

Esthetician Business Plan

EXECUTIVE SUMMARY

Business Name: _____

Mission Statement

Business Owner: _____

Unique Selling Proposition

BUSINESS DESCRIPTION

Legal Structure: _____

Services Offered

Target Market

Location

Facilities

MARKET ANALYSIS

Industry Trends

Competitor Analysis

Target Demographics

MARKETING AND SALES STRATEGIES

Digital Marketing

Traditional Marketing

Promotions and Special Offers

SERVICE OFFERINGS AND PRICING

Service Menu

Pricing Structure

Packages and Bundles

OPERATIONAL PLAN

Staffing

Scheduling Procedures

Inventory Management

Facility Requirements

Regulatory Requirements

FINANCIAL PLAN

Revenue Forecast

Assumptions

Basis

Calculation

Expense Budget

Assumptions

Breakdown

Calculation

Cash Flow Statement

Projected Cash Flow for First Year, Second Year, etc.

Assumptions

Calculation

Analysis

APPENDICES

Resumes

Market Research Data

Lease Agreement

Promotional Materials

Regulatory Requirements and Certificates