

Title	Demonstrate knowledge of salon revenue and building a client base		
Level	4	Credits	4

Purpose	<p>This unit standard is for learners in the hairdressing industry who wish to develop skills and knowledge of running a hairdressing salon.</p> <p>People credited with this unit standard are able to:</p> <ul style="list-style-type: none"> • describe strategies for building a salon client base, • demonstrate knowledge of and calculate costs associated with the operation of a salon.
----------------	--

Classification	Beauty Services > Salon Skills
-----------------------	--------------------------------

Available grade	Achieved
------------------------	----------

Guidance Information

Definitions

Legislative requirements refer to the obligations of the employer and/or employee under the Health and Safety at Work Act 2015, Health (Hairdressers) Regulations 1980, Privacy Act 2020, Consumer Guarantees Act 1993, Fair Trading Act 1986, Hazardous Substances and New Organisms Act 1996, Human Rights Act 1993, and Smoke-free Environments Act 1990; enterprise fire and emergency policies and procedures; Health (Registration of Premises) Regulations 1966, and Fire and Emergency New Zealand (Fire Safety, Evacuation Procedure, Evacuation Scheme) Regulations 2018, Safety Data Sheets (SDS). *Salon* refers to a hairdressing salon where the salon is registered under the Health (Registration of Premises) Regulations 1966 and has paying clients. It may be a workplace and/or training salon.

Salon requirements refers to industry and legislative requirements relevant to the type of salon, for example those contained in section 6 and 7 of the Health (Hairdressers) Regulations 1980.

Outcomes and performance criteria

Outcome 1

Describe strategies for building a salon client base.

Performance criteria

- 1.1 Strategies used within salons to build potential clients are identified and described.
Range a minimum of four strategies is required.
- 1.2 Strategies a stylist should implement to build their client base to contribute to the financial sustainability in the salon are described.
Range a minimum of three strategies is required; strategies may include – rebooking, retention.

Outcome 2

Demonstrate knowledge of and calculate costs associated with the operation of a salon.

Performance criteria

- 2.1 The annual and monthly overhead costs to run a salon are calculated.
Range salon overhead costs must include but are not limited to – rent, staff wages, training and development, utilities, salon products, internet, equipment upgrades.
- 2.2 Salon services are explained in terms of their cost components.
Range components must include but are not limited to – overhead costs, supplied services, equipment cost, staff cost.
- 2.3 Cost components are used to calculate prices of salon services.
Range components must include but are not limited to – proportion of staff, salon, service, consumable cost components, mark-up/margins.

Planned review date	31 December 2028
----------------------------	------------------

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	29 June 2023	N/A

Consent and Moderation Requirements (CMR) reference	0099
--	------

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact Toi Mai Workforce Development Council qualifications@toimai.nz if you wish to suggest changes to the content of this unit standard.