

Title	Demonstrate knowledge of small business practices in the beauty services industry		
Level	3	Credits	5

Purpose	<p>This unit standard is intended for a person who owns and/or manages a beauty services salon or clinic, and for a person in training for such a role.</p> <p>People credited with this unit standard are able to: explain types of business models in the beauty services industry; and explain business principles required for the beauty services industry.</p>
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Classification	Beauty Services > Salon Skills
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Available grade	Achieved
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Explanatory notes

All performances in this unit standard must comply with the requirements of: Consumer Guarantees Act 1993, Fair Trading Act 1986, Health and Safety in Employment Act 1992, Privacy Act 1993, Employment Relations Act 2000, Human Rights Act 1993, and their subsequent amendments.

Outcomes and evidence requirements

Outcome 1

Explain types of business models in the beauty services industry.

Evidence requirements

- 1.1 The various forms of business are explained in terms of their advantages and disadvantages.

Range sole trader, partnership, limited company, franchise.

Outcome 2

Explain business principles required for the beauty services industry.

Evidence requirements

- 2.1 Professional ethics and a code of conduct are explained in terms of their influence on business principles.

2.2 Principles of business are explained in relation to management processes.

Range relationship building (IRD, accountant, Citizens Advice, Mentors), financial accountability, meeting employment legislation, business plans and strategies, stock ordering, seasonal and fashion influences on service demand, rebooking policy including frequency, cash-flow forecast, profit and loss, insurance.

2.3 Sales principles are explained in terms of their application in the beauty services industry.

Range upselling, emotional motivation, loyalty reward, discount promotion, active hearing, paraphrasing, feedback.

2.4 Key clients are identified and explained in terms of their value to the beauty services industry.

Replacement information	This unit standard replaced unit standard 19599.
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Planned review date	31 December 2020
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	21 January 2016	N/A

Consent and Moderation Requirements (CMR) reference	0035
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Please note

Providers must be granted consent to assess against standards (accredited) by NZQA, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be granted consent to assess against standards by NZQA before they can register credits from assessment against unit standards.

Providers and Industry Training Organisations, which have been granted consent and which are assessing against unit standards must engage with the moderation system that applies to those standards.

Requirements for consent to assess and an outline of the moderation system that applies to this standard are outlined in the Consent and Moderation Requirements (CMR). The CMR also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

Comments on this unit standard

Please contact the NZ Hair and Beauty Industry Training Organisation Inc
enquiries@hito.org.nz if you wish to suggest changes to the content of this unit standard.