

The Shop! Barber & Beauty Program

An Introduction to Entrepreneurship for the Cosmetology Industry

MODULES	KEY LEARNING OBJECTIVES
The Basics Mar 1st,	<p>In this module participants will learn the basics necessary to start a business in the barber and/or beauty industry:</p> <ul style="list-style-type: none">• Skills and Knowledge Needed• Types of Barber & Beauty Services• Choosing Your Niche• Your Business Plan
Getting Started Mar 8th,	<p>In this module participants will learn what it takes to successfully start a barber or beauty business:</p> <ul style="list-style-type: none">• Legal Matters (Entity Types, Commercial Insurance, Business Bank Accounts, etc.)• Commercial Leasing• Business Equipment and Supplies• Obtaining Your Inventory
Running Your Business Mar 15th,	<p>In this module participants will learn what it takes to successfully run a barber or beauty business:</p> <ul style="list-style-type: none">• Operations, Hygiene, and Cleanliness• Managing Appointments and Inventory• Pricing Services and Products• Getting Paid• Financial Management• Employees vs. Contractors
Marketing Mar 22nd,	<p>In this module participants will learn how to determine the target market and make sense of market research as well as learn marketing techniques that will help to attract new clients and keep existing clients:</p> <ul style="list-style-type: none">• Understanding Your Customer Base• Competitive Confidence• Market Research Made Easy• Marketing Techniques• Your Website, Social Media, Email Campaigns• Customer Service, Networking, and Referrals
The Cost of Doing Business Mar 29th,	<p>In this module participants will discover the costs of doing business and determine the minimum funding needed to get started:</p> <ul style="list-style-type: none">• Determining Your Start Up & On-going Costs• Determining Your On-going Costs• Financing a Start Up
Presentation & Graduation April 5th,	<p>This program will close with a graduation to celebrate all participants who successfully complete the program and sharing of other valuable small business resources.</p>