



# SALON – BLUNIS Harvard Case Solution & Analysis

Floor Plan First Floor



**Essay Portion Paragraph 2**  
 Describe what specific customer groups you intend to target and why. My Salon & Spa will be targeting mostly Women and Men aged 25+. Although everyone is welcomed, we mostly have deals and packages for older people. Not just that, but our customers must be a bit upper class. Not because we are a snobby and luxurious salon, but because we offer special treatments and high quality hair services compared to other salons and spas! We want our customers to be able to spend as much as they like so they can relax themselves as well.

Floor Furnishing Part 2



Floor Plan Second Floor



**Part 3: Explain what you have learned about opening a new salon and list possible and 5 negatives.**  
**What I learned:**  
 • You need to have a good location and a good name.  
 • You need to have a good staff and a good service.  
 • You need to have a good marketing plan and a good budget.  
 • You need to have a good customer service and a good reputation.  
**5 negatives:**  
 • High rent costs.  
 • High labor costs.  
 • High insurance costs.  
 • High marketing costs.  
 • High competition.

**Essay Portion Paragraph 1:**  
 Explain how you chose your name, location and location. I chose my name because it is easy to remember and it is a good name for a salon and spa. I chose my location because it is a good location for a salon and spa. I chose my location because it is a good location for a salon and spa.

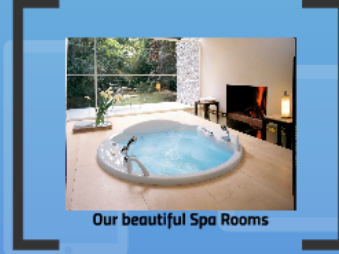
Part 4: Advertising

My business card:



**Salon Business Plan Cover Page**  
 Aura Salon and Spa  
 Our mission statement:  
 At Aura Salon and Spa, we strive to create a salon that has a calm 'spa' atmosphere where our customers can relax and take a break. We do this by soothing their minds, bodies & spirit while gently ridding away tension & stress in the tranquility of luxurious surroundings while creating for our customers a beautiful natural new look. Hence, our slogan "Helping you find your true inner beauty within".  
 1066 Rue Sherbrooke Ouest  
 Montreal, QC H3A 0B2  
 Aura Franco  
 Mrs. Quinn  
 Tuesday, June 10th

**Part 5: Describe if being a salon owner is something that would interest you and why?**  
 Yes, I would like to be a salon owner because I love hair and I want to help people feel good about themselves. I also want to be my own boss and have a flexible schedule.



Floor Plan Third Floor



**Floor Plan Furnishings**  
 This floor includes:  
 • Beds  
 • Drawers  
 • Aromatherapy machines  
 • Tables  
 • Chairs  
 • Lamps  
 • Plants

Advertisement Part 6 Open House Ad

**Aura Salon and Spa Open house!**  
 MyGlamour is the opening of a new salon and spa located in the heart of Montreal. We are offering a special open house event where you can enjoy a complimentary hair and skin treatment. Don't miss this opportunity to experience our services and meet our staff. Book your appointment today!

**Advertising Part 5:**  
 MyGlamour is a new salon and spa located in the heart of Montreal. We are offering a special open house event where you can enjoy a complimentary hair and skin treatment. Don't miss this opportunity to experience our services and meet our staff. Book your appointment today!

**Salon Price List:**

Basic Haircut	\$15
Blow Dry	\$10
Color Treatment	\$25
Deep Conditioning	\$15
Facial	\$20
Manicure	\$10
Pedicure	\$15
Relaxation Package	\$45
Spa Package	\$75
Waxing	\$10
Yoga Class	\$10

# Salon Business Plan Cover Page

Aura Salon and Spa

Our mission statement:

At Aura Salon and Spa, we strive to create a salon that has a calm 'aura' atmosphere where our customers can relax and take a break. We do this by soothing their minds, bodies & spirit while gently easing away tension & stress in the tranquility of luxurious surroundings while creating for our customers a beautiful natural new look. Hence, our slogan "Helping you find your true inner beauty within".

666 Rue Sherbrooke Ouest

Montréal, QC H3A 0B2

Aura Franco

Mrs. Quinn

Tuesday, June 10th



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# Business Sign

I chose the Lotus flower as the photo on my business sign because I believe it catches the eye. When you look at it, it has a very calm feeling to it and gives off a soothing type of salon vibe, instead of hectic luxurious salons and spas. I also chose it because a lotus is a flower from nature, which represents my salon's overall natural approach at attaining beauty. "The Lotus Flower grows in the deep mud, far away from the sun. But, sooner or later, the Lotus reaches the light becoming the most beautiful flower ever." This meaning of the Lotus flower proves to our customers that they are actually beautiful from within, they may just be having some bad days, but that we will help them blossom into a beautiful new flower!



# Floor Plan Furnishings

Down below is a list of the relevant things I have in my spa and salon.

Salon only:

Stylist stations (12).....\$6,000

Salon Chair (12).....\$9,228

Trolley (13).....\$3,113.16

Hair Washing Station (8).....\$16 000

Reception Desk (1).....\$5,760

Aromatherapy Machine (1).....\$150

Total: \$40, 251.16



# Floor Plan F

Down below is a list of the relevant things I have in my spa and salon.

Salon only:

Stylist stations (12).....\$6,000

Salon Chair (12).....\$9,228

Trolley (13).....\$3,113.16

Hair Washing Station (8)      \$16,000





# Advertisement Part 6 Open House Ad

Aura Salon  
and Spa  
Open house!



**Why:** Celebrate the opening of a new natural and various treatment offering beauty salon and spa!

**Where:** 666 Rue Sherbrooke Ouest  
Montréal, QC H3A 0B2

Come on by and receive coupons for a



Photo: (b) (3) (c)