2 Vision**

Currently, ESDS does not have a vision statement. We have provided one that fits the company's aesthetic and environment.

We aim to build mutual satisfaction to our clients and community by providing only the best services in hair, skin, nail, and body care. Our team is dedicated to providing high quality services at affordable price points. As a small business we build remarkable relationships with our clients and community by improving communication, giving back to the community, advancing education on all levels, innovating and introducing the latest and best products in the industry.

### **1.3 Mission**

Currently, ESDS does not have a mission statement. We have provided one that fits the company's aesthetic and environment.

Our clients are valued individuals who are deeply respected. Our team will work with our clients to ensure they achieve their desired look. With our high-quality products and affordable prices our clients will have a revolutionary experience that will raise their confidence and turn heads.

### **1.4 Value Proposition**

The value proposition is the key element to setting apart ESDS from other beauty service establishments with their unique services. The value proposition includes two parts: 1) a slogan describes ESDS's one stop shop destination for all beauty services and 2) proof points that support the main idea of the thesis by presenting the competitive advantage.

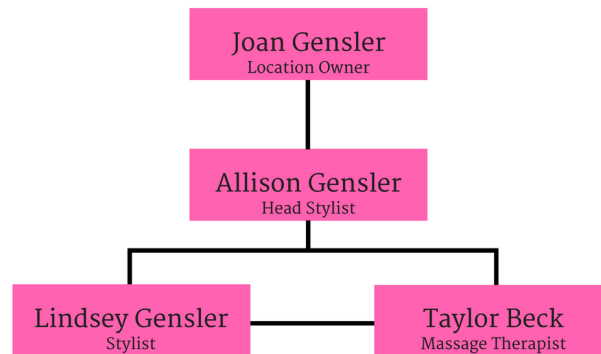
*Slogan: Nourishing your hair, body, and peace of mind.*

*Proof Points:*

- Elegance Salon & Day Spa provide services that allow clients to experience a full-body transformation including hair, skin, nails, massage, and bridal programs.
- Elegance Salon & Day Spa provide the best products in the industry and their team is always advancing their education to bring only the best for their clients.
- Elegance Salon & Day Spa sets itself apart from similar organizations with their commitment to building relationships with their clients outside of the salon.
- Elegance Salon & Day Spa is committed to supporting the local economy and providing opportunities for local citizens.

### **1.5 Organization Structure**

Elegance Salon & Day Spa is located at 105 N. Main St. Toluca, IL. It is a sole proprietor business. Currently, a limited liability company (LLC) is being drafted. The organization consist currently of three employees, which include the owner Allison Gensler, stylist Lindsey Gensler, and licensed massage therapist Taylor Beck.



### **1.5.1 Location Owner (Joan)**

The location owner is responsible for general maintenance both internal and external of the property. Additionally, the location owner must ensure the property is within regulation of current building and zoning codes.

### **1.5.2 Head Stylist (Allison Gensler)**

The head stylist is responsible for scheduling exposition appearances for the salon. Furthermore, the position handles ordering products, applying for licenses and booking appointments. The position also makes sure all staff are properly certified.

### **1.5.3 Stylist (Lindsey Gensler)**

The stylist position is similar to the head stylist position in regard to ordering products and booking appointments.

### **1.5.4 Massage Therapist (Taylor Beck)**

The massage therapist position is responsible for ordering supplies and booking appointments. Additionally, the position handles setting the location for massage appointments. The location can be either at the salon or house calls.

## **1.6 History & Culture**

Allison Gensler cut the ribbon at the opening ceremony of Elegance Salon & Day Spa in June 2013. Allison Gensler is the head stylist. Allison graduated from Hair Masters Institute of Cosmetology in Bloomington, Ill. and trained at Stylish Affairs for a year. Allison's plan was to create a family business where she will employ her family members to create a warm and welcoming environment. Gensler has dreamed of owning her own salon since she was ten-years-old.

Gensler's grand opening was welcomed with town-wide support. Her client list quickly grew as she employed her cousin, Lindsey Gensler. Together, they learned the ins-and-outs of running a business and together were able to expand their services. They furthered their education and received their licenses in esthetician care. They quickly gained their tanning license and hired a massage therapist to enhance their clients' experience.

The all-inclusive salon set up is a new concept in the rural town of Toluca, Ill. Allison wanted her salon to be located in Toluca, since it is where her entire family was raised. "I've always wanted to provide something for a town that I feel has done so much for my family," says Allison reflecting on the decision to locate the store in Toluca, Ill.

In terms of culture, Allison and her team run the salon with constant laughter, innovation and dedication to providing the best service to their clients. Allison understands the importance of building strong relationships. Allison said, "I believe that my business runs on the relationships I make with my clients. I have such a strong connection with them that I find myself thinking about them outside of the salon."

Allison says that, "this town has always made me my best self, now it is my turn to do that for the people in this town."

One of the values that Allison instills in her business is sincerity. She always wants to portray a caring and honest atmosphere and strives to build long lasting relationships with her clients. Clients always leave with a smile and a good laugh.

In terms of customer experience, Allison and her team strive to exceed their clients' expectations in a professional and caring manner. Allison says, "We want our clients to feel that they are always welcome." The atmosphere is fun and friendly with personalized beauty services.

Having a family-run business allows the team to work efficiently and professionally in a highly synchronized manner. Having an open-floor plan allows for the team to build off of one another's ideas and in result ensures the clients' satisfaction.

Allison and her team believe in advancing their education to bring the latest products and treatments to their clients. Allison believes that she can always improve on herself every day. The Elegance Salon & Day Spa team believes in using only the best products in the industry.

## **2.0. Situation Analysis**

Elegance Salon & Day Spa faces a lack of communication with their audience. They offer many specialized services that competitors do not offer. They struggle with developing a larger customer base. All of these factors make it essential to analyze their business situation. Within this section is information and analysis regarding Elegance Salon & Day Spa's situation by defining it and its scope, explaining the affected stakeholders, explaining the competition, and analyzing their strengths, weaknesses, opportunities and threats.

## **2.1 Definition & Scope of Situation**

Elegance Salon & Day Spa is an all inclusive hair salon that provides a complete beauty experience that allows their customers to increase their own self-worth. New and loyal clients are welcomed to ESDS in a warm, yet professional, manner. All aspects of the clients' visit are met with excellent customer service, professionalism, innovation, and an experience as unique as they are. However, ESDS is facing challenges in the forms of awareness about offered services and staff. We would like to help ESDS establish a premiere bridal program and increase overall staff.

Elegance Salon & Day Spa is a developing business that has gained support from the local community. Their strengths lie within word-of-mouth marketing and their ability to provide a full-service beauty experience. However, issues have developed for the salon in the forms of lack of a brand image, organizational structure and digital presence. Additionally, we would like to increase the number of bridal parties serviced by ESDS.

We were able to define these aspects as issues because of additional research. In regard to the lack of brand image, ESDS does not have an official brand image that expresses the values of the organization. Having an official brand image is to have a specific image, font, color scheme, name and set of values that the customer can attach experience to (Gherghina, L. 2014). Although ESDS has accomplished some of these aspects, we would like to help accomplish all aspects.

Additionally, ESDS has a lack of defined organizational structure. The current organizational structure leaves the three employees handling an unnecessarily complicated workload. The implementation of a revised organizational structure and additional staff will help ESDS coordinate workloads and increase efficiency (Musibau Akintunde, A., 2016).

Furthermore, Elegance Salon & Day Spa has an active Facebook account that has generated positive results. However, we would like to increase ESDS's presence by 25 percent. To be more specific, ESDS should be branching out with social media efforts, while increasing their already established social platforms.

The adoption of these strategies to counteract these issues will benefit Elegance Salon & Day Spa in their pursuit of becoming a premier beauty shop in the Central Illinois beauty market.

## **2.2 Stakeholders Affected**

The stakeholders of ESDS are individuals or entities that help determine the organization's success or failure. The most important of these stakeholders are Allison Gensler, Lindsey Gensler and Taylor Beck, the current and only staff on hand at ESDS.

Joan Gensler is also a stakeholder that is affected because of her ownership of the building, in which Elegance Salon & Day Spa operates.



Furthermore, customers of ESDS are important stakeholders. The customers not only provide a stream of revenue for the salon, but they also act as a sizeable portion of the salon's marketing technique. Because of ESDS's location and lack of social media presence, the company relies on a number of customers to spread praise of offered services to potential customers.

## 2.3 Competition Information

There are currently several competitors to Elegance Salon & Day Spa. These salons are considered as competitors due to their close proximity to ESDS and the audience that each takes away from ESDS. The competition is categorized as "very strong," "strong," and "weak." Very strong competition represents a serious threat because these salons offer similar services as ESDS and have longevity of business in the community. Strong competitors pose as less of a threat because they offer similar services but do not have high quality products like ESDS. Weak competitors do not pose a threat because they do not offer as many services as ESDS.

Name:	Address	Phone Number
A Stylish Affair	714 Washington St. Minonk, IL 61760	(309)275-2826
Hair Designs by Dorothy	595 County Road 400 N. Rutland, IL 61358	(815)452-2517
Head to Toe Salon	3013 County Road 400 N. Rutland, IL 61358	(815)863-5000
Making Waves	206 N Chestnut St. Wenona, IL 61377	(815)853-0800
Nicole Marie's	210 N Main St. Lostant, IL 61334	(815)365-3429
Shear Design	552 N Chestnut St. Minonk, IL 61760	(309)432-2080
Silver Shears	466 Harvest Rd. Toluca, IL 61369	(309)399-7203
Style Shack Bty Salons	516 N Main St. Varna, IL 61375	(309)463-2245
Trends by Lori	218 N. Main St. Toluca, IL 61369	(815)452-2517

The above table shows the many competitors that are a threat to Elegance Salon & Day Spa. This table shows the name, address, and phone number of each of these salons. These nine salons serve as a threat because they are in the same area as ESDS and may be taking potential customers away from ESDS.

### 2.3.1 Competition Services

The following table shows the services that the competitors offer. This is essential to note because it helps ESDS know how they match up with their competitors. The table helps to track

where the competition succeeds and fails in their services that are offered. The following list explains whether the competition is seen as “very strong,” “strong,” or “weak” competitors.

Salon	Men's Cut	Women's Cut	Children's Cut	Perms	Color	Shampoo	Style	Nails	Waxing	Massage	Bridal	Formal	Tanning
A Stylish Affair	x	x	x	x	x	x	x	x			x	x	
Hair Designs by Dorothy	x	x	x	x	x							x	
Head to Toe Salon	x	x	x	x	x	x	x					x	
Making Waves	x	x	x	x	x	x	x	x	x			x	x
Nicole Marie's	x	x	x	x	x			x	x			x	
Shear Design	x	x	x	x	x	x	x		x			x	x
Silver Shears	x	x	x	x	x	x	x				x	x	
Style Shack Bty Salons	x	x	x	x	x	x		x				x	x
Trends by Lori	x	x	x	x	x	x	x	x	x		x	x	x

- Trends by Lori is considered a very strong competitor to ESDS. This would be their number one competitor due to offering the same services except for massages. Being located in Toluca and their longevity in the community threatens ESDS. They already have strong established relationships with their clients.
- Strong competitors include salons that are located in neighboring towns. A Stylish Affair, Head to Toe Salon, Making Waves, and Shear Design are considered to be strong competitors due to their further location and lack of offering the same services as ESDS.
- Weak competitors include Hair Designs by Dorothy, Nicole Marie's, Silver Shears, and Style Shack Beauty Salons. These competitors lack certain services that make ESDS stand out. These salons pose a weak threat because many of these competitors work out of their homes which makes it difficult to offer a variety of services and harder for clientele to find their location.

## 2.4 SWOT Analysis

The focus of this section is on the strengths, weaknesses, opportunities and threats (SWOT) of Elegance Salon & Day Spa. The purpose is to provide clarity for the advantages, disadvantages, opportunities for growth and limits to growth of ESDS moving forward. The categories are defined as the item in consideration (i.e., “aspects”), significance to ESDS (i.e., “implications”) and course of action suggested for aspect completion and retention (i.e., “possible actions”).

	Aspects	Implications	Possible Actions
Strengths	Local support from community.	Citizens of rural towns support local business over chain establishments	Continue to positively engage members of community via salon experience Continue to employ skilled stylists

	Word-of-mouth marketing	Client's enjoy their experience and are happy about their results.	Provide an incentive for customers that are spreading praise of ESDS
	An array of quality services	One location that offers numerous services	Continue to offer a variety of unique services in one location
	Reasonable prices	Services meet or exceed expectations based on price	Continue to employ skilled stylists
<b>Weaknesses</b>	Lack of digital presence	Clients hard to find testimonials or information about services	- Create a website that becomes the main source for the Salon's information, highlighting the staff, testimonials, and booking appointments
	Organization of setting appointments	Denotes credibility of a successful and serious business	
	Lack of Presentation portfolio	Customers can not gauge talent of employees	Create an intranet system for staff to book appointments and save client information.
	Low number of employees, overwhelming work environment	Difficult to devote large amounts of time to tasks	
<b>Opportunities</b>	Expansion to second location	A new market for potential customers	Research locations, and set up financial plan

	Marketing services during local events (homecoming, prom, graduation)	Allows for customers to interact with the brand	Scheduling visits to local high schools to inform students about services (demonstrations)
	Create a website for ESDS	<ul style="list-style-type: none"> <li>○ Customer brand interaction creates a personable reputation for the brand</li> <li>○ Creates a place loyal and new customers can go to obtain knowledge about the salon</li> </ul>	Create a domain to become the ultimate source of information for potential clients and engage with loyal clients.
<b>Threats</b>	Competing salons in area	Customers may chose competitor locations	-Market the all inclusive services available in one location
	Financial liabilities	Poor budgetary management could lead to inability to operate	Create a reasonable budget to increase financial productivity
	Increase in DIY videos	Customers can attempt to style their own hair to save money	Educate clients on the importance of professional processes and products
	Employee burnout	If the workload is too heavy, employees may quit	Hire interns/additional staff to help work social media, website, organization of booking appointments.

## 2.5 Market Position

The market position of Elegance Salon & Day Spa would be a challenger (Smudde, P., 2015). Though they are fairly new in the area, they have risen above their competition with the variety of services that they offer. Trends by Lori may have a well-known establishment due to their longevity in Toluca, but ESDS offers more services. Elegance Salon & Day Spa can supply their clients with any beauty service with professional care.

Elegance Salon & Day Spa overall provide more services than any competing business. The trained professionals are always advancing their education and incorporating the latest industry innovations into their clients' presentation. ESDS has the ability to become the top salon and day spa establishment in Central Illinois' salon market. The organization offers major convenience of the all-inclusive beauty services located in one central location. Their emerging bridal program will unveil a lucrative industry that will result in a profitable business.

## 3.0 Plan

This section defines the specific things that the organization must do this fiscal year to get it closer to realizing its vision. Use this paragraph to adequately foreground the substance of the following subsections.

### 3.1 Objectives, Strategies, and Tactics

The purpose of this section is to highlight the objectives, strategies and tactics that are essential to the plan and the following subsections.

- *Objectives* can be defined as essential goals that need to be accomplished for ESDS to accomplish their vision. The objectives include three parts: (1) the desired result, (2) rationale for why the desired effect was chosen and (3) a way for the organization to determine where they currently are in regard to progress toward goal completion.
- *Strategies* are the suggested ways to go about achieving each objective.
- *Tactics* are the exclusive actions that are to be taken for the completion of each strategy and overall completion of related objective

Objectives	Strategies	Tactics
<p>1. Develop a brand image</p> <p>Rationale: Currently Elegance Salon &amp; Day Spa has no branding. Developing a defined brand (logo, slogan, and brand guidelines) will create an aesthetic that will create credibility and professionalism that will ensure clients about the business.</p> <p>Benchmark: None, develop a focus group to evaluate options for the salon's brand image.</p>	<p>Develop a style guide</p>	<ul style="list-style-type: none"> <li>○ Develop a company logo</li> <li>○ Develop company slogan</li> <li>○ Create brand guidelines</li> <li>○ Create mission and vision statement</li> <li>○ Promotional materials to reflect the redefined brand image</li> </ul>
<p>2. Establish an organizational structure by August 1, 2017</p> <p>Rationale: Elegance Salon &amp; Day Spa has no formal organizational structure. Defining roles will ultimately benefit the company in proficiency and profitability. The structure will also create a path for the employees to eventually become equal partners of the company.</p> <p>Benchmark: Review the new structure with employees and take in considerations on how the business is doing.</p>	<p>Organizational Reconstruction</p>	<ul style="list-style-type: none"> <li>○ Define the responsibilities of the employees</li> <li>○ Creating a professional development plan for employees</li> <li>○ Scheduling monthly company meetings</li> <li>○ Hire interns</li> <li>○ Developing a program will allow the owner to have a better work life balance, thus a more efficient way of organizing work.</li> </ul>

<p>3. To increase social media presence by 25 percent by January 31, 2018.</p> <p>Rationale: Elegance Salon &amp; Day Spa only has a Facebook page, which is the only digital source for potential and loyal clients. The social media presence needs to expand to Twitter, Pinterest, Instagram, and YouTube to increase the potential client audience.</p> <p>Benchmarks: 479 Facebook likes, 253 check-ins on Facebook and a rating of 4.8/5.0 determined by 45 reviews on Facebook. No information for, Pinterest, Instagram, and YouTube. Record the engagement Facebook likes, check-ins, and reviews along with other impressions on other social media accounts.</p>	<p>Create social media presence</p>	<ul style="list-style-type: none"> <li>○ Focus posts on new products, client transformations, and promotions</li> <li>○ Create a social media calendar with the help of the digital marketing intern</li> <li>○ Link the website to all bios of social media accounts</li> <li>○ Research and develop and social media strategy, developing a Hashtag and effective posts for the beauty service industry.</li> <li>○ Utilize social media analytics to track progress of posts (Facebook analytics, Google analytics)</li> </ul>
<p>4. To book 10 bridal parties by January 31, 2018.</p> <p>Rationale: Currently Elegance Salon &amp; Day Spa is able to provide bridal services. We want to define a bridal program, and bring awareness to the lucrative industry.</p> <p>Benchmark: Five bridal parties serviced in 2016. Ten total bridal parties serviced in four years of operations.</p>	<p>Schedule and attend bridal expos to increase awareness of brides-to-be and bridal parties</p> <p>Research engagement announcements and reach out to brides-to-be</p>	<ul style="list-style-type: none"> <li>○ Scheduling booths for the Elegant Bridal Expositions in Central Illinois</li> <li>○ Create a bridal information system</li> <li>○ Direct Selling via engagement announcements</li> <li>○ Create partnerships with similar businesses such as photographers and wedding planners</li> </ul>

### 3.2 Critical Success Factors

The following table details four categories that could affect Elegance Salon & Day Spa positively or negatively when attempting to fulfil the above objectives along with the implications to each category.

- *Opportunities* include instances in which Elegance Salon & Day Spa can increase image perception and customer support.
- *Barriers* represent situational, attitudinal, and social opposition to Elegance Salon & Day Spa.
- *Environment* includes both internal and external factors that influence Elegance Salon & Day Spa in regard to day-to-day operations.
- *Resources* include employees and materials required to fulfill business objectives.

Objectives	Opportunities	Barriers	Environment	Resources
1. Develop a brand image	Helps customers to easily recognize Elegance Salon & Day Spa and what they offer.	May not appeal to the current audience.	Creating an identity that is recognizable with community members.	Improve brand image to be relatable and memorable.
		Trademark and copyright liabilities.		
2. Establish an organizational structure by August 1, 2017	Allows staff to have a clear understanding of responsibilities associated with their position.	Employees may suffer in a hierarchical organizational setting	Build relationship and reliability standards between staff members.	Improve overall efficiency in daily operations
	Create a more manageable workload for individual staff.	May create a financial burden when more staff are hired at Elegance Salon & Day Spa		Improve time management for employees
3. To increase social media presence by 25 percent by January 31, 2017.	Allows digital consumer market to interact and become familiar with ESDS and offered	Requires continued monitoring and interaction from ESDS staff.	Build relationship with digital consumer base	Increase social media base for ESDS



	services.			
	Establish a sense of credibility and authenticity with digital footprint.	ESDS will have to make their brand and services stand out from all other digital media competing for consumer attention.		Fundamental understanding of how to consistently and strategically engage with consumers in a digital environment.
4. To book 10 bridal parties by January 31, 2018.	Emphasize the special services that are offered at Elegance Salon & Day Spa.	Limits time spent working with customers at the salon.	Build reputation of bridal services offered at salon.	More employees needed for specialized bridal team.
	Create more material for bridal books for expos.		Strengthen relationship with brides in the community.	

### 3.3 Key Performance Indicators (KPIs)

KPIs are recurring measurements recorded by Elegance Salon & Day Spa to help gauge progress toward objective completion. For each above objective, a specific measurement will be taken by head staff members and compared to the previous point of measurement to determine progress, or lack thereof.

- **Objective 1: Develop a brand image**
  - **Benchmark:** None, develop a focus group to evaluate options for the salon's brand image.
  - **KPI:** After developing a clear brand image, reissue survey to customers to gauge perception and familiarity with new brand image.
- **Objective 2: Establish an organizational structure by August 1, 2017**
  - **Benchmark:** Review the new structure with employees and take in considerations on how the business is doing.
  - **KPI:** Was additional staff hired? Has time management and efficiency of tasks completed by staff increased?
- **Objective 3: To increase social media presence by 25 percent by January 31, 2018.**

- **Benchmark:** 479 Facebook likes, 253 check-ins on Facebook and a rating of 4.8/5.0 determined by 45 reviews on Facebook. No information for , Pinterest, Instagram, and Youtube. Record the engagement Facebook likes, check-ins, and reviews along with other impressions on other social media accounts.
- **KPI:** Increase Likes on Facebook to 539 and Check-ins on Facebook to 285 by August 28, 2017.
- **Objective 4: To book 10 bridal parties by January 31, 2018.**
  - **Benchmark:** Five bridal parties serviced in 2016. Ten total bridal parties serviced in four years of operations.
  - **KPI:** Has number of bookings increased?

### 3.4 Budget & Resource Allocations

Elegance Salon & Day Spa is entering their fourth year of business in June 2017. It is crucial for the salon to establish a proper budget to best fit the needs of the company. Income and sales records were unavailable during the process for this plan for confidentiality reasons. The budget lists only the expenses necessary to fulfill the objectives, strategies and tactics described in section 3.1. Items included will help ESDS to have professional equipment which will help their image. A budget plan can be found in Appendix D.

### 3.5 Timeline (beginning with the proposal's acceptance/approval)

To ensure success of this plan, a guideline for the appropriate dates for the execution of the tactics described (see Appendix E for the full scale of this plan) in section 3.1 has been provided. It is important to follow the sequence of these objective and tactics as the results will provide the foundation for the next objective to smoothly transition.

The salon team will undergo drastic transition in developing their brand image at the beginning of this plan. There will be times where the team will have to work on developing their brand image while structuring and defining their organizational structure. These objectives are vital to the success of the next two objectives. The salon will need to understand and establish their brand image and organizational structure before they take on increasing social media presence and booking bridal parties.

There will be intense points of planning like in July and August where the salon will have to hire interns, and then expose them to the bridal expos where a majority of their work will come from for the semester. The beginning of the plan is also the heaviest in terms of tasks due to the importance of defining and building the structure of the business.

In June, ESDS will focus on booking bridal parties and continuing to strengthen their social media presence.

### 3.6 Evaluation Method & Anticipated Results

To determine if this plan was successful, Elegance Salon and Day Spa will have to evaluate the efforts of this plan. See section 3.3 for KPIs and benchmarks.

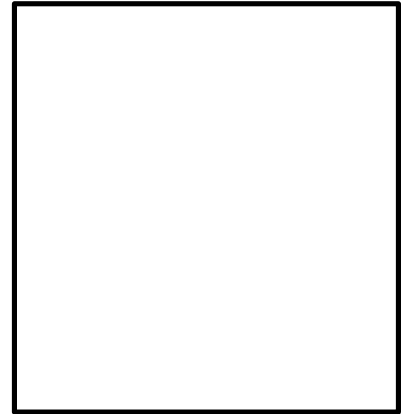
- **Objective 1: Develop a brand image**
  - If the brand image was created and received positive perception and familiarity within the community, the plan was successful.
  - If the plan was not successful, adjust brand image to be more accepting by the community.
- **Objective 2: Establish an organizational structure by August 1, 2017**
  - Use daily task sheet to see the increase in time management and if additional staff needs to be hired.
  - If daily tasks are still behind by August 1, 2017, plan to better manage who is in charge of each task and possibly hire more people.
- **Objective 3: To increase social media presence by 25 percent by January 31, 2018.**
  - Evaluate the increase in social media followers and the amount of mentions of Elegance Salon & Day Spa. If the social media presence increased by 25 percent by January 31, 2018, the plan was successful.
  - If it did not increase enough, create posts that will engage followers and spread the word to customers about social media when they come in.
- **Objective 4: To book 10 bridal parties by January 31, 2018.**
  - If 10 bridal parties are booked by January 31, 2018, then the plan was successful.
  - If 10 bridal parties are not booked, increase awareness of bridal services on social media.

With this plan, Elegance Salon and Day Spa should expect successful results. Following the timeline provided, the salon should be able to easily accomplish all objectives through the means of strategies and tactics provided. Should the plan fail to meet KPI's at any point, Elegance Salon and Day Spa should implement change before the end date of the timeline.

## Appendices

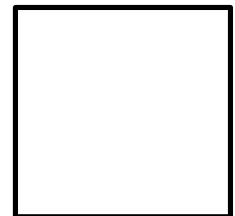
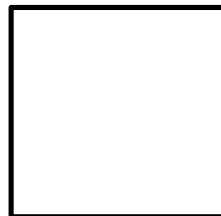
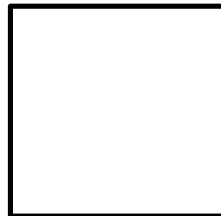
### A. Brand Image Style Guide

#### 1. Create A Logo

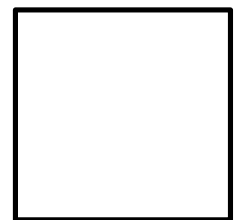
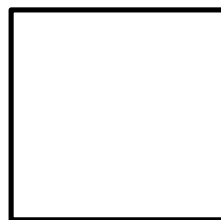
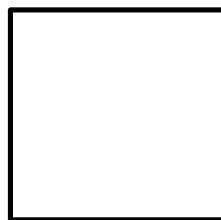


#### 2. Select Color Scheme

##### 2.1 Primary



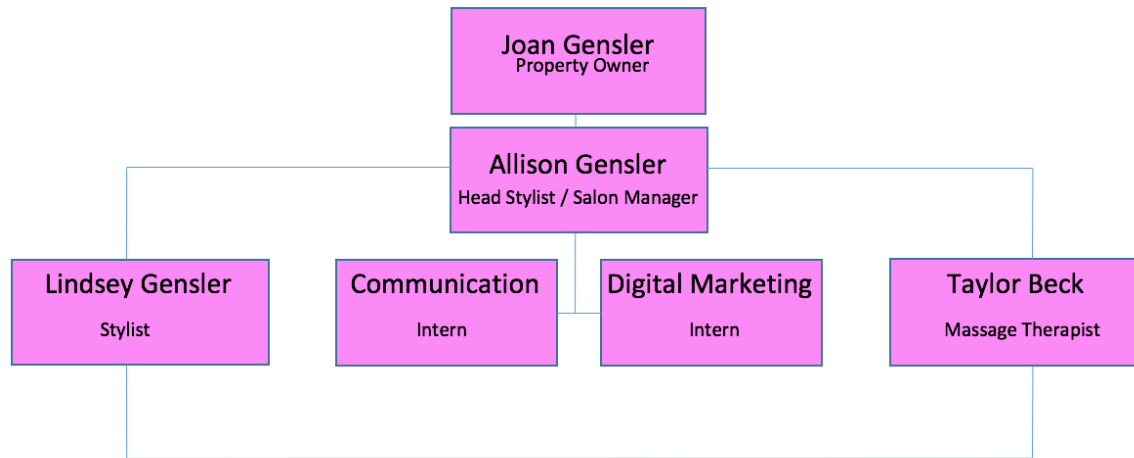
##### 2.2 Secondary



#### 3. Typography

#### 4. Imagery

## B. Revised Organizational Chart



### **C. Job Descriptions**

#### **Property Manager**

- Record and collect rent payments
- Maintain property, involving maintenance
- Keep building in compliance with current building codes and city regulations
- Keep contracts and lease up to date
- Meet with salon manager at least twice a month to discuss property maintenance
- Stay in strong contact with salon manager

#### **Salon Manager:**

- The salon manager will ensure smooth process of all operations of the company.
- Keep in strong contact with the property manager
- The manager will work closely with the stylists, massage therapists and interns.
- The salon manager will record and place orders for all inventory needs and manage requests from employees.
- Provide strong and positive leadership that empowers an efficient team.
- Must host monthly team meetings with all employees.
- Establishing and maintaining budget for daily operations.
- Train interns on daily business operations
- Work closely with interns on

#### **Stylist:**

- Provide full salon services including hair cutting, shampooing, coloring, styling and blow drying.
- Maintain cleanliness of your station.
- Keep on top of the latest hair styles and industry trends.
- Provide requests for orders of hair products and tools.
- Must be able to attend weddings.
- Update and maintain schedule.
- Collect payments for services.
- Keep detailed records of client list including contact information, and previous appointments.
- Ensure clients receive service in a timely and professional manner at all times.
- Must attend monthly meetings with employees.
- Able to work a flexible schedule.

#### **Digital Marketing Intern**

- Responsible for daily administrative tasks including tasks including front desk operations
- Work closely with salon manager and communication intern
- Create and execute a seasonal marketing campaign to present to the salon manager
- Assist in the planning of special events
- Work with communication intern to develop and manage a six-month social media content calendar
- Take client photos and promote on social channels
- Take appointments and survey customers

- Assist with the launch of a new website

#### Communication Intern

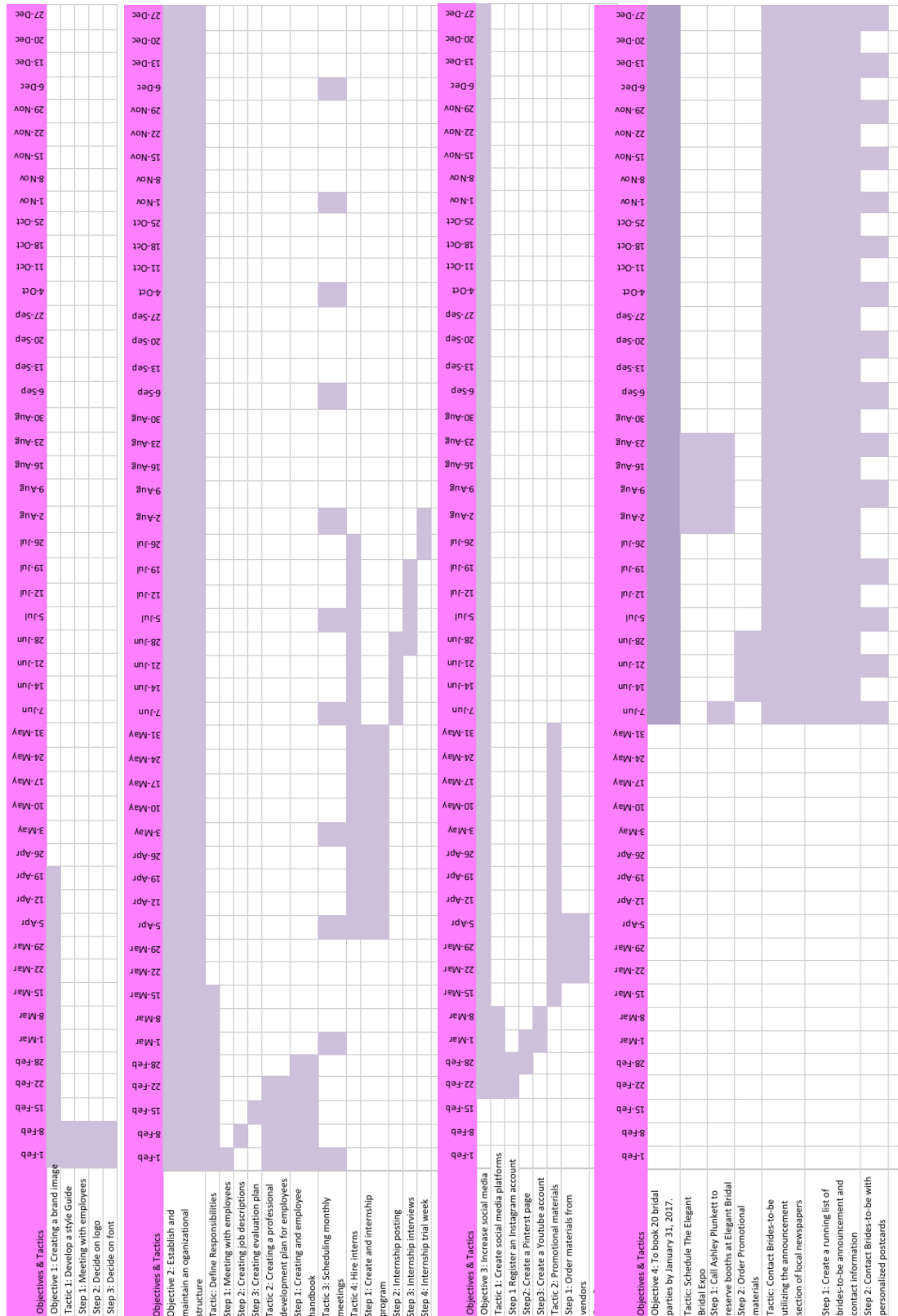
- Must attend at least 75 percent of the special events
- Responsible for daily administrative tasks including front desk operations
- Work closely with the salon manager and digital marketing intern
- Assistant in the planning and implementation of a seasonal marketing campaign
- Assist with the coordination of special events
- Perform other duties as assigned by the salon manager
- Create new and exciting content for social media channels
- Identify new communication channels
- Research and reach out to external stakeholders about salon news

## D. Budget and Allocation

ACCT	EXPENSES	ACCOUNTABILITY	TOTAL	NOTES
100	Book 20 bridal parties	Allison Gensler		Booking 20 bridal parties for the year will increase profitability and credibility of the business
110	Bridal Expos	Allison Gensler	\$1,400.00	The Elegance Bridal Expos have five events throughout Central Illinois: Peoria, Champaign, Bloomington, Springfield
120	Retractable banner	Allison Gensler	\$140.00	The banner will be used solely for the purpose of wedding expos to detail Bridal packages
130	Promotional materials	Allison Gensler	\$169.00	Creating Promotional material solely for the Bridal program including folders, flyers, business cards, and postcards
140	Interns	Allison Gensler	\$0.00	Interns will help work the bridal expos. The interns will receive college credit. They will not be paid.
150	Promotional materials	Allison Gensler	\$169.00	Creating Promotional material solely for the Bridal program including folders, flyers, business cards, and postcards
200	Creating a Brand Image	Allison Gensler		The objective is to create a brand image for Elegance Salon & Day Spa to create a professional business.
210	Creating Style Guide	Allison Gensler	\$0.00	The style Guidelines will be chosen by Allison Gensler. The Style guide includes, color scheme, font, pattern, voice and web specific elements
220	Business cards	Allison Gensler	\$25.78	Business cards to reflect the company's brand will be ordered using Vistaprint for 1,000 cards for general business inquiries
230	Window Decals	Allison Gensler	\$120.00	The window decals will display the new logo and will be placed in the center of the two large windows
240	Window Decals	Allison Gensler	\$120.00	The window decals will display the new logo and will be placed in the center of the two large windows
300	Increase social media			
310	Website Domain	Allison Gensler	\$300.00	Creating a website with a professional domain will increase general awareness
	ESDS Uniforms	Allison Gensler, Lindsey Gensler, Taylor Beck	\$395.88	To create a professional and credible environment, ESDS employees will be required to wear uniforms. Each employee will purchase two uniform sets in black.
320	Social media accounts	Allison Gensler	\$0.00	The social media accounts: Twitter, Pinterest, Facebook, and Instagram will be ran by both Allison and the communication intern.
330	Computer	Allison Gensler	\$0.00	Having a computer at the salon will allow the stylists and interns to maintain website and appointments
	Adobe Creative Suites subscription	Allison Gensler	\$359.88	Having the Adobe programs will maximize visual images that will catch the eye of potential clients



## F. Timeline



## References

- Gherghina, L. (2014). The Importance of Image and Communication of A Brand or Trademark Positioning. *Analele Universitatii "Eftimie Murgu" Resita. Fascicola II. Studii Economice*, 83-87.
- Musibau Akintunde, A., Cho, N. M., Ekanem Edem Udo, U., & Ojochide Fred, P. (2016). How Organizational Structure Aids Business Performance. *CLEAR International Journal of Research In Commerce & Management*, 7(8), 64-68.
- Smudde, P. M. (2015). *Managing public relations: methods and tools for achieving solid results*. New York: Oxford University Press.