

DESIGNING OF BUSINESS ON THE EXAMPLE OF BEAUTY SALONS NETWORK

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Abstract. The factors of external and internal environment are analyzed in this paper, which play an important role during the opening of the beauty salon for different price categories in Moscow. The analysis of the market beauty industry current state is carried out, the impact of the economic crisis on services provided range is investigated. Variants of the beauty salon development are modeled depending on the initial deposit amount and the possibility of the owners to manage the salon business themselves. Sanitary norms of premises used for beauty salons as well as the regulatory framework to starting a business in the beauty industry are reflected in detail in this article, a business plan sample with average monthly expenses in Moscow is drafted. Also there is an analysis of additional costs for the side needs, which are necessary for the beauty salon operation.

Keywords: business yields; investment in beauty salon; sanitary standards for salons; regulatory framework for opening a beauty salon; profitability of a beauty salon; calculation of costs for a beauty salon; strategic analysis of the small business.

JEL codes: A10; A19.

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