**Business Review 2020/2021**

**<Salon Name>**

**<Agent Name>**

**<Date>**

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History & Culture

* *Detail about the Salons current position: Refurbs, Accolades/Awards, Financial issues, problem areas, differentiation points, industry accolades/awards etc*
* Text

12 Month Goal Plan

Goals for the next 12 months:

* Goal 1:
* Goal 2:
* Goal 3:

Staff Review

*List the experience of salon staff and identification of individual areas for development/training requirements. Salon Owner to work with Account Manager to identify classes or work with a Technician.*

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Strengths | Weaknesses | Action Plan |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Education Commitment

* What Education has the Salon booked in for?
* What Education has the Salon attended?
* Are all staff trained in the De Lorenzo philosophies, Four Natural Balances, CAP system and colour techniques?
* What education has been undertaken by the Salon (eLearning, Face to Face)?
* How many Novacolor Experts and Novacolor Expert 360s are there?

ASPYA Commitment

|  |  |
| --- | --- |
| **Question** | **Answer** |
| * Does the Salon use De Lorenzo professional products for all hairdressing services including treatment, hair and scalp analysis and basin usage and offer the De Lorenzo retail range as the preferred product? | Yes/No |
| * Does the Salon supply De Lorenzo with a prominent space within the salon and display all provided De Lorenzo and ASPYA collateral and merchandise? | Yes/No |
| * Does the Salon maintain and continuously implement salon policies and procedures? | Yes/No |
| * Does the Salon maintain their account within the agreed trading terms to be rewarded with ASPYA Points? | Yes/No |
| * Is the Salon attending the ASPYA Conference? If no, why not? | Yes/No |
| * Has the Salon attended any of the ASPYA Events? | Yes/No |
| * Does the Salon utilise the Business Tools provided? (templates from the ARC, Salon Marketing services etc) If no, why not? | Yes/No |
| * Has the Salon entered/or are they entering the ASPYA Awards? | Yes/No |

*Notes:*

Mystery Shopping Results

* Has the salon received a 80% or above rating in the ASPYA Mystery Shopping Program?
* What were the areas rated highly in?
* What were the areas for improvement?
* How is this being addressed (Action Plan with Dates)?

De Lorenzo Results

*Insert of Sales Analysis Graph from Navision*

*Review of the Salon’s yearly purchases from De Lorenzo*

* Total Purchase Spend 18/19: $
* Total Purchase Spend 19/20: $
* Overall Growth : <?>%

Areas for focus *(eg retail, professional purchases)*:

* Text
* Text
* Text

Salon Results

* Average client spend: $
* Percentage of retails sales: $
* Percentage of services sales: $

Areas for focus *(eg services that are below, retail that needs to increase)*:

* Text
* Text
* Text

SWOT Analysis for <Year>

|  |  |
| --- | --- |
| **Strengths**   * *Identify the Salons strengths* | **Weaknesses**   * *Identify the Salons weaknesses* |
| **Opportunities**   * *Identify the Salons opportunities* | **Threats**   * *Identify the Salons threats* |

SWOT Plan for <Year>

|  |  |
| --- | --- |
| **Strengths**   * *Identify how to continue and utilise strengths* | **Weaknesses**   * *Identify how to turn these into strengths or activities to decrease impact of weaknesses* |
| **Opportunities**   * *Identify how to utilise the opportunities* | **Threats**   * *Identify how to turn these into strengths/opportunities to decrease impact of threats* |

Marketing & Promotion Planner

Detail the Salon’s current promotional and marketing strategy for the next six months (rewards, customer acquisition/retention, incentives, advertising etc)

|  |  |
| --- | --- |
| **Month**   * *Events, Promotions, Salon Marketing Use, Local Area Marketing* | **Month**   * *Events, Promotions, Salon Marketing Use, Local Area Marketing* |
| **Month**   * *Events, Promotions, Salon Marketing Use, Local Area Marketing* | **Month**   * *Events, Promotions, Salon Marketing Use, Local Area Marketing* |

Areas for Support

*Identify what the Salon requires in the form of support from De Lorenzo (this should then form part of the Action Plan)*

* Text
* Text
* Text

Action Plan for <Year>

|  |  |  |  |
| --- | --- | --- | --- |
| Activity | Action | Timeframe | Who is Responsible |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Year on Year Comparison

* What was achieved from the <Date> Review?
* What wasn’t achieved from the <Date> Review?
* What will be done differently in <Date> to achieve/complete the Action Plan?
* What further involvement/assistance from De Lorenzo do you need?