

Location

The location of your business is one of the key factors in your business success. You must have visibility in the marketplace, as clients need to be aware of your presence. Having a salon on street level, with window space and passing trade will ensure you are noticed, particularly if the salon is located next to a business that causes people to stop and look. Make sure however that you aren't situated next door to a busy takeaway or other business that may reflect badly on your own.

Locating your business on the first floor of a building or in a side road will be less expensive than ground level on a main road, but it will also be less visible. You should therefore make sure that you have the correct signs to direct clients to your door. Many clients are quite discerning and will actively seek out a good salon whatever the location if it provides an exceptional service or product

The more prestigious your location, the more people are prepared to pay for your services and products. However, the more prestigious the location the more expensive it will be to buy or rent premises so you must be sure that you will be able to attract clients in sufficient numbers to cover the higher costs.

The location also plays an important role in establishing your business image or brand, particularly if it is in a desirable upmarket area that implies success. When finding a salon most clients will look for one that in their mind is the best, is professional and has a good reputation. This often goes hand in hand with a good location. A salon that has an established reputation will attract more clients and be more profitable than a salon that does not have such a professional image or reputation.

The image of a business may also dictate the location. For example a residential spa needs to be situated in a quiet location, with plenty of parking space or in a location that reflects the treatments and therapies on offer. A specialist nail bar providing express manicures should be situated in a busy commercial area, with lots of passing trade and with easy access.

If your salon is not visible it will take longer to establish a clientele and this may prove costly in the early stages particularly if you have borrowed heavily. A highly visible new salon may cost more to establish but will probably attract more clients and if you are offering a quality service you will increase client numbers quickly, increasing turnover to cover costs.

Many people consider locating a salon close to your competitors is not a good business move but it could actually work in your favour, as clients will already be coming to that area for treatments and they will often try a new salon, service or product even if it is only out of curiosity. This provides you with the ideal opportunity to sell your strengths and unique selling points.

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spa & beauty therapy in practice

Being close to good transport links is essential for both staff and clients who may not want to or can't drive. Parking nearby is essential for those clients or staff members with their own transport and for suppliers making deliveries.

When situated in a busy shopping area it is important to ensure the premises have efficient sound proofing or you are offering services that don't require a peaceful and quiet atmosphere.